

**Engineering Technology Industry Council**  
Meeting held September 24, 2004 at CAPITAL Center

In Attendance:

Ron Adams	OSU
Morgan Anderson	Intel
Rajiv Arya	OIT/OREC
Gerhard Beenen	
Eileen Boerger	ProDX
Dave Brown	Textronix
Matt Carter	OMI
Joyce Cresswell	Saturday Academy
Bruce DeYoung	OSU Extension
Martha Anne Dow	OIT (by phone)
Mike Driscoll	PSU
Rich Duncombe	HP
Tom Dyke	UO
Charmagne Ehrenhaus	PSU/OCATE
Dick Fairley	OHSU/OGI
Michelle Girts	CH2M Hill
Ron Geason	PSU
Joe Graf	SOU
Ray Guenther	Intel
Dave Johnson	UO
Gary Kaleta	Gunderson/OMI
Chris King	Planar
Bill Linden	OMI
Richard Linton	UO
John Marsaglia	WOU
John Miller	EOU (by phone)
George Pernsteiner	OUS
Wally Rhines	Mentor Graphics
Michael Rohwer	PHTech
Skip Rung	ONAMI
MardiLyn Saathoff	Governor's Office
Bruce Schafer	OUS
Pat Scruggs	OECD
Ed Thompson	OHSU/OGI
Michele Vitali	OUS
Michal Young	UO
Fred Ziari	IRZ

Michelle Girts, ETIC Chair, opened the meeting by asking for approval of the August 2, 2004 meeting minutes. Motion was made, seconded and unanimously approved.

**Report on Pipeline Policy & Strategy**

Bruce started the meeting with a presentation on the pre-college and pre-engineering pipeline. He provided lists of existing programs, committees and groups, noting that some of these groups are currently communicating with each other and ETIC, but there is more opportunity for cooperative planning and sharing resources. A notion of statewide strategy in the area of pre-college engineering seems attractive in light of ETIC's 2X goal. There have been several recent events targeted at this group, including the Engineering Summer Summit and SuperQuest. Bruce and Michelle also had a meeting with Cam Preus-Braly of Community College Services and Workforce Development, Jill Kirk of the Oregon Business Council, and Susan Castillo and Vickie Fleming of the Oregon Department of Education. We received some encouragement from Castillo and Fleming on holding a statewide summit for the pre-engineering pipeline. In addition to the pre-engineering RFP allocation in the ETIC Plan for

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the 2005-2007 biennium, we should look for opportunities to cost-effectively enhance the pipeline. A statewide pre-engineering strategy would enhance our ability to grow the pipeline of diverse talented young people interested in and prepared for engineering and technology college programs. Morgan Anderson noted that there is a resource list on the Business Education Compact website – <http://businesseducationlinks.org/pls/pdxlinksp/home.html>

Gerhard Beenen asked if we know how well the pre-college programs are working. Bruce replied that while there are enormous amounts of anecdotal evidence, it very difficult to do a quantitative analysis because we can't follow individual students. One suggestion would be to capture some of the data provided by the AeA Technology Scholarship applicants. The need for longitudinal evaluation was discussed. Bruce agreed to follow-up on the statewide summit issue.

### **Overview of Oregon Metals Initiative**

Matt Carter of Boeing gave an overview of OMI, a successful research partnership between Oregon industry and universities. Founded in 1990, OMI is designed to improve the long-term competitiveness of the metals industry in Oregon and the research capabilities of Oregon's public universities. It is governed by a board of directors composed of engineers and executives from participating metals companies and faculty from OMI's research partners, PSU and OSU. Management services are provided by the Public Affairs Counsel in Salem. OMI has a research budget of \$1 million for the current fiscal year. Several people noted that opportunities for collaboration and leveraging should continue to be explored, including working with additional campuses and possible federal connections.

