

Advocacy & Advisory Board
MEETING NOTES
Wednesday, September 1, 2021, 11:00 am – 3:00 pm
Edward J. Ray Hall

Advisory members in Attendance:

Attendance	Name
X	Scott Allan
X	Verenice Alvarez-Sanchez
X	Mark Copeland
X	Bruce Cummings, Secretary
X	David Ford
X	Lisa Hale
	Dan Hobin
X	Mike Hollern
X	Mark Kralj
X	Rod Ray, Chair
	Erica Skatvold
	Dino Vendetti
X	Chris Vlessis
X	Melanie Widmer, Vice Chair

OSU-Cascades staff members in Attendance:

Attendance	Name
X	Andrew Ketsdever
X	Kelly Sparks
X	Christine Pollard
X	Jane Reynolds
X	Brittany Preston
X	Blair Garland
X	Julie Hotchkiss
X	Erika McCalpine
X	Amy Snyder
	Rachael Schuetz
X	Taha Elwefati
X	Kate Moses

Guests in Attendance:

- Christine Coffin

Meeting Summary:

Ray Hall Grand Opening Ceremony:

- Board members attended the ceremony to celebrate the opening of Ed Ray Hall

Lunch

Business Meeting:

Welcoming Remarks

- Chair Ray welcomed everyone
- Going to engage board more
- Introductions
- VP Ketsdever provided an update on fall plans
 - OSU has required masks in indoor spaces
 - Physical distancing is not an issue yet
 - Students, faculty and staff are required to be vaccinated. If they are not, they will need to do weekly covid testing
 - We are committed to a 100% in-person experience for our students
 - Dorms will be a full capacity with singles and doubles – no triples. There are some rooms held back for isolation if necessary
 - We are doing sewer testing and can isolate the residence hall

Discussion on Enrollment Growth

- Where we are vs. where we would like to see ourselves
- How do we think about growth in an accelerated way?
- From 1300 students to a sustainable number of 3000
- Move into breakout groups
 - Place - How can we best integrate private sector innovation, university research, and student learning in our future innovation district?
 - Promotion - During rapid growth, how do we ensure perception keeps up with reality at OSU-Cascades?
 - Product - What are we known for at 3000 students?
- See notes from breakout groups, attached

Tour of Ray Hall:

- Following the meeting board members were offered a tour of Ray Hall

Breakout Group #1

Place - How can we best integrate private sector innovation, university research, and student learning in our future innovation district?

- Running out of options for office space in Bend – opportunity to work with commercial RE developers? Like District 2?
- What types of business? Outdoor products, biotech, etc. That aligns with academic programs. Possibly require those businesses to hire X number of interns
- Leverage off Co-Lab video and innovation work we're already doing like kids making sensors. Who do we talk to, to inspire that involvement? Really exciting but need to spread the word.
- Think about Stanford and Cal. How do we create the IP to start revenue generation?
- Let's go steal ideas from places doing it right.
- Attract Corvallis research enterprise by motivation and leverage off local venture capital funds.
- Student enterprise opportunity: High school opportunities to interacting with engineering firms, such as Earth Cruiser. Provide space for those interactions to happen. If on campus it would create much stronger connections
- Consider integrating housing as well – industry and on-campus affordable housing
- How do we make the amenities community oriented?
- Business who are stewards – intentionality in creating those steward opportunities – from creation through co-location
- Integrated capstone good way to start walking the talk – more of those types of programs faster
- Partnerships from campus leaders/faculty/etc into community make us more valuable, not an ivory tower, so create new opportunities.
- Consider polling the business community to determine willingness and opportunity
- Need to create a more intentional sector-based partnership strategies
- From Bend Research perspective – wanted to recruit farm team, access to deep research opportunities, outreach opportunities for their employees
- Launch innovation advisory board or focus of AAB committee
- Be careful not to overstress tech, innovation and co-lab because it doesn't resonate with lay audiences
- Be careful not to use "Bend" vs "Central Oregon"
- What we need is student success (and faculty) as bragging opportunities
- Hard choices LT needs to make. HDM launching \$40M campaign – maybe let them be the lead in the arts
- Make campus itself be a destination for art
- Central Oregon Arts Council is disbanding – potential opportunity – may we launch an arts lab on campus
- Consider who is already approaching us and which ones overlap with current curriculum: Hydro Flask, Grace Bio, etc.
- What about athletics?

