

**OPAS Marketing Engineering and Applied Science Careers (MKTC)
Meeting #5 September 20, 2006**

Attendees: Di Saunders (OUS), Endi Hartigan (OUS), Marcia Fischer (PSU), Jo Oshiro (OUS/OPAS)

At the last meeting the committee developed a list of potential projects (available on the subcommittee webpage at <http://opas.ous.edu/Committees/MKTC.html#PotentialEfforts>) for the OPAS Initiative, which was then presented to the Steering Committee. This list will be revisited after the Fall All-OPAS Workshop, which will narrow down the potential projects for this committee and the Initiative as a whole.

In the meantime, OPAS-relevant communications activity:

- Issue brief on OPAS is in process
 - (Marcia) Be explicit: who we are, what's our mandate, how do we go forward. How does OPAS relate to ETIC? To OIC? To whom does ETIC report and has that changed lately?
 - Has OPAS made a difference in the amount or distribution of ETIC funds? A sense of history would be good.
- Issue brief on pipeline issues for legislature in process
- Is the River Analogy, also in process, too playful a presentation for the legislature?
 - Historically, we are a natural resource state and people's productivity is another resource we can cultivate and harvest
 - (Marcia) Things not shown on the River that should be
 - The words "university", "technical", "engineering"
 - Universities as gateways – University Straits?
 - Universities as sources of more and better-trained K12 teachers, especially STEM teachers.
- Chancellor's office has a communications actions team to prep for the legislature, has a pipeline issue brief and ETIC brief.
- Endi will do press release/article on OPAS effort; suitable for newsletters and websites for such organizations as OSEC, OMEC, etc.; will put some mention of the Master Resources List (*Jo emailed supporting materials 9/21/06*).

Discussion Points:

- Maseeh College of Engineering Outreach visit – OPAS got a positive reception.
- Need to start booking in PR visits to foundations and business groups – this will also help with legislative session
 - (Di) The Academic Excellence and Economic Development Working Group (AEED) has been sunsetted.
 - (Di) Research Council includes private sector, their charge complements the Oregon Inc Agenda –
 - Oregon Innovation Council (Oregon InC) Mission
Enhance the competitiveness of Oregon traded sector and knowledge

industries by increasing the state's capacity for innovation, technology development and product creation.

- Di & Endi will meet with Mary Beth Horton of the BEC on October 3 to talk about ways to collaborate; Jo will get her report on the meeting between BEC and Eileen Boerger of the OPAS Student Success: Access, Motivation, Retention before then.
- Should ETIC CS Taskforce be collapsed into OPAS?

Fall All-OPAS Workshop:

- (Marcia) Can't have a meeting of 65 people with no facilitator. Not Bruce, we want him working. Willis and Green, the team we had last time are ok-to-good. *(Di talked to Dick Knight, who would be willing to lead one defined part of the meeting, but not the whole thing. Jo emailed Bruce, to get him thinking about this.)*
- What are we doing with OPAS recommendations, how is it funded, who is responsible? Is it precollege money? Do OPAS monies come out of ETIC funds (the universities would never support that model) Is it new money? How stable is funding? Where is it going in the future?. *(Jo talked to Michele Vitali, the administrative support for ETIC, who says ETIC and OPAS are essentially separate pockets, although they are both part of the same policy option package at the moment.)*
- Jo – Revise the draft workshop plan and email it to Endi.