



## OPAS Motivate Workgroup

### Meeting #8 Record

October 10, 2007

**Attendees:** Ben Manny (Intel Retirees), Ryan Collay (SMILE/ OSU), Don Domes (Hilhi), Mary Beth Horton (BEC), Jo Oshiro (OPAS/ OUS)

<b>Meeting Objective</b>	Review interim activity; connect to resources
3:30 -	Welcome and intros
	<p>Overview of current status of breakout groups</p> <ul style="list-style-type: none"> <li>• Volunteer Engagement</li> <li>• Business Engagement <ul style="list-style-type: none"> <li>○ TechnoScienceSupersite status</li> <li>○ National Engineer's Month status</li> </ul> </li> <li>• NOISE – any updates?</li> <li>• Of interest: <a href="#">Design Squad Visits Portland article</a></li> </ul>
	<p>Overview of related activity:</p> <ul style="list-style-type: none"> <li>• <a href="#">Summary Status of OPAS Workgroups</a></li> <li>• ETIC/OPAS RFP - \$390 K <ul style="list-style-type: none"> <li>○ 41 Notices of Interest; 26 proposals received; many at or near \$100K</li> <li>○ Scored by rubric; rubric categories correspond to point categories in original RFP</li> <li>○ 8 reviewers; 3 current or former ETIC; 3 current or former OPAS active committee/workgroup members; 2 ethnic minority; 2 women; 3 higher ed; 4 industry; 1 research; 1 K-12; 1 HS; 1 non-profit</li> <li>○ Jo acting as staff support and research</li> <li>○ Review/allocation meeting October 12 to provide a slate of candidates for ratification at the October 26 ETIC meeting.</li> <li>○ Previous funding rounds have rarely provided 100% of the original ask in order to get maximum use out of allowed funds.</li> </ul> </li> <li>• <a href="#">OPAS Steering Committee</a> <ul style="list-style-type: none"> <li>○ Funding</li> <li>○ <a href="#">Legislative Concepts</a> <ul style="list-style-type: none"> <li>▪ Brainstorm: is there a policy-level or funding-level support that Motivate wants to see implemented at the state level? What is it?</li> <li>▪ Yesterday's steering meeting added the idea of a STEM Center to this list</li> </ul> </li> </ul> </li> </ul>
	Action Items and Next Steps
- 5:00	Next Meeting – November 14?

### Summary as Emailed and Posted October 22, 2007

Five members of the Motivate workgroup attended the October 10 meeting.

Ryan Colloy announced that they had just had a phone call from Texas to let the team know that the Bernard Harris Foundation gave the OSU team the award for the best summer science camp in the program (<http://www.theharrisfoundation.org/programs/summersciencecamp/index.htm>). This was a collaborative effort by 4H, OSU/SMILE, the College of Engineering, the College of Arts and Sciences' Dept. of Math and Science Education, the College of Education. When more information is available, Jo will distribute that to the wider OPAS community (done).

Subgroups' reports:

- Volunteers:
  - We will re-focus on the survey; Ben and Jo will talk with OMSI's evaluation department. We would like to use this survey on the retiree population.
  - Ben is working on bringing Intel retirees into the fold through Intel, through BEC, and through work at Hilhi. The new web design class has a group of "client" Intel retirees who are specifying a class project – a website for the Intel retirees. The retirees are doing additional work with the class, and supporting the new CS teacher, Steve Nelson in his first year of teaching.
  - Ben will connect ORTOP via Ron Dilbeck to IEEE.
- Business:
  - Dacia Ermatinger is no longer with the Hillsboro Chamber of Commerce School to Work program. Ben will try contacting Julie Wilson or Deanna Palm at the Chamber.
  - The BEC expects to resolve staffing and email SPAM/legitimation issues with some help from Jo's lists and send out an input form to the NOISE\_members listserv by November 1.
  - The BEC is working on adding more lesson and teaching support, such as behavioral expectations by age/grade for guest engineers. Jo will offer some of her collection of weblinks (done); Ryan will touch base with Stephanie Lambert of the BEC to see if he can easily share other resources.
    - We need a new metaphor for taking things apart in the garage, as many fewer kids today have that experience.
    - We need to highlight the social nature of problems, solutions, and the social nature of the work. Engineering always takes place within the context of a civilization.
- NOISE:
  - Something needs to be done, even if the activity is contrived.
  - Lynn Dierking of OSU might be a possible champion, or have some insight. Ben will contact her.
- Other:
  - We have an IEEE article on Design Squad and other Intel Education activities; unfortunately ORTOP is not mentioned. Jo will distribute this to the wider OPAS community.
  - Jo will get a Techstart Gala invite out to the wider OPAS community (done).

