

Engineering Technology Industry Council
Meeting held June 25, 2004 at CAPITAL Center

In Attendance:

Ron Adams	OSU
Norm Armour	LSI
Eileen Boerger	ProDX
Cynthia Brown	PSU
Dave Brown	Textronix
Jim Chadney	WOU
Jim Craven	AeA
Charmagne Ehrenhaus	OCATE
Robin Furness	PacifiCorp
Ron Geason	PSU
Michelle Girts	CH2M Hill
Nancy Goldschmidt	OSBHE
Joe Graf	SOU
Ray Guenther	Intel
Dave Johnson	UO
Gary Kaleta	Gunderson/OMI
Chris King	Planar Systems
Richard Linton	UO
John Marsaglia	WOU
Harvey Mathews	AOI
Dave McDonald	OUS
John Miller	EOU
Janet Rash	Intel
Gordon Reistad	OSU
Skip Rung	ONAMI (by phone)
Bruce Schafer	OUS
Gretchen Schuette	OSBHE
Ed Swenson	ESI
Ed Thompson	OHSU/OGI
John von Schlegell	OSBHE
Dave Woodall	OIT
Craig Zemke	JELD-WEN
Fred Ziari	IRZ Consulting

Michelle Girts, ETIC Chair, opened the meeting by asking for approval of the April 23, 2004 meeting minutes. Motion was made, seconded and unanimously approved.

Government Affairs and Communications Task Force Report

Michelle Girts and Bruce Schafer updated the council on the goals of the Government Affairs and Communication Task Force, one of several breakout groups from the March 8th strategic planning session that held its first meeting May 26th.

Goals include:

- Develop clear ask
- Float budget request to key decision makers
- Create message and media to support budget request
- Meet with legislative leadership, co-chairs

Bruce reported that with the recent VIP Tours at each campus, ETIC members were able to meet with many federal, state and local legislative and community leaders. A draft document providing an overview and highlights of the tour, including measurable results and leaders in attendance was

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distributed. Bruce also reviewed the timeline communicating with decision-makers to date. We were prepared to present at the May 7th OSBHE meeting but there was not enough time. Since May, Michelle and Bruce have met with Board members, Mardilyn Saathoff and the Senate Education Committee to give them a preview of the proposal. The latter meeting was a result of Senator Charles Starr of Hillsboro attending the PSU VIP Tour. Neil Bryant and two Board members presented at the same meeting. While the details of '05-'07 proposal were not presented, Senators Starr and Nelson made positive comments about ETIC investments. Michelle and Bruce also met with Jill Kirk of the Board of Education and Cam Preus-Braly, Commissioner of Community College Services and Workforce Development. Additional preview meetings were scheduled with remaining Board members and the AEED workgroup. ETIC is scheduled to present at the Board of Higher Education meeting on July 16th at PSU.

Bruce provided some detail on the impact of the Chancellor's Office recent reorganization. The Industry Affairs department was reduced from 3.7 to 1.5 FTE. (Bruce Schafer and Michele Vitali are the remaining 1.5) He explained they are in the process of negotiating the transfer of the AeA Scholarship Program with the campuses.

Michelle and Bruce presented three areas of discussion below in which input and recommendations were requested:

1. Potential for ETIC mission realignment
Some people may perceive ETIC as being primarily focused on economic development and/or workforce development – or recommend that these be ETIC's main focuses.
2. Potential new council charter and organization There are discussions underway regarding a bill being introduced to the 2005 Legislature that would create a new Council. There seem to be three things motivating this new legislation:
 - a) The desire to have one spokes-group regarding innovation as relates to economic development and education.
 - b) The bill that established OCKED several years ago only provides for its existences through 2005.
 - c) The desire to increase the linkage of higher education and economic development.

Oregon Technical Innovation Council is one of the names that has been suggested for this successor to OCKED. One suggestion is that ETIC be connected to this new group or a part of it in the area of workforce.

3. Potential new staff roles and responsibilities.
Bruce outlined ETIC priorities and staff functions for the current and next biennia. He requested that a task force on staffing be formed and encouraged those interested in participating to let him know.

Comments and discussion followed. Craig Zemke suggested that education and economic development have a natural connection. Ray Guenther stated that ETIC was successful because of its two-prong strategy of 2X and quality. 2X and private support have been key selling points and sources of success of the program. Eileen Boerger stated the need to define the relationship between the new council and ETIC, and not position ETIC's role as simply workforce development or

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training. Robin Furness was comfortable with using economic development in the broadest sense, including growing businesses and providing jobs. She agreed that focusing on workforce development was too limited. Chris King thought we should keep the focus on technical innovation. Ray Guenther was concerned that too much focus on technology industries would reduce legislative support outside of the I-5/Portland corridor. Jim Craven said he thought ETIC's success was based on its "rifle-shot" approach and would favor staying close to what we are now rather than becoming a part of something broader. Harvey Mathews suggested that we remain firm about ETIC's value to Oregon. Gary Kaleta noted that our efforts could be diluted if the relation to the new Council was not carefully worked out. Ed Thompson suggested that no compelling reason had been given for changing ETIC. Ron Adams was concerned that ETIC's role could be perceived simplistically as workforce development. Cindy Brown noted that when industry speaks, legislators listen – we should be careful to preserve that voice. Rich Linton said that OCKED's charter has clearly been broader in scope than ETIC's, but one should not subsume the other in areas like investing in research capacity.

Due to time constraints, further discussion was postponed. Michelle asked that members feel free to communicate further with she and Bruce on these ideas.

OSBHE Workgroup Presentations

- **Academic Excellence/Economic Development Workgroup**
John von Schlegell, OSBHE member, provided a progress report for the AEED workgroup. It is located at <http://www.oregonetic.org/meetings/vonSchlegell.pdf>.
- **Excellence in Delivery & Productivity Workgroup**
Gretchen Schuette, OSBHE member, provided a progress report for the EDP workgroup. It is located at <http://www.oregonetic.org/meetings/Schuette.pdf>.
- **Access/Affordability Workgroup**
Nancy Goldschmidt, workgroup staff member, provided a progress report for the Access/Affordability workgroup on behalf of Tim Nesbitt, OSBHE member, who was unable to attend. It is located at <http://www.oregonetic.org/meetings/Nesbitt.pdf>.

There being no further business, the meeting was adjourned.