SCSE External Advisory Board Meeting Notes

November 11, 2016

8:30 a.m. to 4:00 p.m.—Superior Beverage Club Lounge, Malosky Stadiums, UMD

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WELCOME AND SCSE UPDATES

Dean Joshua Hamilton opened the meeting at 8:30 a.m. A revised agenda was distributed. Dean Hamilton thanked Bridget Rogers for her service as Chairperson and announced that Bill Bennett is the incoming Chairperson.

Dean Hamilton reviewed a PowerPoint presentation regarding the following items:

* SCSE Leadership and Staff Changes
* New Faculty Hires/Searches/Retirements
* SCSE Events
* External Advisory Board Member Changes
* Budget Update
* College Space Issues
* SCSE Principal Goals for 2015-16 Update
* SCSE Principal Goals for 2016-17 Update

UPDATES: OUTREACH, COMMUNICATION, DEVELOPMENT

*Outreach*

Charity Rupp, Outreach Coordinator, provided an update regarding outreach activities for SCSE. She reviewed the type of audience SCSE is targeting and noted that K-12 is currently the primary focus. She is piloting a program with elementary students now and is also working with the elementary science teachers. Charity noted that a portion of the SCSE website is dedicated to outreach.

*Communication*

Val Coit, Communications Specialist, provided a presentation regarding communications for SCSE. She noted that, currently, a majority of her time is spent on upgrading the entire SCSE website which includes its departments. The upgrade will provide a more modern look and feel and will provide consistency across the UMD campus.

Val utilizes all means of communication tools which include Facebook, Twitter, LinkedIn and Instagram to reach out to potential and current students. This type of communication assists in promoting departmental programs and strengthens brand identity. She is encouraging students to sign on to a LinkedIn account.

*Development*

Carrie Sutherland, Director of Development, provided a Development update, stating that she previously sent information to the members for their information. She noted that a small number of donors (5) provide the majority of SCSE donations which amounted to 78% of all donations coming in last year.

Fundraising for this fiscal year is moving along well. Carrie has raised $600,000 to date, and anticipates that by the end of December, she will have raised $1.2 million. Her goal for the year is $2.5 million. She noted that several new scholarships have been established.

Carrie provided a handout regarding the University’s Capital Campaign. This is a system-wide campaign that will take place over many years and is in the “quiet” phase right now. It will go public when half of the gifts are raised. UMD has a goal of $100 million, and UMD has raised $50 million. Therefore, the launch to the public will be announced next fall, 2017.

PROGRAM REVIEW: ADVANCED MATERIALS CENTER

Bob Carlson, Director of the Advanced Materials Center (AMC), provided a review of the newest program within SCSE. AMC is a cross disciplinary program to include both science and engineering. This new center will provide opportunities in research, academia, and provide a much needed building if it gets bonded by the state. He noted that international partnerships are and will continue to be developed. The program will offer a Materials Scientist Master’s Program with an undergrad degree in chemistry or many other myriads of undergrad degrees.

NRRI AS A STRATEGIC PARTNER

Rolf Weberg, Director of National Resources Research Institute (NRRI), provided a review of the NRRI and what sorts of programs it provides. He stated that the purpose of NRRI is to provide integrated solutions for Minnesota’s natural resources-based economy. He stated that it is a unique multi-disciplinary, non-academic applied research unit which the U of M owns. He noted that the NRRI has a 30-year history of leadership and professional development, and they offer research opportunities with a regional impact and global relevance.

Rolf distributed a couple of copies of their annual report for informational purposes.

PROGRAM REVIEW: CIVIL ENGINEERING

Andrea Schokker, Department Head of Civil Engineering, provided a program review. Civil Engineering was founded in 2008 at UMD and includes the following programs:

* Geotechnical
* Structural
* Transportation
* Water/Environmental

All programs are ABET accredited for 6 years. Andrea stated that the biggest strength of this department is the Industrial Advisory Board and its relationship with the industrial community. Andrea continued by reviewing the department’s strengths and the future vision for Civil Engineering.