- Di Saunders, Director of Communications for OUS will be working on a marketing campaign to reach business and professional groups about ETIC's and OPAS' activities, priorities, data and results.
- The steering committee continues to solicit input on legislative priorities; discussion of STEM centers from the last Motivate workgroup meeting has been folded in to the current brainstorming document.
- Jo will poll for a possible meeting on November 14; preliminary indications are that rescheduling may be necessary.

### **Action Items as Emailed and Posted October 22, 2007**

- Jo - send Ben the link for the volunteers' survey (*done 10/22*)
- Ben
  - review survey; all feedback from all surveys we've done indicate shorter is better.
  - try again to establish contact with the Hillsboro Chamber.
  - email Ron Dilbeck – ORTOP to IEEE connection.
- Jo
  - email reviewed survey to Marcie at OMSI for her input.
  - Send Stephanie Lambert of the BEC resources for lesson development (*done*).
  - E-intro: Ryan Collay and Stephanie Lambert (*done*).
  - Rebekah Jones contact info to Ben for better coordination with OMSI (*done*).
  - Ask John Ossowski about circulating Techstart Gala invite (*done 10/10*).
  - Poll for attendance November 14.
- Mary Beth
  - send Jo Vcards for Hillsboro Chamber - Julie Wilson and Deanna Palm (*done*).
  - Have Susan send out the TSS input form directly to the NOISE\_members listserv (due November 1).
  - Shorter format Design Squad article to Jo (*done*).

### **Additional Points of Information and Discussion**

#### Volunteer Engagement (Ben)

- Hilhi is starting a new CS program with new teacher Steve Nelson – 1<sup>st</sup> year of teaching. Now fully terrorized. He's helping Steve's website design class do the Intel retirees website. They have a group of 4 Intel retirees going in to the classroom every Tuesday.
  - He would like a library of Camtasia lessons on a series of simple topics (e.g. directory and file structures)
  - Getting Walt Mayberry in contact with Steve.
  - The original hook is building the retiree website.
  - Ryan: what is the career linkage?
  - A couple of programming classes and a web design class (with all grades)
- Wants to talk to Mary Beth about pulling in the retirees to NEM; Ben is now working with Aubrey Clark at Intel. Intel publishes a retiree newsletter every quarter.
- Survey the retiree population.

### Business Engagement:

- TSS – awaiting SPAM resolution, then will release the electronic sign-up form to noise\_members listserv; (*this was done by the target date of November 1, 2007.*)
- NEM - Think of kids as customers – it's a marketing issue.
- Don comments: need to understand the market. Bring toys – e.g., cookies, pieces of the cell phone. Giveaways are great. Taking engineering from the personal (my job) to engineering as a whole. Show where the job accomplishes some kind of social good. More guys are falling in to that also – the millennium generation. K103 question – what is the thing up to 19% of under-20's have never done? Ride a bicycle. If a kid never has a cheapo bike, is he ever going to repair it, take it apart, put it back together?
- Consensus – middle school is the sweet spot.
- Ryan: girls and increasingly boys have the metaphor that engineers work alone at a drafting table. We need to highlight the social nature of the problem and the social nature of the work – that may be the metaphorical garage. Look at the hottest tech thing – facebook.

### NOISE –

- *Follow up has been unsuccessful as of November 13, 2007:*
  - *NOISE home page links to be added*
    - *sign up for listserv (mail to jo\_oshiro@ous.edu)*
    - *TechnoScienceSupersite, with logo*
  - *NOISE communications survey results (Jo was able to verify it was done)*
- Ray – face-to-face meeting of all noise subcommittees posited in August, for October.
- NOISE – makes more sense to hang it off TSS?

**Next Meeting:** November 14, 2007 3:30 – 5:00 (default: Jo will poll as Ryan and Mary Beth have conflicts).