COLLEGE OF ENGINEERING
EXECUTIVE COMMITTEE MEETING
September 28, 2007

Minutes

Present: Richard Brown, Milind Deo, Patrick Tresco, Marilyn Davies, Michael
Kay, JoAnn Lighty, Marc Bodson, Martin Berzins, Kent Udell, Sandy
Bruhn

Excused: Rick Rabbitt, Paul Tikalsky, Anil Virkar, Vicki Jensen

Guests: Chris Pantelides (CVEE), Dinesh Shetty (MSE)

Dean Brown welcomed Chris Pantelides (representing Paul Tikalsky) and Dinesh Shetty
(representing Anil Virkar) to the meeting.

Announcements/Updates

• The Dean asked the chairs/director to think about and discuss with their faculty, the
possibility of changing somewhat the way we award scholarships. In the current
situation, a number of students receive multiple, small scholarships. The question
was asked whether it would be better, where scholarship agreements would allow it,
to award fewer, but larger scholarships. This is not a question about the amount of
money going to students, the number of students who receive support, nor the profile
of the distribution. Those could stay the same, but receiving the money from one
scholarship instead of several smaller ones would help a student identify more closely
with the benefactor. Doing this would require more coordination between the
College and departments, so that a given student that received a scholarship above
some threshold value from the College would not receive a scholarship from the
department, and visa versa. There will be further discussion at a future Executive
Committee Meeting on whether this is a good idea, following feedback from the
chairs/director and their faculty.

• “The College Scholarship Awards Banquet will be held on October 18, 6:30 pm in
the Rice Eccles Stadium Varsity Room, 6th floor.”

• “The College Engineering Day is scheduled for Saturday, October 20, 9:00 am-12:00
pm in the Warnock Engineering Building, with tours in MEB and other buildings.”

School of Computing Strategic Plan

Martin Berzins, Director of the School of Computing, gave a PowerPoint presentation on
the School’s strategic plan.

There are 39 faculty, 70 staff, 300 BS, 50 CE, 150 pre-majors, and 185 grads.
Strategic goal statement: to be a top ten state funded dept within the next five years.

Research and Teaching:
1. build up robotics
2. viz/graphics – focus on animation
3. continue and maintain strength in core systems areas
4. work with USTAR and other interdisciplinary opportunities

Outreach of all kinds has been inadequate.
1. need to sustain effort to attract students, work with schools
2. clinical faculty will be key
3. build connections with local industry
4. address development issues (work with Marilyn Davies)
5. need greater local presence.

Review:
New majors are up 33% this year, attributed to more attention on advising.

Challenges - External image does not always reflect what we do; bi-modal faculty.

Research Funding – held steady. The number as a whole is good, but uneven across faculty.

Publications – 20% of people generate 80% of publications. To increase publications, need to get students to publish more. A culture change is needed to make sure students publish as they go along.

SOC needs to get rid of the “boot camp” mentality. Outreach and retention are the real issues. More faculty/student contact at the UG level is needed. Need to do better in terms of offering secure funding to grad students.

Summary:
1. Substantial progress in many areas
2. Excellent faculty (especially in recent hires)
3. Some senior faculty uncomfortable with change
4. Much still to do

Dean Brown commented that the School of Computing does many things very well – in these areas they look like the very best CS departments. Each department should try to adopt best practices they see in the others.
**Discussion Items**

**Marketing and PR**

At the May ENAC meeting, the council concluded that the College should invest in marketing and public relations to help raise the reputation of the College. A task force composed of ENAC members met through the summer to draft a document on strategic, measurable objectives and tactics to help support these objectives. ENAC will focus its discussion on this document in their November 9 meeting.

The College has sponsored 10 ten-second promotional spots which will air before “Wired Science” on KUED, Wednesdays at 7:00 pm.

The College will be offering more help in getting faculty members’ stories about research out, but the success will depend upon the involvement of individual departments and faculty members. Dean Brown acknowledged Cindy Furse’s recent PR contributions.

**CLEAR**

The Hewlett grant that has provided major support for CLEAR will be coming to an end next year, so all of the program’s support will be coming from the College (as Engineering Initiative match). We should work with the CLEAR personnel to make sure the program is as effective as possible. They should be given the student feedback that departments get through exit interviews.

**Direct Admissions**

Most of the feedback from departments about direct admission of top Freshmen and transfer students has been supportive. Faculty members in most departments feel that we need to have Registration enforce course prerequisites, especially if we do direct admissions. Dean Brown has visited with Tim Ebner, the registrar, about turning on this feature in PeopleSoft. Tim came from Boise State, where PeopleSoft is used with prerequisites enforced. Tim is very supportive of implementing this feature at the U, and sees no problems with doing so if departments are willing to do the manual over-rides that would required for transfer students.