



OPAS Motivate Workgroup

Meeting Record

#19 – November 12, 2008

Attendees: Ben Manny (Intel Retirees), Jo Oshiro (OUS/OPAS), Joyce Cresswell (Saturday Academy), Dianna Bancke (TechStart Education Foundation), Endi Hartigan (OUS Chancellor's Office Communications), Don Domes (HilHi)

Meeting Objective	Update the group on activity
3:30 - 3:35	Welcome new member Dianna Bancke, TechStart Education Foundation Program Manager. TechStart was formerly the Software Association of Oregon Foundation, and puts on SuperQuest.
3:35 - 3:50	OPAS, ETIC Updates <ul style="list-style-type: none"> • ETIC Proposal update (November 11 & October 28)
3:50 - 4:20	Engineering Champion Pilot Program Proposal Update (Ben, Don) <ul style="list-style-type: none"> • Draft proposal (v11, October 17) - doc - pdf • Pilot Fund Raising Status • Executive-level one-pagers -- <ul style="list-style-type: none"> ○ V1 -- Shows context -- why we need to motivate students -- doc - pdf ○ V2.1 (updated from V2 11/07/08) -- Educator/activist aimed, assuming reader already wants to motivate students -- doc - pdf ○ V3 --Most effective? -- doc - pdf • Discussion on next steps after the Pilot Program is launched supporting getting the full program in place: <ul style="list-style-type: none"> ○ Media campaign for the Pilot ○ Fact finding on the financial benefits of a having such a program at a school ○ other?
4:40 - 4:50	Round table update - other activity of interest -- <ul style="list-style-type: none"> • NOISE -- OSU Free-Choice Learning (Lynn Dierking in Corvallis, Nancee Hunter in Newport) has been expressing some interest in moving forward with NOISE; Lynn has been collecting various pieces Jo has been funneling to her. May put a student worker on it; may pursue NSF or other funds. OMSI has taken down the NOISE home page -- Jo has an inquiry in about this. • BEC update on NEM
4:50 - 5:00	Review meeting's action items and set date for next meeting. <ul style="list-style-type: none"> • Default schedule for next meeting: Wednesday December 10 • Jo and Bruce are working on an all-OPAS workgroup face-to-face, which would supercede the Motivate Face-to-Face. Likely date is early February; we are open to suggestions for the agenda. Currently, some workgroup worktime is planned.

November 11, 2008: Status update for the ETIC Proposal:

The Governor's office says there will be decreases of 10 or 20%; whether these will be across the board or more targeted is still in question. The Governor's budget may use cutbacks with prioritized add-backs that will go into effect should revenue forecasts improve. The Governor's budget is based on the

November 18 revenue forecast, and will be released on December 1. The legislature uses the May 2009 forecast. In addition to the economy, the revenue forecast could be affected by the legislature increasing fees or taxes. OPAS has some money and must stay nimble. In the new jargon, OPAS manages ETIC recruitment money and the ETIC Retention Task Force (one member per campus, Bruce, and ETIC member Eric Meslow) will manage the retention funds, probably using an RFP model. OPAS will revisit changing or tweaking April's "Bright Future" proposal after December 2. The group concurred that we need to revisit the results and activities of our previous grants and make a common base for what has and has not worked to this point

October 28, 2008: Status update for the ETIC proposal:

- Some campuses have a designated pre-allocation for retention, but there is a new \$250K pool to be allocated by the new ETIC Retention Task Force.
- Clean technology initiatives were put in the "increase" levels rather than the "base budget" levels.
- A 21 page summary has been delivered to the governor's office and feedback to date is that it is being more seriously considered than the previous proposal.
- No repercussions from the national and international economic turmoil has yet been seen on revenue projections or financial directives. There will be several tax revenue forecasts between now and the critical one in May 2009. No one has yet said there will be no money or asked for ETIC reductions below the base budget level.
- The Governor's office will release a budget on December 1, 2008 which will be used by the legislature as a starting point.
- To date, ETIC has designated \$1.3M for OPAS in the base budget, with additional asks with increases of \$409K or \$800K. This is a substantial reduction from the OPAS ask to ETIC of \$4.5M; this reduction was applied proportionately across all segments of the proposal. OPAS has a 6 to 9 month window to consider changing this mathematical approach to prioritizing some approaches and eliminating others, and submitting those recommendations to ETIC. Bruce has posted a spreadsheet which may help in this exercise. More business planning is needed to be ready to move on the OPAS plan starting July 1, 2009.

Respectfully submitted, Bruce Schafer & Jo Oshiro, October 28, 2008

Summary as Emailed and Posted December 9, 2008

Six members of the Motivate Workgroup attended the November 12 meeting. Ben gave an update on the ETIC proposal status and the OPAS Steering Committee meeting:

- We are now talking about decreases in funding; the Governor's budget process is based on the November 18 revenue forecast. The budget is published December 1. The current plan is for cuts across the with perhaps an appendix with some upsides prioritized in case money appears. Education is one of the governor's priorities. This is a significant cut, but it's not like the bottom's falling out. Bruce wants to postpone decisions until after December 2; what/if to do could be a topic of discussion at the OPAS All-Workgroup Meeting on February 4. One of very interesting item that we will probably discuss – WICHE's projection of the demographics of Oregon high school graduates could impact our priorities for program foci; a graph is posted at http://opas.ous.edu/Committees/Resources/NonOPAS_Working_Papers/WICHE_HS_grads_1991-2022.pdf.

