University of Utah
College of Engineering
Charles “Charlie” Thomas
Mechanical Engineering

“Friend, Mentor, Teacher, Researcher”
December 1958 - July 31, 2008

Charlie joined the ME Department as an Assistant Professor in 1993. after receiving his Ph.D from Drexel University. He was a supportive faculty member who was generous with his time and cared about the success of his students. He always had a smile which radiated happiness and genuine caring. Charlie will be greatly missed.
• Hamid Ghandehari, Professor, USTAR (Pharmaceutics and Pharmaceutical Chemistry and BIO)
• Ph.D. Pharmaceutics and Pharmaceutical Chemistry, 1996, University of Utah
• B.S. Pharmacy, 1989, University of Utah

• Research interests: genetically engineered polymers for gene delivery, water-soluble polymers for targeted delivery, poly(amidoamine) dendrimers for oral delivery, inorganic nanoconstructs for controlled chemical delivery.
• John A. White, Professor, USTAR (BIO)
• Ph.D. Biomedical Engineering, 1990, Johns Hopkins University
• B.S. Biomedical Engineering, 1984, Louisiana Tech University

• Research interests: neurophysiology, computational neuroscience, design of real-time instrumentation, imaging of neuronal activity.
Faculty

- Leonard Pease, Assistant Professor, (ChE)
- Ph.D. Chemical and Materials Engineering, 2005, Princeton University
- M.A. Chemical Engineering, 2003, Princeton University
- B.S. Chemical Engineering, 2000, Brigham Young University

Research interests: improving our understanding and use of chemically and structurally complex nanomaterials and nanoparticles.
Carlos H. Mastrangelo, Professor, USTAR (ECE)

- Ph.D. Electrical Engineering and Computer Science, 1991, UC - Berkeley
- M.S. Electrical Engineering and Computer Science, 1988, UC - Berkeley
- B.S. Electrical Engineering and Computer Science, 1985, UC - Berkeley

Research interests: microfabricated systems that interface with biological structures, including microfluidics technologies, bio/MEMS, novel detection microtechnologies and methods, cell and tissue level microinstruments and microsystems.
Faculty

Michael A. Scarpulla, Assistant Professor (ECE and MSE)

Ph.D. Materials Science, 2006, UC - Berkeley

M.S. Materials Science, 2003, UC Berkeley

Sc.B. (Magna Cum Laude) 2000, Brown University

Postdoctoral Scholar, 2006-2008, UC Santa Barbara

Research interests: Physics, processing and applications of non-traditional semiconductors and alloys for energy generation.
USTAR Faculty

• Tolga Tasdizen, Professor, USTAR (ECE and SCI)
• Ph.D. Engineering, 2001, Brown University
• M.S. Engineering, 1997, Brown University
• B.S. Electrical Engineering, 1995, Bogazici University (Istanbul)

• Research interests: image analysis and computer vision, pattern recognition in high-dimensional feature spaces, neural circuit reconstruction, study of dementing illnesses with PET and MRI, model based reconstruction in biomedical imaging.
USTAR Faculty

• Ling Zang, Associate Professor, USTAR (MSE)
• Ph.D. 1995, Chinese Academy of Sciences, Beijing China
• B.S. Chemistry, 1991, Tsinghua University, Beijing, China
• Postdoctoral Fellow and Senior Research Scientist, 2001-2003, Columbia University
• Postdoctoral Fellow, 1998-2001, Bowling Green State University

• Research interests: self-assembly of Nanostructures, organic nanowires and nanodevices, surface nanopatterning, nanojunction charge transfer, nanoscale imaging, single-molecule spectroscopy, single-molecule sensing and probing, fluorescence sensing, optoelectronic sensing, explosives detection.
Faculty

- Jake Abbott, Assistant Professor (ME)
- Ph.D. Mechanical Engineering, 2005, Johns Hopkins University
- M.S. Mechanical Engineering, 2001, University of Utah
- B.S. Mechanical Engineering, 1999, Utah State University
- Postdoctoral Research Associate, 2005-2008, Institute of Robotics and Intelligent Systems, ETH Zurich, Switzerland

