

**Engineering Technology Industry Council**  
Meeting held April 4, 2008 at Mentor Graphics

Voting Members

Eileen Boerger	Agilis
Ann Bunnenberg	Electrical Geodesics
Gary Kaleta	Gunderson/OMI
Nick Konidaris	ESI
Art Johnson	KPFF
John Lind	IBM
Eric Meslow	Timbercon
Kathy Miller	H-P
Steve Pawlowski	Intel
Wally Rhines	Mentor Graphics
John Willis	CH2M Hill
Fred Ziari	EZ Wireless

Nonvoting Members

Bob Dryden	PSU
Rich Linton	UO
Bruce Schafer	OUS
Ed Thompson	OHSU/OGI

Other Attendees

Malgorzata Chrzanowska-Jeske	PSU
Tom Chester	OIT
Lita Colligan	OIT
Jim Craven	AeA
Joyce Cresswell	Saturday Academy
Wu-Chi Feng	PSU
Dan Hammerstrom	PSU
Jeff Hardison	McClenahan Bruer Communications
Dave Johnson	UO
Mark Lonergan	UO
Jim Lundy	OSU
Greg Pleva	SOU
Michele Vitali	OUS

Fred Ziari, ETIC Chair, opened the meeting by recognizing past chair and member Wally Rhines of Mentor Graphics for his many years of service and dedication to ETIC. Fred is hopeful that Wally and other past chairs such as Jim Johnson and Michelle Girts will continue their support and involvement as alumni.

Fred also welcomed our newest voting member, Arthur Johnson, Vice President and Partner-in-Charge of KPFF Consulting Engineers; and Ann Bunnenberg, President and Co-Founder of Electrical Geodesics in Eugene, who became a member last fall.

Fred asked for approval of the February 8, 2008 meeting minutes. A motion was made, seconded and unanimously approved to accept the minutes.

**Review of 2009-2011 Biennium ETIC Proposal**

Fred reported that the voting members met for several hours on March 14, 2008 to prepare a recommended Policy Option Package allocation from the \$109.16 million in campus requests. After careful consideration, the following levels were created, which reflect the base budget (EBL) of \$38.32 million and three additional levels of funding which total \$68.15 million.

<b>Level 0</b>	<b>\$million</b>
<b>State Funds (Base Budget)</b>	<b>\$38.32</b>
Forecasted Private Support	\$40.76
<b>Level 1</b>	
<b>State Funds</b>	<b>\$39.74</b>
Forecasted Private Support	\$45.07
<b>Level 2</b>	
<b>State Funds</b>	<b>\$17.03</b>
Forecasted Private Support	\$11.87
<b>Level 3</b>	
<b>State Funds</b>	<b>\$11.39</b>
Forecasted Private Support	\$ 6.79
<b>Total</b>	
<b>Base Budget</b>	<b>\$38.32</b>
<b>Policy Options 1,2,3</b>	<b>\$68.15</b>
<b>Total State Funds</b>	<b>\$106.47</b>

Fred noted that the \$106 million total, although a large number, is trimmed down from the original campus requests. Following the member's meeting, Bruce worked with each campus to divide their plans into the requested levels in terms of metrics tables and narratives. All of the revised proposals are posted on the Next Biennium page of the ETIC website. We will be submitting our Policy Option Package to the Board for their May meeting, will hope to present it at the June meeting, and expect they will determine priorities at the July meeting. Equally or more important will be meetings with the board members prior to those meetings.

Bruce distributed a hard copy of the preliminary draft of the Policy Option Package, which is linked to the ETIC website at <http://www.oregonetic.org/09-11/ETICPolicyPackage2009-2011C.pdf>. He added that the first page of our POP is in outline format which is necessary, since we will never get enough time to explain all 8 plans to legislators, so he will need help from the campuses distilling the highlights of our plan.

Bruce also presented slides that broke out the various faculty support, new hires, degrees granted and externally funded research based on the funding proposed in our levels 1, 2 and 3. The slides are located at <http://www.oregonetic.org/meetings/040408ETIC2009-2011Plan.pdf>.

Fred asked for input from the Council. Comments included:

- Dave Johnson said this will be a challenge and noted it is the credibility of ETIC that will get this funded.
- Jim Craven asked what other higher education priorities might be coming through at the same time.

Fred commented that retention of students is very high priority of ETIC. He also agreed with Dave that credibility is very important. We need to deliver on what we've asked for. We have a track record and a model that is well respected.

