

## Engineering Technology Industry Council

Meeting held January 9, 2009 at Capital Center

### Voting Members

Bob Beisner - phone	SolarWorld
Eileen Boerger	CorSource
Dave Brown	Tektronix
Ann Bunnenberg - phone	Electrical Geodesics
Lisa Graham – phone	Bend Research
Art Johnson	KPFF
Gary Kaleta	Gunderson/OMI
Jon Lind	IBM
Eric Meslow	Timbercon
Steve Pawlowski	Intel
Mike Rohwer – phone	PHTech
John Willis	CH2M Hill
Fred Ziari	ezWireless

### Nonvoting Members

Ron Adams	OSU
Ryan Deckert	OBA
Dick Knight	PSU
Rich Linton	UO
Bruce Schafer	OUS

### Other Attendees

Anna Cavinato – phone	EOU
Tom Chester	OIT
Malgorzata Chrzanowska-Jeske	PSU
Lita Colligan	OIT
Richard Croft – phone	EOU
Marcia Fischer	PSU
Dan Hammerstrom	PSU
Colman Joyce	OHSU
Chris Larson	UO
Jim Lundy	OSU
John Marsaglia	WOU
Fred Pratter – phone	EOU
Michele Vitali	OUS

Fred Ziari, ETIC Chair, opened the meeting and asked for approval of the October 24, 2008 minutes. A motion was made, seconded and unanimously approved to accept the minutes.

Fred reported that there had been a previous meeting today kicking off the Growth Through Engineering Coalition (GTEC), which is made up of industry executives and government affairs directors and is chaired by Scott Bolton of PacifiCorp and Jonathan Williams of Intel. They will actively advocate for ETIC.

**Review of Revised Plan for Budget Increase in 2009-2011 Biennium**

Fred reviewed the budget process and the meetings held with the governor’s office. ETIC has maintained a \$38.32 million base budget and received an additional \$3 million in the Governor’s Recommended Budget. Bruce reviewed the process and noted that what we can accomplish is in the Policy Package Proposal. What we cannot accomplish is now in a Summary Impact of Reductions, which details the impact of a \$3 million investment rather than the \$5 or \$10 million alternatives we provided. The table below was presented, which represents a 70% reduction vs the \$10 million alternative.

	Base Budget (\$M)		Alternative C			
	State Funds (\$ million)	Private Support	Recruitment	Retention	Clean Tech	Total State Increase
<b>EOU</b>	0.48	-	-	15,000	-	15,000
<b>OHSU</b>	2.00	5,952,402	-	-	-	0
<b>OIT</b>	1.48	1,480,000	-	-	151,200	151,200
<b>OSU</b>	20.58	10,000,000	-	227,060	1,122,940	1,350,000
<b>PSU</b>	8.03	8,030,000	-	446,710	153,290	600,000
<b>SOU</b>	0.56	-	-	6,000	-	6,000
<b>UO</b>	3.09	10,000,000	-	-	482,400	482,400
<b>WOU</b>	0.79	297,152	-	-	-	0
<b>OPAS/Retention TF</b>	1.31	-	245,400	150,000	-	395,400
<b>Total</b>	<b>\$38.32</b>	<b>35,759,554</b>	<b>245,400</b>	<b>844,770</b>	<b>1,909,830</b>	<b>3,000,000</b>

Fred asked for comments on the changes that were made to the revised proposals.

Dick Knight of PSU reported that the reduction hit at the same time they thought they had fully resolved their faculty needs. They are taking the smaller amount of funding and devoting \$446K to retention of first-time freshman and minorities. They are using their research money to bring in some top-notch graduate students. So even though they took a budget cut, they feel like they are in somewhat of a good news situation. To summarize, the clean tech/research portion is less than their retention allocation now and they have updated their metrics accordingly.

Ron Adams of OSU reported that when they scaled back they kept the focus on solar and wave/wind energy. They have some work that is already going on in these areas. Jim added that the ETIC Retention Task Force has been looking at this and sharing their ideas with one another.

Rich Linton of UO reported on their clean tech efforts. Chris Larson added that they will be able to supplement their lab and have been working with the Oregon Economic Association for solar energy manufacturing and want to collaborate with other schools to train in solar technology.

Tom Chester of OIT reported that they are focusing on student/faculty projects and the renewable energy engineering program. Fred also recognized Lita and Tom for their recent ETIC day at their Portland eastside campus, and John Lind of IBM for his contributions at that event.