- Research interests: wireless magnetic control of microrobots, medical robotics, telemanipulation of novel systems, haptics.
Faculty

Kenneth L. Monson, Assistant Professor, (ME)

Ph.D. Mechanical Engineering, 2001, UC - Berkeley

M.S. Mechanical Engineering, 1997, Brigham Young University

B.S. Mechanical Engineering, 1995, Brigham Young University

Research interests: traumatic brain injury, blast injury, cerebral vessel mechanics and mechanotransduction, solid mechanics, dynamics.
Faculty

• Adam W. Bargteil, Assistant Professor, (SofC)
• Ph.D. Computer Science, 2006, UC - Berkeley
• B.S. Computer Science, 2000, University of Maryland, College Park
• Postdoctoral Fellow, 2006-2008, Carnegie Mellon University

• Research interests: computer animation, physical simulation, scientific computing, numerical methods, computational geometry, combining data and simulation, motion capture techniques, activity recognition.
• Tom Fletcher, Professor, USTAR (SofC and SCI)
• Ph.D. Computer Science, 2004, University of North Carolina at Chapel Hill
• M.S. Computer Science, 2002, University of North Carolina at Chapel Hill
• B.A. Mathematics, 1999, University of Virginia
• Postdoctoral Research, 2004-05, SCI

• Research interests: solving problems in medical image analysis and computer vision through the combination of statistics and differential geometry.
Mary Hall, Associate Professor, (SofC)

Ph.D. Computer Science, 1991, Rice University

M.S. Computer Science, 1989, Rice University

B.A. Computer Science/Mathematical Sciences (Magna Cum Laude), 1985, Rice University

• Matthew Might, Assistant Professor, (SofC)
• Ph.D. Computer Science, 2007, Georgia Institute of Technology
• M.S. Computer Science, 2003, Georgia Institute of Technology
• B.S. Computer Science, 2001, Georgia Institute of Technology

• Research interests: static analyses for security, parallelism, verification and optimization; techniques for improving static analyses in power, precision, and speed; mechanized logic, reasoning, and theorem proving.
• Erin Parker, Clinical Assistant Professor, (SofC)
• Ph.D. Computer Science, 2004, University of North Carolina at Chapel Hill
• M.S. Computer Science, 2001, University of North Carolina at Chapel Hill
• B.S. Concentrations in Computer Science and Mathematics, 1999, College of William and Mary

• Research interests: programming languages, computer memory systems and performance
Valerio Pascucci, Associate Professor, (SofC and SCI)
Ph.D. Computer Science, 2000, Purdue University
Laurea Degree (Master) Electrical Engineering, 1993, University of Rome “La Sapienza”

Research interests: efficient data layouts, streaming techniques, cache oblivious algorithms, data analysis and exploration, multi-resolution methods, combinatorial topology, geometric compression, computer graphics, computational geometry, geometric programming, solid modeling and molecular modeling.
Wilma Johnson
Electrical and Computer Engineering

“Wilma is one of the rare cases of a colleague that appears to have made helping all of us—faculty, staff, and students her core reason for being.”
COE Outstanding Service

Ian Harvey
Mechanical Engineering
Associate Director, Nanofabrication Lab

“Ian’s contributions are anything but small!”
Alfred Kalyanapu
Civil and Environmental Engineering

“Alfred Kalyanapu is a rare student, researcher, teacher, and person—he is the total package.”
COE Outstanding Teacher

