

University of South Florida
College of Engineering Advisory Board Meeting Minutes
April 5, 2012

Advisory Board members present: Chuck Black, Robert Garcia, Fermin Diaz, Gene Balter, Sandy Pettit, Joe Reineman, Lilia Abron, John Bucher, Nils Giere (for Bob DeMaio), Tom Trotter, Frank Busot, Joel Johnson, Akarion Castonguay (for Bill Bracken), Ed Copeland, Dave Scott.

College of Engineering staff present: John Wiencek, Janet Gillis, Rafael Perez, Beth Fontes.

Other persons present: Mark Walsh, Tom Krisa.

Meeting was called to order at 12:45 p.m. by Chair Black

Dean Wiencek welcomed everyone and each person present introduced his or her self.

Dean Wiencek acknowledged everyone who prepared the meeting and introduced Mark Walsh to the group.

College of Engineering Strategic plan was discussed and its intent is to grow the graduate program that is synergistic in support of the undergraduate program.

US News & World Report rankings were discussed. The Dean explained that it is hard to break into undergraduate rankings, but the graduate rankings are based on metrics based on working toward doctorate program. The College has been ranked for the last three years for first time ever. Forward motion of this type will enable the College to break into the undergraduate rankings.

Rick Baker's program USF Innovation Partnerships was discussed. It focuses on finding organizational collaboration with USF that focuses on research, service and education. Rick and Dean Wiencek have been meeting businesses around the Tampa Bay area in search of collaboration and partnerships.

Tom Trotter discussed the success of this program that has allowed Chromalloy to start an internship program. Chromalloy has subsequently hired several of these interns

and been impressed with the caliber of these students. They have also donated some equipment to the college which in turn enabled the partnership

Dean Wiencek explained why the College is moving up in the rankings - doubling of research proposals, focus on increasing faculty, and establishing public and private organization partnerships, looking for synergies.

Dean Wiencek informed the Board that financial resources are dwindling and that is why these types of partnerships are so important – they help to solve the College's problems as well as fulfill the organization's needs. The College leadership wants the outside world to know the great asset the College is to the Tampa Bay community

Chuck Black and Robert Garcia are working on creating a paper on "Why Tampa is a Great Place to Live and Work." The goal is to distribute them to the press corps prior to the Republican National Convention in August. Their intent is to go to create positive stories about Tampa and one of them will focus on the College as an asset. They plan to create 100 ideas some of which will be for the College.

Sandy Pettit gave an update about the Engineering Alumni Society activities.

Bullarney raised nearly \$20,000 making the EAS on par to meet all its obligations - five \$2,000 scholarships and \$10,000 in travel grants to promote conference experience and research. The EAS estimates that it provides some type of support to as much as 25% of students.

EAS also pays for the first year of Alumni Association memberships for new. EAS also purchased the naming opportunity for the new conference room.

One additional note is the EAS delegate on the board to help follow through with the projects of the board as well as manpower for events.

The EAS intends to write down the history of the Bullarney event and put it in the Bullarney program. Gene Balter said that he encourages new EAS members to attend and support Bullarney. The event's 2013 date will soon be set.

Dean Wiencek introduced Tom Krisa to the group. He is a recently retired BP executive who is going to help with leadership initiatives.

Chair Black introduced the topic of emeritus status for Board members. He explained that currently if a member desires Emeritus status that position is a non-voting member and is available to exiting Board Members. Such status is currently at

the Dean's discretion. Chuck asked if Emeritus status should it be designated by a vote of the Board. Gene Balter asked if Emeritus status would be forever or for a specific period of time. Dean Wiencek responded it would be forever. Chuck concurred with the Dean.

Chuck recommended the Dean continue to maintain the Emeritus decision with input from the board. Gene Balter agreed. Robert Garcia said he felt the dean had better knowledge of the person.

Dean Wiencek suggested that a process be developed for the Emeritus designation..

John Bucher made a motion to let the Dean establish a process for designating Emeritus status. Fermin Diaz seconded. The motion was carried

The Emeritus process will be revised or added to the Advisory Board By Laws by Janet Gillis and sent to the Board for approval.

Chair Black discussed the purpose of each initiative with the groups – Legislative, Leadership, Development, Career Development - and asked each group to go to breakout sessions.

The Board meeting reconvened at 3:30 and reports each group gave a report on its breakout session meeting.

Leadership Initiative Report

Committee: Fermin Diaz, Leader, Paul Schnitzler, Dave Scott, Joel Johnson, Lilia Abron, Tom Krisa, Sandy Pettit, Chuck Black, Frank Busot, Joe Reineman, students: Juan Cardenas and Andrew Lloyd, Janet Gillis, taking minutes.

Fermin Diaz reported there may be some leadership programs already in place as well as some from organizations in the field. The committee would like to check on what's available and not re-create the wheel, by doing marketing research on what is here already. There is a need for a program and the committee will find what is already there and go to the stakeholders for feedback.

Andrew Lloyd offered to email the leadership program from Tau Beta Pi to Janet Gillis.

Lot of discussion about defining the objectives but the group was not diverse or large enough to develop the criteria.

The group hopes to develop the framework of the program by fall 2012.

Career Development could assist with internship portion. A question was asked: Does the College or EAS have funds to develop a leadership program? Dean Wiencek suggested it would take corporate support.