### **ETIC Staffing Survey**

Bruce reported back on the subject of additional ETIC staffing, with additional analysis on priorities. His survey results included data from 10 industry members, 3 university members and 2 from industry associations. The highest ranked item was preparing the 2005-2007 biennium proposal. A summary of the staffing needs listed from the highest to lowest in terms of the average points given for importance to ETIC:

- 5.5 Biennium proposal
- 5.3 Required reports
- 5.1 Metrics
- 5.1 Materials for decision makers
- 4.9 Legislative communication strategy
- 4.7 Strategic planning
- 4.7 ETIC meetings
- 4.3 Pipeline
- 4.3 Meetings with decision makers
- 4.3 Website
- 4.1 Coordinate communication with campuses
- 4.1 Best practices analysis
- 3.9 Coordinate planning and communication with other organizations
- 3.7 Collaboration between university campuses
- 3.6 Real-time synchronization
- 3.4 Collaboration between universities and community colleges

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Bruce noted that one item was unintentionally left out of the survey and ranking: researching other sources of funding. The survey also did not include responsibilities of the Industry Affairs that are not directly associated with ETIC. There is a clear break between items 4.7 and 4.3. Norm Armour asked if we could possibly tap into student resources. Michelle asked Bruce to report back at the next meeting with a plan for addressing the highest priority needs.

### **2005-2007 Proposal Update**

Michelle provided an update on the 2005-2007 plan proposal. The package consists of the following:

- \$20.9 million in OUS Base Budget – covers the core proposals
- \$22.1 million in Policy Package – covers the new initiatives
- \$18.2 million in OUS Capital Investment at two priority levels among 35
  - Tier One – Priority 7
    - Projects considered to be completing existing assets
    - Proposals from EOU, OGI, OSU and UO
  - Tier Two – Priority 27
    - Projects considered new
    - Proposals from OIT and PSU

The Governor is expected to publish his recommended budget in early December. If the ETIC Policy Package is included in the budget, the next challenge will be to get through the Oregon Legislature.

Additionally, there have been several meetings regarding the structure and definition of a new innovation council. Most recently, a meeting took place between MardiLyn Saathoff of the Governor's Office, Chancellor Pernsteiner, Senator Deckert, Pat Scruggs of OECDD, and available ETIC industry members.

### **Legislative Concept 121-12**

Michelle gave an overview on the legislative concept being drafted, currently referred to as the Oregon Innovation Council. A revised draft was distributed earlier in the week incorporating changes suggested by ETIC members, copies of which were available at the meeting and on the ETIC website.

Specific recommendations by ETIC have included:

- ETIC should have a voting representative on the Council
- ETIC's existing legislative mandate should be endorsed in OIC legislation
- OIC should develop a 2025 vision/mission
- ETIC should remain advisor to OSBHE and Governor's Office on engineering education and research

Additionally, Michelle and Bruce are working on scheduling a meeting with Scott Gibson at the recommendation of Allen Alley so that ETIC can establish a coordinated strategy and communication with OCKED.

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Mardilyn Saathoff joined the meeting in progress and gave an update on the Legislative Draft. She and Pat Scruggs distributed a summary on the Oregon Innovation Council containing the following:

### Mission:

To enhance the competitiveness of Oregon traded sector and knowledge industries by increasing the state's capacity for innovation, technology development and product creation.

### Goals:

The council would serve as the state's advisory board to

- Rapidly translate university research into Oregon products and businesses
- Identify high potential economic opportunities and establish collaborative Signature research Centers to target those opportunities
- Identify and address business development issues including early state funding and entrepreneurial talent
- Coordinate education and workforce efforts for engineering, science and technology programs

### Key Outcomes:

- A central point of contact for the governor, legislature, and business community on issues related to the innovation economy.
- A statewide plan for the innovation economy that provides a shared vision, a coordinated set of state policies and programs, and cohesive budget for the agencies and partners directly involved with developing globally competitive businesses and jobs.

### Structure:

The council would be approximately 15 members chaired by the governor or their designee. Membership would include representatives from existing state programs (e.g. ETIC and OGA), private industry members from an array of traded sector industries, key government agencies and business organizations, and members of the legislature. Administrative staffing for OCCI would be provided by Oregon Economic & Community Development Department. Committee/program staffing by partner agencies.

