

# Advocacy and Advisory Board – Meeting Summary

Wednesday, January 29, 2020

9:00 am – 11:00 am

Tykeson Hall, Room 111

Attending: AAB Members: Oran Teater (Chair), David Ford, Lisa Hale, Chris Vlessis, Amy Tykeson, Alan Unger, Melanie Widmer, Mark Copeland, Mark Kralj

OSU-Cascades Leadership Team: Becky Johnson, Kelly Sparks, Brittany Preston, Blair Garland, Julie Hotchkiss, Kristin Steinke, Jordon Zardinejad, Christine Pollard, Brian Chavez

Expected Absences: Mike Hollern, Mark Kralj, Julie Gess-Newsome, Jane Reynolds

Guests: Laurie Chesley, President, Central Oregon Community College (COCC); Katie Fast, Director, Government Relations, OSU, Andrew Foster, Asst Dir, Organizational Research & Research and Special Projects, OSU-Foundation

9:00 am to 9:10 am      **Welcome and Introductions by Becky Johnson**

9:10 am to 9:20 am      **COCC Update by Laurie Chesley**

Dr. Chesley introduced herself to the board and gave a background on COCC. She discussed how she sees COCC continuing their role in a transfer function to OSU-Cascades, developmental education and technical education. She appreciates our great history together and wants to continue the collaboration and strengthen our relationship. The future direction of COCC includes improving access to college to anyone who seeks an education; acquisition of Title 3 grants enabling them to improve their processes; continue to create partnerships in K-12, higher ED (OSU-Cascades), and local industry; and to further develop their construction program.

9:20 am to 10:00 am      **Committee Updates**

Student and Academic Success: Dr. Johnson presented OSU-Cascades' Academic Program Plan (see attached slides) and discussed how this plan is intended to drive enrollment up. A question was asked about creating a "Center for Climate Change" in the future to address the need for this subject in Central Oregon in particular. Kelly Sparks said she would take this topic to the Long Range Planning Committee to consider. The Human and Ecosystem Resilience and Sustainability Lab (HERS Lab) does focus on this subject area now. <https://osucascades.edu/HERS> (*The mission of the Human and Ecosystem Resiliency and Sustainability Lab (HERS) is to advance, apply and facilitate global, national and regional research on sustainable and resilient human communities and ecosystems. HERS delivers expertise in ecological assessment and monitoring, natural resource conservation, and sustainability theory and practice to support evidence-based conservation for the 21st Century.*)

Advocacy and Development: Julie Hotchkiss shared that we have exceeded our fundraising goal for the academic year. The development committee does recognize that we need to expand our donor base and cultivate relationships with future donors. She asked that the board members keep people in mind who would be interested in supporting OSU-Cascades. An estate gift of \$1.5M from an anonymous

donor put us over our annual goal. Also, CBT Nuggets gave a generous scholarship gift in support of our computer science program. This is an example of a company based outside of Central Oregon sees the potential in OSU-Cascades graduates. We recently launched the Laboratory for the American Conversation. The Lab for American Conversation is a group of academics and experts investing time to understand all sides of an issue, respecting differences, honoring traditions and bringing science-based methodology to a solution. Our expert's bridge divides where there was once an impasse. Their method is one of partnership, working across political and culture lines and their expertise brings in cultural and psychological theory, public health research, empirical evidence gathering and analysis and message development. Finally, our top philanthropic priority is scholarships.

Marketing and Public Relations: Marketing and Public Relations: Brittany Preston announced that our enrollment numbers are good. We enrolled a Freshman class of 119, which is 26% up from last year! We recently held "Oregon Transfer Days" events throughout the state as well as a "Beaver VIP" event at Bend High where the enrollment team met with LATINX students who were admitted on the spot with their parents there to celebrate with them. We also held a successful faculty call night where OSU-Cascades faculty called potential students encouraging them to attend –this has proved to be an effective recruitment effort in the past and is a very personal way to reach potential students. (deleted report on app numbers) We recently received 25 x \$5K scholarships for Central Oregon students. These scholarships make the difference in the lives of many students and is often the deciding factor if they can afford school or not.

Long Range Development Planning Committee: Kelly Sparks gave an update on the progress of Academic Building 2 construction. The remediation and reclamation underway in the former pumice mine is right on schedule and going well—groundbreaking for the building is expected at the end of March.