Cynthia Furse
Electrical and Computer Engineering

“Dr. Furse is a ‘student magnet’ who is committed to the well-being and success of each student.”
<table>
<thead>
<tr>
<th>Angela Rasmussen</th>
<th>Joseph Zachary</th>
</tr>
</thead>
<tbody>
<tr>
<td>Arn Stolp</td>
<td>Jules Magda</td>
</tr>
<tr>
<td>Brenda Mann</td>
<td>Kevin Whitty</td>
</tr>
<tr>
<td>Charles “Torch” Elliott *</td>
<td>Kraig Johnson</td>
</tr>
<tr>
<td>Daisy (Erin) Parker *</td>
<td>Larry Reaveley</td>
</tr>
<tr>
<td>Dan Adams</td>
<td>Mark Minor</td>
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<tr>
<td>David Edwards</td>
<td>Mark Van Langeveld</td>
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<tr>
<td>Denis Petersen</td>
<td>Mataz Alcoutlabi</td>
</tr>
<tr>
<td>Doug Christensen</td>
<td>Matt Flatt</td>
</tr>
<tr>
<td>Eberhard Bamberg</td>
<td>Paul Borgmeier</td>
</tr>
<tr>
<td>Eric Eddings *</td>
<td>Peter Jensen *</td>
</tr>
<tr>
<td>Eric Pardyjak *</td>
<td>Priyank Kalla</td>
</tr>
<tr>
<td>Evert Lawton</td>
<td>Raymond Cutler *</td>
</tr>
<tr>
<td>Jim De St Germain *</td>
<td>Robert Kessler</td>
</tr>
<tr>
<td>John Carter</td>
<td>Steven Burian</td>
</tr>
</tbody>
</table>
# Top Graduate Teachers

| Name                  | Name                  
|-----------------------|-----------------------
<p>| Alessandra Angelucci  | Larry DeVries         |
| Cynthia Furse         | Matt Flatt            |
| Dan Adams             | Melinda Krahenbuhl    |
| David Johnson         | Paul Tikalsky         |
| Erik Brunvand         | Pedro Romero          |
| Gerald Stringfellow   | Peter Martin          |
| Gregory Clark         | Ramesh Goel           |
| Gregory Nash          | Robert MacLeod        |
| Ian Harvey            | Stacy Bamberg         |
| Jeffrey Weiss         | Steven Bartlett       |
| Joe Perrin            | Steven Burian         |
| John Carter           | Suresh Venkatasubramanian |
| John Regehr           |                       |</p>
<table>
<thead>
<tr>
<th>Name</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Raymond Levey</td>
<td>$3.87 million</td>
</tr>
<tr>
<td>Jay Lepreau</td>
<td>1.81</td>
</tr>
<tr>
<td>Ed Hsu</td>
<td>1.76</td>
</tr>
<tr>
<td>Florian Solzbacher</td>
<td>1.73</td>
</tr>
<tr>
<td>Phil Smith</td>
<td>1.29</td>
</tr>
<tr>
<td>Chris Johnson</td>
<td>1.29</td>
</tr>
<tr>
<td>Eric Eddings</td>
<td>1.05</td>
</tr>
<tr>
<td>Steve Parker</td>
<td>0.97</td>
</tr>
<tr>
<td>Greg Clark</td>
<td>0.96</td>
</tr>
<tr>
<td>Jeff Weiss</td>
<td>0.92</td>
</tr>
</tbody>
</table>
Total Graduates per Year

Slope/Mean = 2.16

$R^2 = 0.39$
BS Graduates per Year

Slope/Mean = 1.57

$R^2 = 0.18$
Masters Graduates per Year

Slope/Mean = 2.92

$R^2 = 0.37$
Ph.D. Graduates per Year

Slope/Mean = 2.93

$R^2 = 0.59$
Slope/Mean = 1.42

$R^2 = 0.61$
Tenure-Track Faculty

Slope/Mean = 1.65

R² = 0.31
Tuition Plus State Funding per Student

Tuition + State Support

US News Graduate Ranking

$0

$5,000

$10,000

$15,000

$20,000

$25,000

$30,000
Slope/Mean = 1.51

R² = 0.41
Total Research Expenditures per Year

Slope/Mean = 3.02

R² = 0.69

PR Gap
Best Examples

• UCSD Jacobs School of Engineering
  – Endowed in 1994 by Irwin & Joan Jacobs (Qualcomm)
  – Hired USTAR-like faculty
  – Degrees granted up 89% since 1999
    639 to 1209 (with 132 Ph.D.s)
  – Research up 76% since 1999
  – From #38 in 1994 to #11 in 2008

• Georgia Tech
  – State focused resources on one engineering school
  – Wayne Clough focused on funded research and Ph.D.s
  – Strong GaTech is a huge benefit to Georgia economy
Georgia Tech Degrees Granted

