Present: Richard Brown, Milind Deo, Patrick Tresco, Marilyn Davies, Michael Kay, JoAnn Lighty, Paul Tikalsky, Marc Bodson, Anil Virkar, Martin Berzins, Vicki Jensen

Excused: Sandy Bruhn

Dean Brown welcomed everyone to the meeting. Patrick Tresco wears two hats today—one as Associate Dean for Research and the other as “Acting Chair” of Bioengineering. Rick Rabbitt, Chair of Bioengineering, will be on Sabbatical until January 2009.

Announcements/Updates

Energy Solutions Endowment Announcement
Dean Brown reported that the past few days the College has received positive press in the Deseret News and Tribune regarding the announcement of the Energy Solutions Endowment. We also got top billing in the ASEE newsletter. A number of other media have reported on the story and almost all are positive. A reporter from The Utah Chrony interviewed Dean Brown this morning and he expects the article to be positive. The story will mention a course titled “Radiation in the Real World” that will be taught to non-engineering students by Bob Huber, emeritus faculty member. This course counts as an applied science elective. It will provide an opportunity to welcome students from across campus to Engineering.

New Hires
Todd McMaster has been hired to replace Rob Hunsaker in the College Development area. Todd has a lot of experience in technical sales so he will be comfortable talking to engineers. Marilyn Davies commented that Todd has been a top sales performer for 5 or 6 consecutive years.

Matt Crawley has been hired as the College Web Master (Communications). He replaces Jen Angell. Matt is currently in charge of Snowbird’s website and marketing. He has a solid design background.

Engineering Initiative
Dean Brown reported that a lot has happened since the discussion of the Engineering Initiative at the June Executive Committee Meeting. We have the support of President Albrecht (USU) and President Young (UofU) for the Engineering Initiative. Kurt Bramble has shown interest in the Engineering Initiative, and may be a proponent if re-elected and if re-elected to leadership. Private donations will be used as match.
Graduation Guarantee
Included with the agenda was information on the Graduation Guarantee Program. Milind Deo gave an overview of the Program. The Graduation Guarantee is designed to help students create a long-term plan for their education, as well as a time-frame for the completion of that plan. Students who choose to participate in this program will meet each semester with an academic advisor to ensure they are on schedule with their individualized graduation plans, as well as seek advice from Career Services regarding their future goals. The folks who run Undergraduate Studies believe this “living contract” between the University of Utah and participating students will lead to higher graduation rates, better department planning, and more efficient communication throughout the University.

Colleges will be phased-in for the graduation guarantee; the College of Engineering will start officially offering it in the 2009-10 academic year. If students express an interest now in the program, they may meet with an academic advisor who will help them develop their education plan; they can enroll next year. A new generation of DARS will be installed prior to the Graduation Guarantee Program being instituted.

Committee members expressed concern about the increased work load of advising personnel. Milind Deo commented that it may be necessary to request advising support from the Undergraduate Studies administration. Dean Brown commented that the Graduation Guarantee Program was driven by students through ASUU.

Freshman Convocation
The first College of Engineering Fall Convocation will be held on August 28 in the Warnock Engineering Building. Freshmen, new transfer students and any interested continuing students will be invited. It is estimated that around 250-300 students will attend. The tentative program will be as follows:

3:30 Gathering
4:00 Dean’s welcome
4:30 Student groups and clubs affiliated with Engineering will present information
5:00 Breakout sessions for each department

This Convocation will provide an opportunity for students to visit with faculty and other department personnel to help them feel connected to Engineering. Students will also learn about the College Tutoring Center, Honors Program, etc. This will be a good event in terms of retention. Currently we have close to 700 pre-engineering students. We want the students to leave with the knowledge that Engineering has many opportunities, that the engineering students are fun, and that many programs are available to help them have a successful academic experience.
Discussion Items

Apply Yourself Graduate Student Recruiting Module
All departments in the College use Apply Yourself for graduate admissions. It was critical for us to have an electronic application program to stay current. Apply Yourself has a recruiting module titled Broadcast E-mail that provides an effective communication method with potential grad students. It could also be used for recruiting undergraduate students. Highlights of this tool are: we would take control of our marketing plan, choose communication methods most aligned with students, and continually monitor success and adjust communication strategies. As a whole, the College needs more good applicants, especially domestic students, and this module would allow us to be more proactive. Paul Tikalsky suggested that the application fee be waived for students with GRE scores at a certain level. Dean Brown commented that there seems to be enough interest on the part of the Committee in giving this recruiting module a try. The College will buy it and it will be available for all departments this next year.

