

Engineering Technology Industry Council

Meeting held October 26, 2007 at Mentor Graphics

Voting Members

Eileen Boerger	Agilis
Dave Brown	Tektronix
Gary Kaleta	Gunderson/OMI
Kathy Miller	H-P
Rod Ray	Bend Research
Wally Rhines	Mentor Graphics
Fred Ziari	EZ Wireless

Nonvoting Members

Rich Linton	UO
Harvey Mathews	SAO
Bruce Schafer	OUS
Ed Thompson	OHSU/OGI

Other Attendees

Lita Colligan	OIT
Joyce Cresswell	Saturday Academy
Rep David Edwards	District 30-Hillsboro
Joe Graf	SOU
Dan Hammerstrom	PSU
Jeff Hardison	McClenahan Bruer Communications
Dave Johnson	UO
Jim Lundy	OSU
Greg Pleva	SOU
Dave Woodall	OIT
Michele Vitali	OUS
Michal Young	UO

The meeting opened late due to traffic delays. Fred Ziari, ETIC Chair, opened the meeting by introducing ETIC's newest member, Rod Ray, President of Bend Research. Other members recently added to our roster but not present include Ann Bunnenberg, President of Electrical Geodesics in Eugene and former Senator Ryan Deckert, President of the Oregon Business Association (nonvoting member). Fred asked for approval of the July 20, 2007 meeting minutes. A motion was made, seconded and unanimously approved to accept the minutes.

ETIC Development and Communication Strategy

Fred informed the Council that in the last several months, he and Vice Chair Pawlowski have met with a university and industry representatives to gather input on the direction of ETIC, resulting in a number of strategies to present today. We were successful during the last biennium in increasing funding for ETIC and develop a strong, sustainable, success-oriented organization. Our goal should be to continue to set the bar higher, particularly relating to engineering science and technology. We should draw on the wide experience of our members and increase communications with the universities. We need to be vigilant about increasing our level of state funding, as well as securing forecasted private support.

Fred stated that ETIC's methods should include:

- Form an oversight subcommittee that assures ETIC delivers on its goals and spending
- Increase membership both geographically and demographically
- Retain an intern to do more in-depth research of ETIC's and council members' issues
- Retain pro-bono help from a marketing agency in refining our communications strategy
- Seek help from our market savvy members/firms to promote engineering and technology among our schools
- Set a goal of reducing student drop out rate in engineering schools
- Sets goals for our outreach to K12.

- Explore/discuss with each university the idea of developing a “Regional Center of Excellence”
- Invite well known speakers to ETIC
- Build constituency and meet/coordinate with other organizations
- Hold a couple of ETIC days (different focuses) at the Capitol

Fred noted that he is planning a meeting with the Chair of the State Board of Higher Education. We also expect to increase our level of involvement with all 8 universities. He introduced Jeff Hardison of McClenahan Bruer Communications, who is hoping to help us reach our goals in a more professional manner. Increasing our retention rate will be a key factor, as will our continued work through OPAS on pipeline programs.

Possible next steps in developing our communication plan will be to develop short summaries, book some dates with top-priority forums and continue to develop more forums and dates.

Ratification of Pre-college OPAS RFP

ETIC issued a pre-college RFP on August 17 with proposals due on September 18. The RFP was open to all Oregon universities, colleges, community colleges, school districts and nonprofits. The review committee consisted of the following individuals:

- *Jay Bockelman, Program Director, Software Engineering, OIT*
- *Eileen Boerger, ETIC member, Agilis Solutions*
- *Ken Cone, Oregon University System*
- *Ernie Hertzog, Portland Public School Admin Retiree*
- *Eric Meslow, ETIC member, Timbercon*
- *Skip Rung, President & Executive Director, ONAMI*
- *Kathryn Schwartz, Development Director, Portland Parks Foundation*
- *Tony Sleva, Engineering Mgr, Shaw Energy & Chemicals*

Bruce reported that the committee read 25 proposals totaling \$2.2 million and had a meeting on October 12 to determine how to allocate the \$390,000 in OPAS funding available for the 07-09 biennium. They made some tough decisions as they received many quality proposals. They recommend the following 6 proposals be funded at the reduced levels. The grantees were all agreeable to the cuts and have submitted revised budgets and narratives.