Growth of 48/yr or 2.2%/yr
Georgia Tech Faculty and Ph.D.s

Faculty Growth of 6.7/yr or 2%/yr

Ph.D. Growth of 15/yr or 7.2%/yr

Year

Faculty

Ph.D. Graduates
Georgia Tech Research Expenditures

Research Funding ($M)

Growth of $10.3M/yr or 8.8%/yr
Georgia Tech Graduate Rankings

Improvement of 0.5/yr
Engineering Education in Utah

• Other Utah Schools’ Ambitions
  – WSU request for 4-yr engineering program
  – UVU desire for Computer Engineering

• Commissioner of Higher Education Consultants
  – Ben Kelly, Baylor
  – Bob Warrington, Michigan Tech
  – Tom Peterson, U of Arizona

• Better to Focus Resources
  – Research enriches undergraduate education
  – Build capacity on existing foundation
  – More positive impact on the economy

http://www.utahsbr.edu/Reports/Engineering_Education_in_Utah.pdf
U of U College of Engineering Vision

- Quality of teaching, research and service comparable to that of the best engineering schools in the world.
- Research and teaching environment that makes the U the best place for faculty to build their careers.
  - CoE PI Overhead return will be 7% in FY 2009
- Stimulating, supportive climate for students.
  - Honors Program, Tutoring, Living and Learning Center
- Comprehensive undergraduate experience with solid engineering education, communication skills and exposure to business and law.
  - Law and Business will offer courses for Engineering Students
College Goals

• Increase student body size by 40% in 5 years
• Improve undergrad retention by 20%
  – Our retention is currently at 66%
• Grow faculty by another 25% in 8 years
• Continue to expand the research enterprise
• Double the level of private giving in 5 years
• Increase the amount of technology transfer
• Improve College recognition
## Utah’s Engineering Initiative

<table>
<thead>
<tr>
<th>FY</th>
<th>On-Going</th>
<th>One-Time</th>
</tr>
</thead>
<tbody>
<tr>
<td>2002</td>
<td>$466,667</td>
<td>$933,333</td>
</tr>
<tr>
<td>2003</td>
<td>800,000</td>
<td>300,000</td>
</tr>
<tr>
<td>2004</td>
<td>180,000</td>
<td></td>
</tr>
<tr>
<td>2005</td>
<td>207,000</td>
<td>175,000</td>
</tr>
<tr>
<td>2006</td>
<td>680,000</td>
<td>277,000</td>
</tr>
<tr>
<td>2007</td>
<td>250,000</td>
<td>350,000</td>
</tr>
<tr>
<td>2008</td>
<td>1,400,000</td>
<td>800,000</td>
</tr>
<tr>
<td>2009</td>
<td></td>
<td>46,000</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>$3,983,667</strong></td>
<td><strong>$3,881,333</strong></td>
</tr>
</tbody>
</table>
2008 Engineering Initiative

- Higher Education Appropriations Committee
  - Confusion with Science Initiative
- Executive Appropriations Committee
  - Looked like it survived at $800,000
  - Politics at the 11th hour
  - Weber State Avionics
- $250,000 One-time (all for outreach activities)
  - $46,000 to U of U
- Future of Engineering Initiative?
  - Private funds for match
  - Keep TIAB
  - Meetings: Greg Curtis, Curt Bramble, University Presidents
  - State budget over-run this year
Student Facts

- 2,965 Engineering Students
  - 2,182 Undergraduate
  - 783 Graduate Students
- 619 Degrees per Year
  - 375 BS
  - 198 Masters
  - 46 Ph.D.
- 25% Growth in Utah Engineering Jobs
Engineering Degrees Granted

69% increase since 1999
• Academic Index
  – 2001, 38.5% above 120
  – 2007, 43.0% above 120

• Average Academic Index
  – 2005, 115
  – 2007, 117

• Graduation GPA
  – 2000, 38% above 3.4
  – 2007, 50% above 3.4
Size Matters – Where we Stand

