

## Engineering Technology Industry Council

Meeting held October 27, 2006 at Mentor Graphics

### Voting Members Present:

Gary Kaleta	Gunderson/OMI
Nick Konidaris	ESI
Eric Meslow	Timbercon
Kathy Miller	H-P
Wally Rhines	Mentor Graphics
Mike Rohwer	PH Tech

### Non-Voting Members Present:

Ron Adams	OSU
Jim Craven	AeA
Martha Anne Dow	OIT ( <i>phone</i> )
Bob Dryden	PSU
Rich Linton	UO
George Pernsteiner	OUS
Bruce Schafer	OUS
John Tortorici	SAO

### Other Attendees:

Morgan Anderson	Intel
Bob Broeg	WOU
Jennifer Chambers	PSU
Joyce Cresswell	Saturday Academy
Richard Croft	EOU ( <i>phone</i> )
David Johnson	UO
Jim Lundy	OSU
Andrzej Proskurowski	UO
Bill Roberts	OHSU/OGI
Diane Saunders	OUS
Michele Vitali	OUS
Michal Young	UO

Nick Konidaris, ETIC Chair, opened the meeting by asking for approval of the July 24, 2006 meeting minutes. After noting a typo changing "POP" to "COP" on page 1, a motion was made, seconded and unanimously approved to accept the minutes.

### **Progress on 07-09 Plan**

Nick Konidaris reported on recent meetings, which included:

09/19/06: The Oregon Innovation Council reported out with its plan/proposal and included a short ETIC presentation.

09/22/06: Deans Adams and Dryden gave an ETIC presentation to the Oregon Workforce Investment Board and received their endorsement.

10/25/06: Nick Konidaris met with David Chen, Chair of the Oregon Innovation Council (Oregon InC) to identify connections and purge redundancies.

Nick noted that Oregon InC is primarily invested in building competitive companies and growing high-wage jobs that provide strategic opportunities for Oregon. ETIC, on the other hand, is invested in providing globally competitive research and graduates to build job growth and supply work-ready technical professionals. The 10/25 meeting centered on this discussion. They see the two as complementary strategies, and one cannot exist without the other. George Pernsteiner agreed.

Nick presented additional slides from Oregon InC, which can be viewed at: <http://www.oregonetic.org/meetings/10-27-06ETIC-Update.pdf>. Their five recommendations are:

1. Oregon Growth Account
2. Technology Transfer
3. Senate Bill 853 Modifications
4. Oregon Entrepreneurs Forum
5. Cluster Innovation Fund

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ETIC's \$34.4 million Policy Package Investments by category were presented (below). Bruce explained that the \$5.2 million in debt service became part of our budget when we took the Certificates of Participation (COPs). The \$13.41 million in COPs may go through a different process through the legislature. George noted that we should clear up confusion around this before it gets to the Ways & Means Committee.

**ETIC POP Investments by Category**

\$M	Total
ONAMI	4.68
Energy Systems	2.39
Sensing and Visualization	1.75
Material Engineering	0.37
Biological and Environmental Systems	3.80
Microfluidics and Biomedical Systems	0.56
Transportation and Infrastructure	5.16
Mixed Signal - Integrated Systems	1.01
Intelligent Information Systems	3.02
Autonomous Systems	2.01
Emerging Areas	3.89
Other Programs	0.60
Subtotal	29.24
Debt Service	5.20
Total	34.44

Nick and Bruce added that we are now seeking an appointment with Pat Egan, the Governor's Chief of Staff, hopefully before the election. He has previously expressed interest in ETIC. Bruce asked if there were comments or suggestions on the strategy and/or message.

- Ron Adams noted they used a pie chart in the meetings with OWIB which gave some meaning to the "other clusters" presented on one of our slides (\$16.8 million is categorized as other Oregon clusters out of the \$34.4 POP).
- Wally noted ETIC's output is engineering and computer science graduates. He asked how we might handle the message that turning out these graduates will map directly to the Oregon InC companies. Nick said he hopes our matrix does not create the impression that we are subjugating the university system to create skills specific to the needs of Oregon InC, but rather we are producing engineers with an mix of skills that will serve the Oregon economy.
- Jim Craven suggested even flipping the chart around, emphasizing ETIC's 10-year history which supports Oregon's existing industries.
- George Pernsteiner said that one of his concerns is that there is a tendency to try to have a simplistic 1-to-1 formula rather than make things look complementary. The graphics tend to make them look very causal. We don't want to give the wrong impression that ETIC funds only prepare graduates to work in companies associated with Oregon InC initiatives, or that Oregon InC only creates jobs for ETIC graduates. We should be congruent, but not locked together. We all know that education supports our economy, but the depth of understanding of the relationship may vary among members of the Legislature.
- Dave Johnson suggested we show more of the Oregon industries in the "other clusters."
- Rich Linton said we might want to go back to our old rhetoric on capacity building and excellence.
- Bob Dryden agreed that our message needs to be very clear and should not tie ETIC and OR InC too close.