Bob Beisner of Solarworld would like to see cooperation and cross-fertilization with some of the German and Australian universities, and offered to assist in that area if needed. OSU and UO reported that they are doing that and would be interested in further discussion.

The GTEC group advised that we solidify our request for \$3 million with one voice, and they will start meeting with members of the legislature soon.

Lita Colligan suggested we keep our message on what they are buying with the \$3 million that is not in the base budget. Steve Pawlowski noted that with the economic downturn on everyone's mind we'll need to keep the whole \$38 million in play. Our timing was also discussed.

Fred reported that he has been contacted by Oregon's delegate to the Northwest Power and Conservation Council. He will be meeting with them to discuss ways to collaborate with them. Steve suggested we might need a committee to look at this collaboratively. If we create a strategy it will resonate with the governor's office. It's about developing the talent in Oregon and creating the research. This also links to work done by Oregon BEST. A new Oregon Energy Planning Council is being chaired by Ron Adams, another opportunity for collaboration.

Fred moved to accept the \$3 million proposal in support of the governor's agenda as described in the revised policy package, it was seconded and unanimously approved.

### **Communication with Legislature**

Bruce reported that we have updated the ETIC homepage for external audiences, which mirrors the hard copy brochure created last fall.

Also, as mentioned earlier, we had the GTEC kickoff meeting today. GTEC will be a sister, rather than subcommittee of ETIC. Dick Knight added that PSU's engineering college advisory board has a legislative action committee that should coordinate with GTEC. Ryan Deckert said GTEC would help ensure that the legislative ears are ready for the work of ETIC. Fred thanked Ryan for his hard work in helping launch this new group.

The GTEC roster consists of the following:

- Scott Bolton, PacifiCorp, ETIC Coalition Co-Chair
- Jonathan Williams, Intel, ETIC Coalition Co-Chair
- Bernie Bottomly, Portland Business Alliance
- Dave Brown, Tektronix
- Arlo Corwin, Horizon Wind
- Jim Craven, Craven Consulting
- Ryan Deckert, Oregon Business Association
- Jack Isselman, Tonkon Torp
- Jill Kirk, Oregon Business Council
- Don Krahmer, Schwabe Williamson and Wyatt
- John Marshall, Associated Oregon Industries

- Harvey Mathews, Software Association of Oregon
- Steve Pawlowski, Intel
- Lisa Pinheiro, Oregon University System
- Roby Roberts, Vestas
- Dave Robertson, PGE
- Mike Salsgiver, Associated General Contractors
- John Willis, CH2M Hill
- Fred Ziari, EZ Wireless

Bruce added that we are also hoping to have an ETIC day in March or April and set up meetings with legislators. Formal testimony will take place in April and May. We will also implement additional communication measures like guest editorials and meetings with editorial boards to help develop strong opinions amongst the public and legislators.

### **Marketing to Students**

Bruce reported that we took delivery this morning of a new student brochure. It's being mailed to all high schools throughout the state. It will also be used at career fairs, etc. Our timing is good since engineering week is coming up next month. Our GetReal website was morphed to include engineering along with computer science. Bruce thanked the work of the Student Marketing Committee which includes members from each of the campuses, with design credit to Di Saunder's staff as well as the work of Ken Cone.

We also have a video contest going to encourage students to get into engineering. We can use this to see how our youth web marketing is working. Lita mentioned that IEEE is also running a contest, and maybe we can link to those once they are posted.

There is also an event for middle school students coming up in April that Bruce's department is organizing in collaboration with the Center for Talented Youth of John Hopkins University. We will be subsidizing participation for underrepresented ethnic minorities. It will include hands-on break-out sessions led by volunteers from our universities as well as community volunteers.

### **Retention Task Force**

Bruce reported on the efforts of another ETIC task force which is focusing on retention. Its members include:

- Marcia Fischer, PSU
- Erin Foley, OIT
- Jon Lind, IBM
- Ellen Momsen, OSU
- John Marsaglia, WOU
- Eric Meslow, Timbercon
- Ellen Momsen, OSU
- Greg Pleva, SOU
- Frederick Pratter, EOU
- Bruce Schafer, OUS
- Michal Young, UO

We have \$150 thousand in our policy option package to use for seed grants to campuses. The group is looking at areas of study and community building, whereby building a community for students makes them less likely to abandon the program and feel supported.

Fred stressed that he and Steve feel strongly about all of the work that is being done by these committees and wants to give everyone an opportunity to serve in the areas they care about and use our talents. He specifically wants to hear from our council members on what areas we should be working on.

There being no further business the meeting was adjourned.