• In the 40s
  – Number of Faculty
  – Research Expenditures

• In the 50s
  – BS Degrees
  – Ph.D. Degrees
  – Undergraduate Enrollment

• In the 60s
  – Graduate Enrollment

• Lower
  – Master’s Degrees
Faculty

- 217 Full-time Faculty
  - 141 Tenure Track
  - 9 Lecturing Faculty
  - 67 Research Faculty

- 112 Adjunct Faculty
  (Does not include internal dry appointments)
  Local Industry is a good source of adjuncts
Tenure-Track Faculty Growth

4% per year growth

101 Faculty in 1999
141 Faculty in 2008

0 20 40 60 80 100 120 140 160
Research Expenditures

Increase of $3.7M/yr or 8%/yr

2007 F&A $9.0M
2008 F&A $9.8M

$25M

FY 2002 2003 2004 2005 2006 2007 2008

$47.2M
Research Expenditures 2007
Research Expenditures 2008

$42 million
Total
(excluding engineering-related outside college):

- BioE: 3 PIs, 1,079 Pls, 6,591
- ChE: 8 PIs, 1,055
- CvEE: 15 PIs, 1,750
- ECE: 17 PIs, 4,372
- EGI: 18 PIs, 8,308
- MSE: 12 PIs, 1,966
- ME: 19 PIs, 2,314
- SofC: 10 PIs, 4,711
- SCI: 13 PIs, 5,789

Legend:
- Dept
- ICES
- EGI
- CTR
- SCI
- Flux
Research Funding Sources

- Universities: $4,413,763
- Industry: $7,410,772
- Association and Foundation: $231,880
- Hospitals: $208,472
- Other Government Agency: $93,930
- Institutions: $4,486,308
- State Government: $692,548
- Federal Government: $19,260,125
Major Engineering Research Centers

- Institute for Clean and Secure Energy
- Scientific Computing and Imaging
- Energy and Geoscience Institute
- Cardiovascular Research Training Institute
- NanoBio Center
USTAR Initiatives

- Nanoscale Photonic Imaging
- Diagnostic Imaging
- Personalized Medicine
- Biomedical Device Innovation
- Circuits of the Brain
- Micro/Nano Systems Integration
- Fossil Energy
- Digital Media
- Imaging Technology
- Nano-technology Biosensors
- IT Networks & Memory
- Brain Micro/Nano Systems Integration

New Half-Size Teams
<table>
<thead>
<tr>
<th>Metric</th>
<th>Rank</th>
</tr>
</thead>
<tbody>
<tr>
<td>Overall Ranking (of 192)</td>
<td>59</td>
</tr>
<tr>
<td>Academic Reputation</td>
<td>63</td>
</tr>
<tr>
<td>Non-Academic Reputation</td>
<td>66</td>
</tr>
<tr>
<td>Mean Quantitative GRE</td>
<td>69</td>
</tr>
<tr>
<td>Acceptance Rate Rank</td>
<td>96</td>
</tr>
<tr>
<td>Ph.D. Student/Faculty Ratio</td>
<td>71</td>
</tr>
<tr>
<td>Master’s Student/Faculty Ratio</td>
<td>79</td>
</tr>
<tr>
<td>Percent of Faculty in NAE</td>
<td>33</td>
</tr>
<tr>
<td>Ph.D. Degrees Granted</td>
<td>55</td>
</tr>
<tr>
<td>Research Expenditures</td>
<td>51</td>
</tr>
<tr>
<td>Research Expenditures/Faculty</td>
<td>46</td>
</tr>
</tbody>
</table>
Graduate Student Recruiting

- Generate Recruiting Information
- Contact Colleagues
- Direct Student Contact
- College-wide Visitation Days March 6-7, 2009
  - College will contribute to travel expenses
  - Mix of U of U, Intermountain West, and US Students
  - Ski/Snowboard Day
- Five-year Offers
Physical Facilities

- $37M invested in buildings since FY2005
- Kennecott Renovation
- EMRL to CvEE Bldg
- USTAR
Interdisciplinary Quad
• **Vision**
  