Graduate Student Recruiting –Coordinated Program
Dean Brown asked if it would benefit the College to hold a coordinated recruiting event. He presented his straw man ideas: Bring in all of the graduate students (only Ph.D. candidates) who can come on a particular day. The College would share in the cost proportional to the number of RAs in each department. The number of RAs reported on the 2007 FARs is much higher than that reported through PeopleSoft. PeopleSoft numbers are: BIO 52, Che 52, CVEE 51, ECE 63, MSE 26, ME 59, CS 62. Martin Berzins asked if a department could invite more students than allotted and pay for the extra students. This was agreeable. The biggest advantage of bringing all of the students in together is that, especially for the smaller departments, it creates a critical mass of students who see there are students from a lot of different schools and creates a feeling that there is a lot of activity at the graduate level. It is important that we invite students from across the country, with a reasonable amount of students from the Intermountain West. Our own undergrad students should also be invited as they are an important group of prospective graduate students.

A suggested format for the recruiting day would be: morning get together with breakfast, break out into departments, back together for lunch, visits with individual faculty members, party at somebody’s house by department. Joann Lighty suggested combining parties for the smaller departments. Seeing the breadth of research is very impressive and interesting to students. Patrick Tresco felt there should be a poster session participated in by faculty from all departments.

The School of Computing holds a similar recruiting day. Martin Berzins reviewed their graduate recruiting event. They offer three options for an activity: ski, hike or trip around the city. A graduate party at one of the grad student’s home is held. There is also an evening social at a faculty member’s house. Holding the event in January or February is sometimes problematic weather-wise. March would be a better month. Dean Brown asked Martin to be in charge of suggesting an appropriate date.
An important part of the success of this event will be advertising. The College graphic people will be asked to help in creating advertising pieces.

**Nuclear Engineering Minor**

Included with the agenda was a course outline for the Nuclear Engineering and Science Minor. Paul Tikalsky said the course offerings have been before the faculty and no negative remarks have been received. We see this minor as helping all students in the College by improving their opportunities in the energy and medical sectors. It will also give them information to perhaps pursue other areas of opportunities. Dean Brown asked Patrick Tresco to check to see if there is an undergraduate course related to medical imaging. He also reminded the Committee to remember when we hire the endowed chair and junior faculty member there may be changes to the Syllabi and other areas of the program.

A copy of a brochure “What you need to know about Energy” was included with the agenda. It is a publication from The National Academies which JoAnn Lighty received.

**New Center**

Dean Brown reported that this afternoon he is meeting with Steve Jacobsen and John Hollerbach to discuss a robotics center. This will be a college level center focused on all types of robotics and one that will encourage faculty to work together to go after bigger and better research programs. The initial thought is that Steve and John will be co-directors with John over academics and Steve over research. Dean Brown asked the Committee members to send him any input they may have on this center. The U already has a great reputation in robotics based on past work but this new center will give the College more visibility.

**COE Campaign Case**

Dean Brown reported that Marilyn Davies, Patrick Tresco and he have been working on the College case for the next campaign. This is an important activity for the College and will be the story that we put out to potential donors of all kinds when asking for their help in supporting the College. It is also strategic planning for the College. The University Campaign will be kicked off in October. The College campaign will be presented to the ENAC at the fall meeting. Dean Brown asked the Committee to think about the Campaign and send him their input.

We need to be able to articulate our big vision, and we have to have a story that will resonate with people. We need to identify specific uses for funding that we bring in. It is important to leverage the strength we have in our story. We are showing growth and improvement, and are hiring great faculty. Discussions have centered on innovation and transformation. We are entrepreneurial at the U. Innovation is connected to interdisciplinary research. What could be done in freshman classes to help the students think of themselves as innovators? Every design class is an exercise in innovating. There is a lot we could do with our curriculum to make it innovative. What are the great challenges in your discipline or across disciplines? What is most appealing about this innovation commercialization angle is it is perfectly aligned with USATAR across the
entire story. Paul Tikalsky stated that his department is creating a new Strategic Plan. Innovation is the leading edge of engineering. The department moniker is “innovate, create, design and build”.

Marilyn Davies commented that donors/legislators will be interested in how we are going to leverage their money to get more money. How are we going to make things different? How would this money transform the academic experience? How can we create the undergraduate experience so they get the world class training experience we offer here?

Key uses of the funding might be: faculty, graduate experience, undergraduate experience, physical facilities, and discretionary funds. We need to be specific about what we need the money for in these categories and how much we would put into each category. Dean Brown commented that on the faculty side we have to make strides in titled professorships.

Dean Brown thanked everyone for the good discussion. Please remember to pass on any ideas or thoughts on items discussed today.

The meeting adjourned at 2:25 pm.