

Advocacy & Advisory Board Meeting
MEETING NOTES
Thursday, October 6, 2022
12:00-2:00 PM

Meeting Notes:

Welcome

Introductions

OSU Foundation Update

- Launching the campaign on October 14th
- This is OSU's second campaign
- The first campaign raised \$1.1 billion
- 5 ways to help
 - Make a gift
 - Introduce a donor
 - Be an advocate for the campaign
 - Consider a planned gift
 - Partner in cultivation and solicitation

General OSU-Cascades Update

- Leadership Update – Ketsdever
 - Ed Feser has pushed more engagement from main campus.
 - Becky left us with a lot of momentum. There is still a lot of movement. With Kelly's departure, we have put a new org chart in place. We are going into growth mode, as opposed to establishment mode.
 - Search committee has been formed for Dean/Chancellor role. Toni Doolan from main campus is search chair.
 - One OSU – Developing OSU-Cascades as a highly innovative branch campus that brings the mission of OSU as a R-1, land-grant university.
 - OSU is one university with two physical campuses.
- Innovation District Update – Steve Pitman
 - Innovation District is 24 Acres, intended to be 18 buildings, 855,000+ sq. ft.
 - Phase 1 is 8 acres, 6 buildings, 255,000+ sq ft.
 - Have \$34M in funds committed for clean-up - \$10M from the state. Balance will be revenue bonds. May be able to get \$7M from grants and forgivable loans to bring the balance down. The revenue to pay the money back will come from P3 deals.
 - Andrew and other colleagues just attended a Higher Education P3 conference in DC.
 - OSU has a P3 evaluation process that we will follow.

- HECC and Advocacy – Ray
 - HECC reviewed the capital rankings for the next biennium in June.
 - Our Health and Recreation project ranked very low (second to last). We ranked low primarily due to the rubric. The rubric favors buildings to upgrade resulting in operational savings, improved deferred maintenance, seismic or safety improvements.
 - We will be looking for AAB members to advocate on the importance of health programs and recreation spaces on campus for student belonging, well-being and workforce development for the region. Ultimately, we would like to get the rubric changed.

Cascades Edge – Blair Garland

- Trying to create an impactful program for students. Strong enough to also increase student retention and reach enrollment of 3,000 faster
- Cascades Edge – development of a distinctive feature for OSU-Cascades.
- Ran development process like a start-up. Focus groups to see what would move the needle
- Focus group findings – friends, gaining expertise, fine-tuning major/career direction, concern about wasting time/money, wanting to see career development “above the norm”
- Cascades Edge will be a program within academic affairs bringing OSU-Cascades resources together
- Data shows correlation between internships, career programs and retention
- We are testing program now
- We will publicly talk about the program on Oct 11 at the Oregon Public University counselor tours

Committee Work – Ray

- Re-worked our committees to align more around Cascades Edge.
 - Academic and Research Directions
 - Industry Engagement
 - Community Engagement
- Assigned a staff lead to each committee – you will be hearing from them soon.

Meeting Attendees:

AAB Members:

- Rod Ray, Chair
- Melanie Widmer, Vice Chair
- Bruce Cummings, Secretary
- Verenice Alvarez-Sanchez, Member
- David Ford, Member
- Mike Hollern, Member
- Mark Kralj, Member
- Erica Skatvold, Member
- Chris Vlessis, Member

OSU-Cascades Representatives:

- Neil Browne, Interim Dean of Academic Affairs
- Taha Elwefati, President, Associated Students of Cascades Campus
- Blair Garland, Chief Marketing and Engagement Officer
- Saoirse Jones, Director of Development
- Andrew Ketsdever, Interim Vice President
- Terri Libert, Interim Chief Financial Officer
- Mike Moran, Senior Director of Development II, Scholarships and University Initiatives
- Kate Moses, Chief Assistant to the Vice President
- Nathan Moses, Interim Director of Student Success
- Steve Pitman, Interim Chief Operations Officer
- Jane Reynolds, Chief Enrollment Management Officer