- Rich Linton added that he sits on the OUS Research Council, which includes representatives from private and public universities and others. He said there has been dialogue regarding how OUS can position themselves in areas such as sustainability and they have discussed synergies and connection to others. ETIC and its impact on research is very complementary. He is aware of another policy option being created by the provost's council which could have connections and synergies to leverage ETIC as well.

- Lita Colligan asked which Board committee we'll go through. Bruce replied that the process is a little bit different than last time in that we ETIC has been asked to submit its proposal directly to the full Board but to stay in communication with several Board committees.
- Ann Bunnenberg commented that our message could be considered confusing. She recommended we tighten up our messaging. It seems to be getting diffused and may be difficult to sustain in what may be a very noisy session. Fred agreed.
- Nick Konidaris suggested we streamline our message by describing the connections to other programs and proposals. (i.e. how many professionals in health informatics, etc.).
- Jim Craven discussed the latest economic and legislative forecasts.
- A round robin of ETIC member businesses indicated that their growth is up and businesses are doing well, including internationally. Steve Pawlowski stressed that two-thirds of our economic engine is consumer spending, and we can't survive with that not functioning.

There was discussion regarding which levels our proposal should include. Bruce's sense is that our proposal should be the Level 1 request, with Level 2 and 3 serving as good appendices for what we can do with more funding. Opinions ranged from, ask for all three levels since we're going to be cut eventually, to, risk being less than collegial if we go in with a high budget. Ann Bunnenberg suggested we go in with a proposal that states what we need to keep our metrics. After further discussion, a motion was made, seconded and unanimously approved to submit the full \$106 million proposal as our strategy needed to meet our metrics, and emphasize that the minimum we can recommend is the Level 1 option of \$39.7 million.

### **2009-2011 Biennium Communication Plan**

Bruce updated the Council on our Communication Plan.

A committee, comprised of the following, has met several times to create a plan for the 2009-2011 plan.

- Jim Craven, Legislative Affairs Director, Oregon AeA
- Ryan Deckert, President, Oregon Business Association
- Marcy Eastham, Public Affairs Manager, HP
- Jeff Hardison, Director, Business Development, McClenahan Bruer Communications
- Luanne Lawrence, Vice President, University Advancement, OSU
- Harvey Mathews, President, Software Association of Oregon
- Steve Pawlowski, Senior Fellow, Intel and ETIC Vice Chair
- Di Saunders, Director, Communications, OUS
- Bruce Schafer, Executive Director, ETIC
- Jonathan Williams, Government Affairs Manager, Intel
- John Willis, Portland Area Manager, CH2MHill
- Lisa Zavala, Government Affairs Manager, OUS
- Fred Ziari, President, EZ Wireless & ETIC Chair

Objectives include garnering support from the OSBHE, the Governor's Office and legislators. The top 3 messages are:

- Investments in ETIC are key to increasing Oregon's innovation and research capacity, so that we can compete in today's borderless economy.
- ETIC supports the crucial need to fulfill the workforce needs of Oregon businesses and industries that rely on highly-skilled engineers and applied scientists.
- ETIC helps to grow opportunities for Oregonians to pursue well paid, rewarding careers in engineering and technology.

Key tactics, including guest editorials and presentations to industry associations, along with communication vehicles (brochure, updated website, blog, etc.) are being formulated. They have recommended a new tagline for ETIC that should be short and convey some of our key messages while generating interest.

It is:

*Engineering & Technology Industry Council*

*Building Oregon's economy by investing in education and research*

Eric Meslow asked about our budget for communications. Bruce reported that his department and Di Saunder's departments can probably contribute \$10-25 thousand, and that Jeff Hardison is providing pro bono support. If we decide to do more with our campaign, we'll need to look to our industry members for contributions and get more formal about the process.

### **ETIC Computer Science Task Force**

Bruce reminded the group that separately from OPAS, we have had a task force devoted to the drop in computer science degrees for several years now and they are making progress to reach more young people. Version 2 of the Get Real web site <http://getreal.ous.edu/> was recently launched, there have been mailings to high schools in Oregon, and this marked the pilot season of the Oregon Game Project Challenge.

Bruce requested help from our computer science departments. It is no surprise that faculty don't have a lot of time to spend with high school students, but he is hopeful that they will be able to assist with opportunities like professional development for teachers, assistance with curriculum selection, a joint brochure/blog, and/or growing outreach activities.

PSU's Wu-Chi Feng agreed we have some significant marketing issues, noting that students still do not understand what a degree in CS will create. Bruce reminded the group that if we want to reach our goal of 2X we need to continue to work on this subject.

There being no further business, the meeting was adjourned.