MardiLyn provided some background on the new council. It was appearing to the Governor and his committees that many organizations are targeting the same goals and issues. They all strive for economic development and each are approaching the Governor for money. So they looked at ways for improving the current system in the areas of innovation and competition, including best practices from other states. Successful states have high-level councils that link directly to their governors. The members of the council serve the role of experts, screening and prioritizing recommendations for the governor and legislature. Such a council could develop a long-term plan and assist the governor in making policy decisions.

MardiLyn noted that ETIC would continue to report up through the Board of Higher Education. This new council would replace OCKED but it not replace ETIC. Instead the new council would provide oversight regarding ETIC proposals.

MardiLyn noted that in the last session ETIC and other groups competed for attention and resources. The Governor's Office wants the groups that are stakeholders in the new council to stand behind a common set of recommendations so we can work with the Legislature more efficiently. Wally asked what choices or alternatives we have at this point. MardiLyn replied that the response to the suggestions received from ETIC included that ETIC would retain its statutory role and would have a representative on the new council. We may need to look at ETIC's existing statues and possibly update them to reflect the changes. She also reconfirmed that there would be no changes in ETIC's responsibilities in overseeing programs; just policy proposals would go to the new council. Wally commented that this

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could provide clarity or it could just be another layer of decision-making. Other comments from those present included:

- If the new council's charter achieves a more flexible agenda and closer linkage with business and economic development policymaking, and makes the messages clearer to the Legislature, the new council will have a positive impact.
- The funding approval process needs to be clarified - for ETIC, it is now through OUS. In the future would it be through both OUS and the new council? Would budget then go to OECDD and be back-allocated to OUS? Do policy & budgets both roll up through the new council, including both ETIC and OECDD pieces? How much will this complicate the process of developing proposals and obtaining approval?
- We need to make sure that all industries that use knowledge-based talent and innovation (most of the traded sectors and others) - are represented in the vision of the new Council, (e.g. metals industry, health care, IT, energy, etc.).
- What is the relation of this new Council to Community Colleges and Workforce Development? Will the new council and ETIC be more involved in these arenas than any organization is now?

**Scorecard Reports**

- **PSU --** Ron Geason provided an update on PSU's progress towards ETIC goals. As of September 16, the Computer Science Department gained 10 tenure-track faculty all previously with OGI. This investment and change draws on previous ETIC investments, and Ron stressed that ETIC is not losing the investment it made in faculty at OGI because they will continue at PSU. Ron reported that they have strong support of their advisory board because the additional faculty will enhance the "critical mass" of PSU Computer Science Department. There are some actions that Ron requested of ETIC in keeping the resources with the work.
  1. Ron identified \$37,500 that should be transferred from OGI to PSU in FY05 to fund salary commitments for one of the faculty members transferring from OGI to PSU.
  2. PSU would like to commit \$647K, available in the current biennium as a one-time allocation. Based on their current scorecard report, \$1.7 million of ETIC funding will carry forward from FY04 to FY05. PSU is proposing that a portion of these funds (\$647,000) be allocated to support their Computer Science initiative. These carry forward funds exist on a one-time basis due to a one-year delay in the hiring of new faculty. PSU is also allocating \$1.3 million to help support this effort.
  3. PSU would like to reallocate the first \$2 million of any new initiative money that is allocated to them in the next biennium. If there is more than \$2 million available, they would allocate it to the other PSU New Initiatives for the 2005-2007 Biennium.

Ed Thompson stated that OGI supports the PSU request. After brief discussion, ETIC members felt that they needed more information to make a motion to support PSU's second and third requests. A motion was made, seconded and unanimously approved to authorize the transfer of \$37,500 from OGI to PSU. A second motion was made, seconded and unanimously approved to support the concept and request further detail for the additional requests. Michelle said ETIC would hold a special meeting to review the proposals in more detail.

Due to time constraints the scorecard presentations for SOU, UO and WOU were held over until the next meeting. There being no further business, the meeting was adjourned.