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The consensus was that we should go to Pat Egan with the updated version of the presentation, but we should use a different approach with the Legislature.

### **07-09 Communication Strategy**

Di Saunders, OUS Director of Communications, gave an overview of the 2007 Legislative Communications Plan. We need simple, simple messages and clear graphics. The basic goal of the plan is to gain funding and mission support from the Governor and the Legislature. Key components include:

- Having the same messages from various voices, including industry associations, students, universities and community colleges.
- Consistent data.
- Overcoming the public perception that money is not being spent properly.

She emphasized that our most powerful voice is young people. Also, with the public, issues pertaining to jobs always resonate. The community colleges, K-12 and non-profits can be our advocates and allies. ETIC's top three messages are:

1. ETIC meets the needs of all Oregon businesses for engineers and applied scientists.
2. Investments in engineering research and education are key to increasing innovation capacity, productivity and prosperity.
3. ETIC is a public-private partnership with a proven track record for producing measurable results for Oregon.

Key tactics will include ETIC members engaging key influencers, getting into the editorials, ETIC Day at the Capitol on March 5<sup>th</sup> – involving our students so they can see the quality we are producing, legislative one-on-ones, and simple outreach materials, including success stories, data and graphics. We also need to be sure and tone our message to the rural Oregonians.

Di stressed that we have serious messages to address. Statistics show that our county is the only country where the older population is more educated than the younger. Oregon is ranked 46 in the nation for higher education funding. The OSBHE is asking for a 25% increase (including the ETIC POP) which will bring us to 40<sup>th</sup>. The Oregon University System is still not receiving the level of funding we received in the 99-01 biennium. We need Oregonians to understand the value of Oregon's post-secondary graduates and how they affect us daily – a hearts and minds campaign.

Di also distributed a draft copy of the 07-09 Communications Plan which can be found at: [http://www.oregonetic.org/07-09/ETIC\\_07-09\\_CommPlan\\_10-27-06.pdf](http://www.oregonetic.org/07-09/ETIC_07-09_CommPlan_10-27-06.pdf).

### **Computer Science Task Force and OPAS Initiative Update**

Bruce provided a brief update on the activities of the ETIC Computer Science Task Force and Oregon Pre-engineering and Applied Science Initiative. The CSTF marketing campaign is focusing on a speaker's bureau, computer science in high school math classes, and some surveying of teachers and students. OPAS activities include the ETIC pre-college RFPs (a synopsis of which is located at <http://www.oregonetic.org/05-07/PreCollegeRFP/grantsummaries.pdf>), a strategy workshop planned for November 17<sup>th</sup>, and a co-curricular conference for informal STEM educators on February 5<sup>th</sup>.

### **05-07 Scorecards**

Bruce presented a final roll-up of the 2005-2007 graduate metrics as of 6/30/06 (see below). He noted a disturbing trend in that our actuals are less than last biennium's total graduates.

- academic year 03-04 – 1,790 total graduates
- academic year 04-05 – 1,686 total graduates
- academic year 05-06 – 1,600 total graduates

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<b>Total Degrees Granted</b>			
<b>2005-2007 Biennium Report (as of 6/30/06)</b>			
	<b>AY06 Forecast</b>	<b>Actual Degrees Granted</b>	<b>Variance</b>
EOU	16	11	(5)
OHSU/OGI	115	89	(26)
OIT	224	227	3
OSU	763	766	3
PSU	420	392	(28)
SOU	75	29	(46)
UO	121	51	(70)
WOU	43	35	(8)
<b>TOTAL</b>	<b>1,777</b>	<b>1,600</b>	<b>(177)</b>

Bob Dryden presented the 05-07 scorecard for **PSU** at <http://www.oregonetic.org/scorecards/05-07/PSU2006-0630.pdf>

Joe Graf presented the 05-07 scorecard for **SOU** at <http://www.oregonetic.org/scorecards/05-07/SOU2006-0630.pdf>

Andrzej Proskurowski presented the 05-07 scorecard for **UO/CIS** at <http://www.oregonetic.org/scorecards/05-07/UO-CIS2006-0630.pdf>

Dave Johnson presented the 05-07 scorecard for **UO/MSI** at <http://www.oregonetic.org/scorecards/05-07/UO-MSI2006-0630.pdf>

Bob Broeg presented the 05-07 scorecard for **WOU** at <http://www.oregonetic.org/scorecards/05-07/WOU2006-0630.pdf>

Joyce Cresswell presented the 05-07 scorecard for the Pre-College Collaborative at <http://www.oregonetic.org/scorecards/05-07/PreCol2006-0630.pdf>. She also noted that Saturday Academy has completed their spin-off from PSU into their own 501(c)3 company.

Morgan Anderson asked the question whether we should break out foreign nationals from grad students and from our diversity metrics in future scorecards. OSU reported that they already are. She noted that Intel will not hire them as interns unless they have their 'permanent right to work'.

There being no further business, the meeting was adjourned.