Tom Krisa suggested to keep the program viable it should be monitored regularly for relevance and continuous improvement. Conduct exit surveys to check the effectiveness of the program. Offer a certificate to show protective employers since it will be an extra curricula activity

Fermin believes a lot of the components are there but we need to bring the best parts into a program.

Dean Wiencek suggested two surveys:
What do you want from these students?
What do you want from the employers?
This will guide the committee to understand what everyone expects from the program.

Chuck Black asked Fermin to put together a list of tasks that need to be accomplished to implement this in the fall

Tom Trotter said that most leadership programs fall short. He suggested asking alums who are five years out of school what they recommend. What do they wish they had access to then they were in school?

Fermin suggested that maybe January is more realistic time slot for a trial run of this instead of fall.

Paul Schnitzler suggested contacting William Marshall at the College of Medicine because he runs a leadership program for doctors.

Chuck Black asked Fermin to email the group's next steps to them. Better habits lead to better attitudes.

Legislative Initiative

Committee Members: Robert Garcia, Leader; Mark Walsh

Robert Garcia said that Mark Walsh had helped him to see the light. Mark suggested changing the name of the committee to the Government Relations Committee and make a clear decision about what we are trying to accomplish. What the Governor is looking for is STEM initiatives. Mark suggested we create a united front with other College of engineering advisory boards at the other Florida universities to present a plan to unite everyone and present it to the governor. Nine of the eleven Florida universities have engineering advisory boards.

Dean Wiencek will talk with Judy Genshaft and propose a statewide stem initiative Robert is going to try to get an appointment with the Governor. The Committee will make a wish list and give to the Governor in the fall.

Send this initiative to the other advisory boards or the lobbyist meeting in June
Create a white paper or letter to pass around to the other universities and get them to sign it to present to the Governor. Also ask influential organizations to support the cause.

Mark said there is no need to keep up with the lobbyists. This will not work for our needs
Mark suggested identifying two things we want to accomplish in the next five years and give the list to Judy Genshaft.

Career Development Initiative

Committee Members: Leaders John Bucher and Ed Copeland, Ken Christensen, Drema Howard, Rafael Perez, Akarion Castonguay, students – Larry Moore, Matthew Olson, Ben Roedell.

Ed Copeland said the goal is to set USF students apart. To do that, the group needs a professional brand in conjunction with USF that employers will recognize.

Co op and internships are difficult to find for students, but the Career Center is retooling itself and employers are seeing the benefits of working with the Career Center.

At the moment, all the moving parts don't fit too well together between College initiatives and the Career Center with respect to getting the employer linked with the right group.

On the employer side - they looking for cheap labor, employees of the future and both small and large companies want to participate.

Student reaction to internships has been varied. The engineering field is starting to come back and we should take advantage of this growth time

Ken Christensen said the Capstone Design brings in a variety of experiences for students. Some students would like their research project to count as an internship. Could outside organizations help with the capstone courses? We ended with more questions than answers to this.

Dean Wiencek said these opportunities need to be organized at the college level but we don't have a one stop shop at the moment. Posts about internships somewhere in our current system are too bureaucratic and need to go out proactively to get these companies to advertise.

Maybe a match system where students post what they are looking for and employers do that as well.

A tax cut of fifty percent if an employer hires an intern should be proposed to the governor.

Group Action items

- Simplify the point of contact with USF for employees
- Develop a mass marketing message
- Let students know what career opportunities are out there

No progress was made on the list of tasks that need to be done to get the program implemented.

Tom Trotter suggested putting some structure around it by providing a Dean's certificate for certain non-credited experiences such as participation in leadership programs, internships, etc.

John Bucher suggested an easier way for employers to hire interns is for USF to pay the student and the employer would pay USF.

The group agreed that the current set up on the website is too difficult for employers to navigate. Rafael Perez said the College will look into making the website more accessible to employers.

Development Initiative

Committee Members: Leader Gene Balter, Beth Fontes

Gene Balter reported that the highest priority is to get the naming opportunities and other major donations levels completed within in the next year.

The spring edition of Envision will have a story about the renovation and include a contribution envelope for donors to mail in.

There at two naming opportunities and one large gift pending. The next USF magazine will contain a spread about the renovation.

In other Development business: The faculty and staff campaign has met its goal of 42% participation, raising more than \$18,000. Mini Circuits will be donating \$200,000 worth of equipment to Electrical Engineering. The Magma company has a gift in kind on hold at the moment due to a pending acquisition

The Unstoppable goal for the College was \$19 million. We are currently at \$71.9M, but this is in large part due to a huge gift in kind from Agilent.

The Dean informed the Board that the unrestricted amount of funds available as discretionary funds is very small. There is a need for graduate level scholarships and support for research at the Global Center for Hearing and Speech Research and Sustainability research.

Here is what the Board members can do to help with Development. Alums will receive a list of graduates around the same years that you graduated and we will ask you to identify people you can contact. Lilia Abron suggested using a notebook which was effective for the Washington College of Engineering

Beth Fontes suggested we should prioritize the list and contact could be made by inviting them to events and get them engaged with the College.

Dean Wiencek thanked Gene Balter for taking the lead on this difficult task.

The Dean suggested the next meeting might be possible on April 27 for a subcommittee meeting or conference calls between groups.

The next meeting of the full board will be in the fall, possibly on Sept. 21, which is the date of the Heart of Gold scholarship luncheon.

In the meantime, each committee chair should contact each their members for a status report each month.

Janet Gillis will poll Board Members on potential dates for the fall meeting.

Chair Black adjourned the meeting at 4:50 pm.