The main topic of the OPAS Steering meeting was the pilot proposal and our request for official endorsement, which was approved. The discussion generated some very good questions and feedback. Eda uses the "Logic Model" from the Kellogg Foundation for grant proposals/evaluations – and offered other valuable critiques which Ben is incorporating in to the proposal.

Additional Pilot Program critique and status:

- Ryan: we ought to assess which best practices are being used by the program. Ben wants to revisit this with a group discussion and incorporation into the program.
- Lemelson and Intel both favorable after hearing presentations. Ben and Don also talked to PGE, Vernier and others. If more than \$50 K results we should target a rural school – Hermiston, Grants Pass, and Silverton are all interested. We should have answers early in December.
- Endi is working on polishing the one-pager and is happy to help with press releases, pending the approval of Di Saunders, OUS Director of Communications.
- Supplementing state funding for the actual program, as opposed to the pilot, is one of the next steps.
- We need some avenue for disseminating success stories – a dedicated website, the ETIC or getreal websites. Eventually we will need a website to support champion/coaches with best practices, available training and other resources.

Joyce notes that Saturday Academy class enrollment is particularly strong this fall, and the Apprenticeships in Science and Engineering is expected to become more active and visible.

Next Meeting: Jo will poll for a probable date of December 15, to accommodate some Steering Meeting scheduling issues.

Action Items

Jo

- contact info for Joyce Cresswell & Diana Bancke - done 11/12
- send out OUS demographics slide - posted 11/12
- draft formal endorsement letter - started 11/13 but then dropped; do we still need it? - doc - pdf
- ask Michele if the discussion between Kathy Miller and Ron Adams at the October 24 ETIC meeting made the minutes -- email sent 12/9 (the minutes are not yet posted)
- talk to Kris about OST participation data: name brands are important, is there a reasonable opportunity to re-ask juniors? Answer: not easily.
- ask Kris if the Engineering Discovery Showcase is a reasonable place to start publicizing the Engineering Champion program. Answer: yes, get her the flyer/brochure and she will distribute (part of packet?)
- find Kris and Brett McFarlane's analog at OIT. Jo has some names but has not yet contacted them as of Dec 9.
- Best Practices: resurrect for further discussion Student contact hours with teachers/mentors

- helping motivate students to choose and be successful in pursuing an engineering, computer science, or applied science degree.
- team experience
- adult mentoring
- hands-on engineering
- enrichment model (improved student appreciation for classroom learning)
- Redo the rollout document; can incorporate Best Practices and logic model?
- Get grant/contract info to Ben -- titles of signers, standard contract
- Talk with Bruce/ Beau/ Ken re: access and content issues for using ETIC or getreal.org for anecdotal evidence and success stories for the Engineering Champion program -- still to do.
- Make sure to have OUS legislative liaison Lisa Pinheiro's contact info (still to formalize)
- look for exemplars of teachers paid stipends to coach engineering teams nationally (very little coming up through NWREL, PLTW, JETS)
- attach action items to future agendas
- work on paring down the backlog of summaries, meeting records, and staff work
- poll for a new meeting date – December 15? To possibly be replaced with an email round robin.

Ben

- get Eda's logic model to Jo (program evaluation)
- evaluate standard contracts (OUS examples from Jo, Dianna)
- continue to pursue funding

Dianna - check with Natasha: does Techstart have standard grant contracts?

Kris - continue to work on OST participation data collection. What is a reasonable time frame for a prototype, given your event schedule? JO RESCUE BEST PRACTICES (last on agenda October 8)

Additional Discussion and References

Joyce on OST participation data collection:

- at the very end of the October 24, 2009 ETIC meeting Kathy Miller said “How do we know all these programs we are investing in are worthwhile?” Ron Adams talked about collecting data on incoming freshman. Was this captured as part of the official record?
- listing these programs by name important. Need to resurvey when major is declared?
- very enthusiastic about this progress and the PSU commitment to get this data.

Pilot Program

Publicity: Morgan Anderson of Intel thinks it would be good. It is appropriate to recognize the foundations and corporations that helped – can include logos etc.

Don has been collecting very interesting anecdotal stories, and some others; he favors a separate website? Note that Marshall, an alternative high school in Bend with a TechWizards club, could be an ETIC success story as well as an exemplar of the champion/coach model.

- Ben: use to promote, point potential sponsors to it. Updating issues – we'd like to have some control. Jo: PSU Engineering Discovery Showcase an avenue to reach more teachers?

Endi: Ask Lisa Pinheiro (JO GET CONTACT INFO) in OUS legislative division, if the program does end up in the Governor's budget, which legislators should get copies of the press release.

Other :

Joyce: Saturday Academy is just starting the process of recruiting mentors for 2009, being done by the new director of the Apprenticeships in Science and Engineering (ASE) program, Jeff Matson. Expecting good things from Jeff, expect the program to be more visible to you all. Joyce will get a blurb to Jo for "In the OPASsphere."

Endi: from the ETIC Student marketing Computer: student brochure to drive traffic to getreal.

Inspirational short brochure. Jo mentions buttons as a possible tool to drive traffic to the website, and to use as swag at various outreach events.