10:30 am to 11:00 am **"Symbiotic Business Strategies" presentation by Dr. Amy Watson**

Attachments:

Agenda

Academic Program Plan Slides

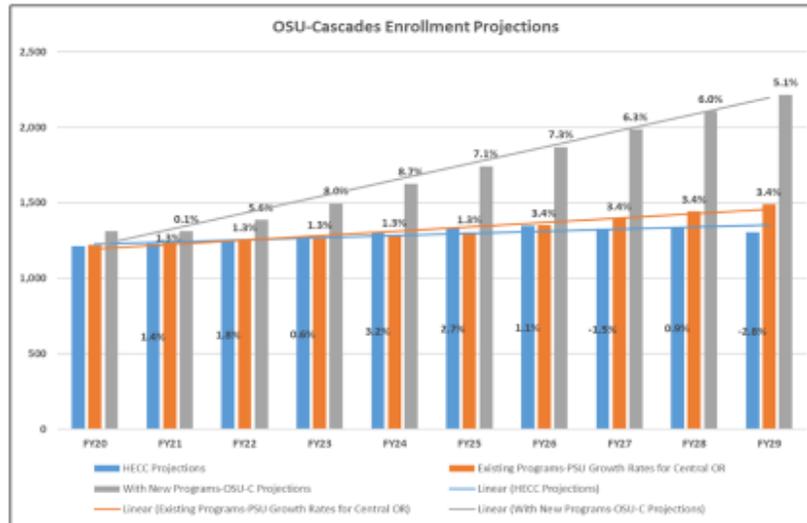


## OSU Criteria for New Programs

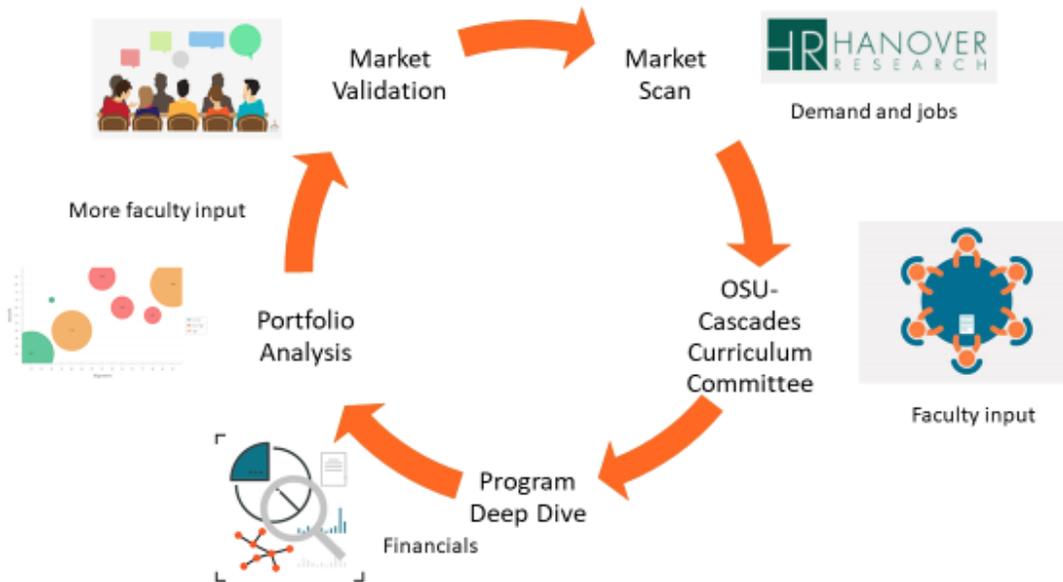
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- Alignment with unit and university mission and goals
- Potential for academic excellence and distinctiveness
- Student demand
- Workforce needs
- Financial viability, recognizing that not all programs must fully recover costs
- Faculty involvement and support

# New Programs Drive Enrollment Growth



# New Program Development Framework



# Academic Program Plan

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Innovation and Creativity	Sustainability and Resiliency	Health and Wellness	Hybrid
**Engineering Science Speech Communications Software Engineering English MS Computer Science Mechanical Engineering Electrical Engineering MS Engineering Digital Media & Communications Marketing	*Environmental Science **Outdoor Products Biochemistry  Fish and Wildlife Political Science Economics	**Nursing *DPT Public Health Nutrition MOT Occupational Therapy MS Speech Pathology	Fish and Wildlife Political Science Economics

\* Approved through HECC

\*\* Approved through OSU Board of Trustees