Proposed Awards

Organization	PI	Request	Award
Health and Science HS, Beaverton SD	Geren	99,890	\$74,000
OSU - SMILE Program	Davis-Butts	99,940	\$73,500
Portland Community College	Kraft	54,616	\$32,640
Redmond School District/Redmond HS	Bullock	98,683	\$48,683
Salem-Keizer School District	Stuivenga	100,000	\$95,000
UO - Materials Science Institute	Johnson	92,176	\$66,177
			\$390,000

A motion was made and unanimously approved to accept the recommendations of the RFP review committee and fund the proposals as recommended.

ETIC Strategy for the 2009-2011 Biennium

Fred and Bruce reviewed the planning milestones for the upcoming 2009-2011 biennium:

Oct 07	Strategy/Goals/Criteria
Nov 07	Campus Goals Prepared
Dec 07	Review – ETIC meeting
Jan 08	Develop Campus Plans
Feb 08	Approve – ETIC meeting
Mar 08	Present to OSBHE
Apr 08	Revise – ETIC meeting
May 08	OSBHE Approval

Template slides for the campus goal setting presentations were reviewed, which also include ETIC's vision statement and strategy. They can be viewed at <http://www.oregonetic.org/meetings/102607Strategy&Process2009-2011.pdf>.

Fred reported that like last biennium's plan, we want to expand our research and classroom focus and use a more worldwide vision of Oregon's position in the world. We will continue to focus on doubling the number of bachelors, masters and PhD degrees as the basis of our "2X" goal. We also want to achieve our "5X" goal in research dollars. We will continue to expect top faculty from the campuses. Our industries are moving so fast we may not always take full advantage of the talent that is here. ETIC is here to help the university system and would like to see more patents and up-to-date research, as well as high national rankings.

Kathy Miller asked that the campuses provide very specific goals and provide explanations if in the prior biennium their goals were not reached – and, what will be done differently this time?

Lita Colligan asked how we are going to present our plans in a way that the legislature will understand. Bruce replied that, fortunately, our 2X goal is simple to explain how it benefits industry and economy, and also to how it provides jobs for Oregonians. The research mission is a little more difficult to explain in regards to the benefit of Oregon's future. We'll need to think about how our message is best relayed.

Dave Johnson added that "how" the goals are going to be met should be asked and provided. Everyone agreed.

Rod Ray asked why there are no metrics on placement rates. Bruce replied, noting it is difficult to gather that data, but we will do our best to incorporate it. Dave Brown agreed it would be good to have some demand-side metrics.

Bruce presented two versions of the 2008 meeting schedule and milestones, noting that we would be requesting very top level campus goal proposals at a special December 7th meeting. Bruce will follow-up by sending out the PowerPoint presentation template.

2005-2007 Final Scorecards

OIT scorecard – Dave Woodall presented OIT's final 05-07 scorecard which can be viewed at: <http://www.oregonetic.org/scorecards/05-07/OIT2007-0630.pdf>

Wally Rhines noted that the drop in enrollments argued in support of gathering placement statistics.

PSU scorecard – Dan Hammerstrom presented PSU's final 05-07 scorecard which can be viewed at:
<http://www.oregonetic.org/scorecards/05-07/PSU2007-0630.pdf>

UO-CIS scorecard– Michal Young presented UO's final 05-07 scorecard which can be viewed at:
<http://www.oregonetic.org/scorecards/05-07/UO-CIS2007-0630.pdf>

The point was made that we should not rely too much on the grad-student GRE scores, as it changes based on the number of international students. Also, tech transfer is important to them, but patents are not the way they accomplish it. They are seeing some encouraging signs that student credit hours are slowly coming back.

UO-MSI scorecard– Dave Johnson presented UO's final 05-07 scorecard which can be viewed at:
<http://www.oregonetic.org/scorecards/05-07/UO-MSI2007-0630.pdf>

There being no further business, the meeting was adjourned.