

Engineering Technology Industry Council

Meeting held July 25, 2008 at Capital Center

Voting Members

Bob Beisner	SolarWorld
Eileen Boerger	Agilis
Art Johnson	KPFF
Gary Kaleta	Gunderson/OMI
Mike Rohwer	PHTech (phone)
Paul TenZeldam	Tektronix
Fred Ziari	EZ Wireless

Nonvoting Members

Jim Craven	AeA (phone)
Dick Knight	PSU
Rich Linton	UO
John Marshall	AOI
Bruce Schafer	OUS
Ed Thompson	OHSU

Other Attendees

Tom Chester	OIT
Malgorzata Chrzanowska	PSU
Lita Colligan	OIT
Dan Hammerstrom	PSU
Dave Johnson	UO
David Kenney	Oregon BEST
Marilyn Levine	EOU
Jim Lundy	OSU
Jo Oshiro	OUS
Molly Schmitz	Saturday Academy
John Trull	Congressman Wu's Office
Jan van Santen	OHSU
Peter Wu	SOU
Michal Young	UO

Fred Ziari, ETIC Chair, opened the meeting by welcoming newest members, Bob Beisner, Vice President at SolarWorld Industries America and John Marshall, Legislative Representative at AOI. Dick Knight was also welcomed as a nonvoting member as he is serving as the Interim Dean of Engineering and Computer Science while they look for a successor to Bob Dryden, who recently stepped down.

Fred asked for approval of the April 4, 2008 meeting minutes. A motion was made, seconded and unanimously approved to accept the minutes.

Update on 2009-2011 Biennium ETIC Proposal

Fred provided an update on the status of the 2009-2011 ETIC proposal and due to several new council members, a review of the history. Fred also reported that he presented an ETIC history and results summary at the June 6, 2008 meeting of the Board of Higher Education. The Board subsequently approved the ETIC level-one policy option package proposal at their July 11 meeting. The \$39 million increase will underwrite 42 new positions.

Update on Legislative Communication Plan

Bruce updated the Council on our Communication Plan. A brochure is in the final stages and should go to printer in August. Most campuses have turned in new and updated ETIC Success Stories. A "Ning"

community website has been created for discussions among members and others. Bruce also presented a prototype of a new ETIC home page for industry and legislators.

At least one “ETIC Day” will be held at each campus, with the campuses driving the schedule. We also plan on engaging industry associations, including sending our new brochure to their members.

Fred emphasized that ETIC’s new communication committees give us an opportunity to do a better job in communicating with the public and legislators. We also are developing much closer working relationships with the industry associations.

Bruce added we will have an ETIC day at the Capitol in March or April 2009. The one in 2007 was well received.

Development of Student Communication Plan

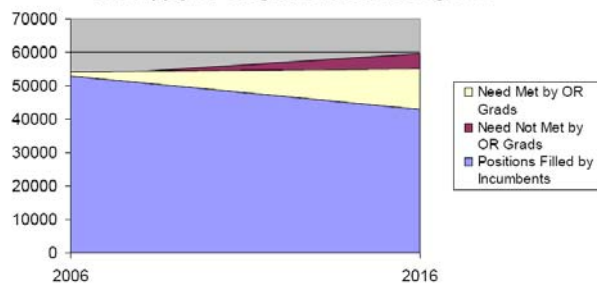
Bruce updated the Council on the newly created Student Marketing Committee. They are developing a joint brochure, targeted at high school students, parents, teachers and counselors. It will refer them to the “Get Real” web site, which has been updated to cover all the engineering and applied science disciplines. There is also a video contest being developed which will attract students to answer the question – why study computer science in Oregon?

There will also be a special event for 7th-10th grade students and parents as part of a series from John Hopkins University Center for Talented Youth in March 2009.

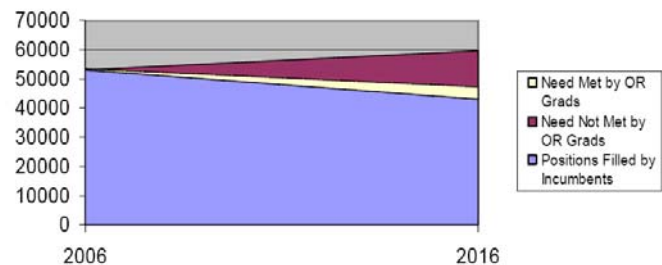
Analysis of Supply and Demand for Engineering Graduates

Bruce reported that his department hired a summer intern to analyze supply and demand data for engineering graduates. The data shows we need to ramp up not only bachelor’s degrees, but also master’s and PhD’s.

Demand for Engineering & Technology Positions vs. Supply of Oregon Bachelor's Degrees



Demand for Engineering & Technology Positions vs Supply of Oregon Graduates*



Best Practices in Retention of Engineering Students

Bruce recommended we form an ETIC Retention Task Force.

Fred agreed we need to do everything in our power to attract the students to go into engineering, technology and science, and then work to reduce the high freshman dropout rate. The Board of Higher Education is also making improving retention a high priority. The literature search by the summer intern shows that there are a variety of good practices available to address this complex issue.

Lita Colligan added we must involve community colleges and high schools, because some of this is due to preparation. We also need to deal with this across the curriculum.

Marilyn Levine suggested we may need to be more pro-active and systemic in our approach, having ETIC be a component of encouraging cross-disciplinary education, so as to become broader, more creative and more innovative.

Malgorata Chrzanowska noted there is a difference between the first and last two years, in terms of the relationship between engineering departments and undergraduate students.

Jim Lundy said OSU started a database three years ago to track individual students. They are trying to better understand why students leave. Most of the research suggests that the first term is the most critical in developing a sense of self in relation to the major. They keep hearing that it isn't the engineering courses; it's the math, chemistry and physics. OSU's physics department in particular is making some significant changes.

The members and representatives reached consensus on the need for a retention task force.

FY08 Scorecard Presentations

Marilyn Levine presented the June 30, 2008 scorecard for Eastern Oregon University which can be found on the website at <http://www.oregonetic.org/scorecards/07-09/FY08EOU-6-30.pdf>.

Ed Thompson presented the June 30, 2008 scorecard for Department of Science and Engineering at OHSU which can be found on the website at <http://www.oregonetic.org/scorecards/07-09/FY08OGI06-30.pdf>.

Tom Chester presented the June 30, 2008 scorecard for Oregon Institute of Technology which can be found on the website at <http://www.oregonetic.org/scorecards/07-09/FY08OIT06-30.pdf>.

There being no further business, the meeting was adjourned.