Breakout Group #2

Promotion - During rapid growth, how do we ensure perception keeps up with reality at OSU-Cascades?

- One question comes to my mind. How do you define perception? What do you believe the perception is? The perception could be they don't have enough programs, we don't have enough sports. Not understanding where we are in the moment.
- Video made in 2012 trying to attract students. Update the video.
- OSU-Cascades is special situation. Unique opportunity that is different than all the other institutions. Yes, it is not all here but you can get it through OSU. Much younger professors with spirit and openness.
- This is an experiment that is well controlled. Not going from A to B. Figure out what you have and make it unique. Yale hooked up with Singapore and built a university, the presentation said this university is going to do something different. Every liberal arts student took science. Every science student took liberal arts. The concept is leading university situation in Asia. It all goes around a concept that you want to send your child or friend there. Get engaged young professors who are going to take the time to work with you. Much more excited. Focus on picking a story or a statement that covers both the 1200 to the 3000. They did something innovative and became known for that.
- We're already involved in technology what if we incorporated virtual reality into the classroom. Could reach students that are not located in Bend and want to reach out to schools. Gatorade, you only drank if you were an athlete. It has now become so much broader. A group from UF who said this could be a broader scope. Creation...selling creation. That is their opportunity. Their story or their product.
- Great attractions we have here. Better virtual tours, up to date gallery, small size. You are getting education of small scale. Local entrepreneurs. You keep telling the story.
- It's a growing campus.
- Whatever opportunities we have to bring people on to campus – concerts, plays, lectures. Get a theater! You are immersed in it. Immersed in the experience.
- Without space its tough. It would be nice to bring a science pub here on campus. MFA program under the radar, stuff going on there. Get the poetry slam kids to come here. Hold board meetings, EDCO meetings here and then do a tour for them. Building in the tour to the experience. So many new people in Bend. Exposure is important. Publicity around investments and positioned as part of the solution. e.g. childcare.
- How to reach the newcomers. Invite neighborhood associations like Tree Farm, Tetherow, Discovery West to hold their meetings here, and let the residents know they are in a town that has a four-year university.
- How do we find their place before they get there? Familiarity, friend connection. You should look at this campus. Referral selling approach.
- Finding an anchor here. Oh, my grandparents live here. My aunt and uncle are here.

Breakout Group #3

Product - What are we known for at 3000 students?

- Research: undergrad and interdisciplinary capstone projects with DEI lens, i.e. DPT and Outdoor Products
- Unique education experience not available elsewhere – small place where students get to know leaders; Personal touch – energy to do more
- Connection to Community – keep graduates in Central Oregon; connect students to community through summer jobs, internships; opportunities for real world projects from community through interactions with faculty; local businesses are looking for a spectrum of majors
- Entrepreneurship – entrepreneurial campus – academics to student life; Innovation District opportunities for students; start-up, scrappy; Innovation in higher education – hands on; internship requirements; Commercialization of products, talent pipeline of students; access to research
- Learn how to learn – students will have many careers over their lifetime
- Tell our story – keep it consistent; video opportunity to promote via social media; this is what I love about this school
- Athletics, Club Sports? – expensive to launch; expensive to maintain; what is the delta – how many students will you gain? What sports are related to Central Oregon activities? Athletic Club partnership?
- Quality of Academics in Central Oregon
- How big do we want to be – is 3000 the final goal? Master plan is to 5000 students
- DEI – visible on the campus