  *First of four buildings*
  *$130 million*
  *200,000 square feet*
  *Wet Labs*
  *Nanofabrication Lab*

• **Status**
  
  *Programmed*
  *Quad Designed*
  *Funding almost in*
  *Contractor Selected*
  *Detailed Design to begin*
New Advisory Council Chair

• Ed Catmull,
  – Original ENAC Member
  – Two year term
  – Co-founder of Pixar Animation Studios
  – President of Pixar and Disney Animation Studios
  – John Von Neumann Medal
  – Steven A. Coons Award
  – National Academy of Engineering
  – Academy of Motion Picture Arts and Sciences
  – Oscars

• Organic Lectures
Development Summary

<table>
<thead>
<tr>
<th>Year</th>
<th>Development Summary</th>
</tr>
</thead>
<tbody>
<tr>
<td>2004</td>
<td>$2,000,000.00</td>
</tr>
<tr>
<td>2005</td>
<td>$3,000,000.00</td>
</tr>
<tr>
<td>2006</td>
<td>$2,000,000.00</td>
</tr>
<tr>
<td>2007</td>
<td>$3,000,000.00</td>
</tr>
<tr>
<td>2008</td>
<td>$7,000,000.00</td>
</tr>
</tbody>
</table>
Development by Department

- Includes $17,805 from Faculty/Staff Payroll Deductions!
- College staff members available to help departments with development
Development

• Floyd and Jeri Meldrum CvEE Bldg.
  – 1962 BS Civil Engineering
  – Southern Nevada Paving, Las Vegas, NV
  – $3.3M Lead gift
  – 14,500 square foot expansion
Development

- $1,500,000 Endowed Chair Commitment (Nuclear)
  - EnergySolutions
- $1,250,000 Commitment for USTAR Nanofab
  - Micron Foundation
- $340,000 for ECE Power Systems program
  - IPA, Rocky Mountain Power, Deseret Power, others
- $300,000 addition to ECE scholarship endowment
  - Bob and Mary Jane Engman
- $100,000 for Chemical Engineering lab renovation
  - Pete and Cathy Meldrum
- $60,000 in recent scholarship gifts
  - IM Flash, Chevron, L-3 Communications, others
• 130 outreach visits, 56 schools, 17,000 students
• Six Partner Schools
• Opportunities for faculty to visit schools and talk about engineering
• 285 Scholarships in Engineering
• Honors in Engineering
• Host Site for 2008 JETS Competition
• Visits to transfer feeder schools
• Middle School Engineering Course
Engineering Ambassadors

- Some of our best students participating in outreach and volunteering for on-campus activities
- 16 ambassadors from six departments
Elementary Engineering Week

- Over 2000 elementary school students (5th and 6th graders)
- 24 schools participated
Diversity

- Hi-Gear – 22 girls in a weeklong engineering camp
  - 7 Hi-Gear scholarship recipients matriculated in Engineering, showing program effectiveness
- Interaction with MESA clubs throughout the year
Camps

- West High/U of U Engineering Camp, Summer 2008 – twenty students in two week long camp
- NSF Project Camp – Professor Cynthia Furse
- School of Computing Camps
Incoming Students Convocation

- Objective: Welcome and introduce incoming freshmen and transfer students to the College
- Official retention rate is 60-65%
- August 28th 2008, Warnock Engineering Building
- 3:30 – 5:30 PM
- Address by the Dean
- Departmental breakouts
- Introduction to student and professional societies
- Food
College of Engineering Day

• About 250 students, parents, alumni last year
• All the departments participated
• Interact advise prospective students
• Mark your calendars – COE Day 2008
  – October 25, 2008
• Review: Fall of 2009
• Self studies ready by early Spring Semester
• Cooperate with your ABET coordinators
  – Collect material, help assess achievement of student outcomes and learning objectives
• Technology Commercialization (2006 to 2007)
  – Industrial Research increased from $3M to $5.3M
  – CoE Disclosures increased from 54 to 80
  – Satellite TCO Office in Warnock Building
• Tech Titans Innovation Competition
• Utah Entrepreneur Challenge
• University of Utah was #2 in Startups in 2007
Engineering Public Relations

- ENAC Task Force (Chaired by Mike Soulier)
- Focus of Fall 2007 ENAC
- PR Consultant (Kay Brief)
- New Web Site
- Now Organized in College
WE NEED A NEW MARKETING CAMPAIGN BUT WE HAVE NO BUDGET FOR IT WHATSOEVER.