The External Advisory Board members provided some input for Andrea as follows:

* Get the message out regarding how different the UMD Civil Engineering program is than other like programs due to the labs/instruments available to the students. Focus on the Midwest.
* Utilize student testimonials through UTube/video productions for recruitment.
* Utilize employer testimonials through UTube/video productions which talk about how well grads are prepared for the job.
* Lay out questions for the student/parent to ask about CE programs.

LUNCH BREAK

Over the lunch hour, 10 top students joined the Board members, which provided the members with an opportunity to meet and discuss industry issues with the students. A seating chart was arranged so the industry leaders were seated with students in their field.

CONTINUING EDUCATION

UMD Continuing Education staff Roxanne Richards, Director, and Shannon Studden, Academic Technologist 3, provided an overview of the program. Their services provide non-credit bearing professional opportunities, and they will only offer education that is desired by the marketplace. CE’s business model is to be self-sustaining and is essentially a fee for service.

CAREER SERVICES

Julie Westlund and Susan Hudec from Career Services provided an overview of the program. Representatives from Career Services assist UMD students from the first day of school to their last. They also offer services to alumni at no charge for life.

Several handouts were available for the Board members. Internship opportunities and requirements were discussed. GoldPASS is University of Minnesota wide and is exclusively for U of M students and alumni. Employers post internship opportunities, of which students may take advantage. All internships should run through this program for multiple reasons. Julie announced that she has garnered data regarding internships between the EAB members and GoldPASS.

Dean Hamilton stated that SCSE has the following two goals:

1. That both students and stakeholders will see a completely seamless process for identifying internships and making matches.

2. To collectively increase the number of student internships in SCSE.

Career Services also provides two job/internship fairs on campus (Fall/Spring Semester).

Another aspect of Career Services is that they survey all UMD graduates to track their employment or education continuation. This survey has a 90% response rate. The survey data is utilized for recruiting/retention.

GENERAL DISCUSSION AND OTHER BUSINESS

*Future Meeting Topics*

Chairperson Bill Bennett asked for feedback regarding topics for future meetings. Some ideas are as follows:

* Partnerships with other institutions
* Gaps seen in the industry such as energy
* Diversity, regulations and mandates regarding women and veterans
* UMD as a veteran-friendly campus
* Setting strategies and goals to work with veterans for education
* SCSE’s collaborations with other universities in the region

Josh mentioned that there will be a bridging period to bring veterans’ life skills/experience up to the standard required for college entry. Dean Bill Payne, School of Fine Arts, is planning to provide a presentation regarding “UMD as a veteran-friendly campus” to the next EAB meeting. He is co-chair of the UMD Veteran’s Task Force. Also, Josh has already begun discussions with ROTC Director, Brian Grady. Bill Bennett suggested that SCSE be more aggressive in their recruitment of veterans.

Andrea announced that the Duluth region has an active Society of Women Engineers (SWE) Chapter. Val added that SWE is recruiting male engineers to join their group, too. Penny announced that the Northwoods Women in Science is also a very active group.

Josh stated that he would like to develop a Women in Science Program which would partner female freshman with female faculty. The program would focus on getting those freshmen in the labs their first year at UMD, rather than the norm, which is the latter couple of years. This program could be a wonderful recruiting tool. A development campaign is going to be started for this program. Freshmen need to have a one-on-one communication line to retain them.

*EAB Bylaws*

The Chair and Vice Chair roles are clearly stated in the bylaws. If anyone has input regarding the Bylaws, please contact Josh or Bill.

*General Discussion*

Terry Therneau stated that the most interesting portion of the departmental presentations is the main/issues concern section at the end of the presentation. Another member stated that he likes the departmental reports. Josh asked that the members provide feedback to him as to future agenda topics that would be of greatest value.

The members identified “space” as the biggest issue for SCSE in general. Josh stated the best way for members to assist SCSE is to talk positively about SCSE to the public and the lack of space that SCSE is experiencing which affects its potential for growth.

The meeting adjourned at 3:30 p.m.

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Minutes taken by Nancy Kienzle

Administrative Office Specialist

SCSE Dean’s Office