WHO AMONG US IS BRAVE ENOUGH TO LEAD SUCH A BOLD AND RISKY PROJECT?

OKAY, YOU'RE DOING THE WORST JOB OF HIDING UNDER THE TABLE.
Personnel

• Laura Butler - Writer
  – U of U BS Communications
  – Stanford Medical Center
  – Hoover Institution

• Eva Lui - Designer
  – U of U BFA Graphic Design
    Honors
  – 6 years of experience
    Brand building, Marketing materials

• Matt Cowley – Webmaster
  – Savannah College of Art and Design BFA in Graphic Design
  – 5 years at Snowbird running Web Site, Internet Marketing and Resort TV
Principles

• Focus on Opinion Leaders
  – Strategies for Increasing Awareness of the U and Shifting Perceptions

• Coordinate within the College
  – Development group
  – Departments

• Leverage efforts
  – Reports, brochures, proposals
  – Web site
  – Electronic newsletter
  – Print newsletter
  – Press releases
Defining the Class

• Deans and department heads
• Distinguished faculty
• Journal editors
• Select NAE members
• Distinguished alumni
• Corporate and government leaders
• Friends of the College

Send contact info to pr@coe.utah.edu
Elements of the Message

• Solving Grand Challenges
• Positive growth trends (Eng. Initiative, USTAR)
• Superb research; world leader in some areas
• Creative/collaborative environment
• Open to new approaches
• Established and successful
• Noted Faculty
• Famous graduates
Strategy: Increase all forms of communication

- News stories
- Journal publications
- Technical Newspapers (e.g., EE Times)
- Direct mail
- Electronic/digital communication
- Advertising
- Talks and presentations
- Visits to Campus
PR Machine

Oversight

Rich, Marilyn, Patrick

Butler Writing

Lui Design

Siegel

Cowley

Prod.

Departments, Development, Outreach, Proposals

Faculty Input (Interviews & Presentations)

Publications

Student Contests

 Alumni

Random Inputs

Press Release

Web Sites

Mailings

Newsletters

Reports

Brochures
Story Example

• Ajay Nahata’s Terahertz Waveguides
• 15 original stories, 20 quoted stories, 19 verbatim stories
• Newspapers, Web, Newsletters
Original Stories

- Nanotimes, Berlin
- Softpedia.com
- KSL-TV5, Salt Lake City
- Daily Utah Chronicle
- The Register, London
- New Scientist, London
- Network World, Massachusetts
- engadget
- Photonics.com
- vnunet.com, U.K.
- Indo-Asian News Service (IANS)
Working Together in PR

- **Faculty Recognition**
  - Dean’s office for University/Local Awards
  - Chairs or designate for area-specific national awards

- **Optimize visits to and away from campus**
  - Boiler plate materials and templates
  - College power point presentation
  - Travel Council materials

- **College Support of Department PR Efforts**
  - Provide University Standard Graphics
  - Provide Training and Advice
  - Provide Templates for Slides, Newsletters, Web Sites
New University Campaign

• Kickoff October 25th
• College Case
  – Ecosystem of Learning and Innovation
to Address the Grand Challenges of the 21st Century
  – Building Blocks of Academic Excellence
    Titled Professorships
    First year Graduate Fellowships
    Undergraduate Initiatives
    Physical Infrastructure
    Discretionary Fund
    What else?
Summary

• College of Engineering Status
  – Size Matters to Reputation
  – Fabulous year for new faculty recruits
  – Momentum through Engineering Initiative and USTAR
  – Private giving will help take us to the next level
  – CoE is poised to grow into a prestigious college
  – Great asset to Utah’s economy (21 spin-outs in 3 yr)

• Next Steps
  – Expanded PR Effort
  – Focus on Graduate Student Recruiting
  – Next Development Campaign