

Forestry Executive Committee Meeting Minutes
Friday, July 22, 2011
8:30 a.m. – 12:00 p.m.
Richardson Hall 115

Meeting facilitated by Steve Tesch

Members present: Roger Admiral, Paul Doescher, Eric Hansen, Ed Jensen, Jim Johnson, Tom McLain, Marv Pyles, Randy Rosenberger, Steve Tesch, Hal Salwasser

Absence: Thomas Maness

Guests: Zak Hansen, Kathy Howell, Terralyn Vandetta, Bonnie Avery, Michael Boock, Tom Johnson, Barbara Lachenbruch

Meeting Handouts:

- 1) 07-22-11 FEC Meeting Agenda – Steve Tesch
- 2) 07-08-11 FEC Meeting Draft Minutes – Steve Tesch
- 3) CoF Statistical Consulting Program Overview Draft July 2011 – Lisa Ganio
- 4) CoF Policy Governing Space Assignment for Emeritus faculty Draft July 19, 2011 – Steve Tesch
- 5) Executive Summary July 22, 2011 Proposed CoF Open Access Policy – Michael Boock
- 6) ScholarsArchive@OSU July 22 – Barb Lachenbruch
- 7) Content Management Lead and First Contact for User Support – Kathy Howell
- 8) Educators Day Draft Schedule – Nathalie Gitt
- 9) FES DH Advertisement – Jim Johnson
- 10) Recommendations for 2011 University Day Prize – Nathalie Gitt and Julie Howard

I. Announcements

Ed Jensen added three topics on the agenda: an update about the OSU Today ad, the NOLS and the Blake Vawter projects.

II. Approval of Minutes from Last Meeting

There were couple revisions to the July 8 FEC meeting minutes: 1) the attendees list and 2) the Department Heads and Ed Jensen will meet to discuss ideas about peer review of teaching and will report back at the September FEC meeting. The July 8 meeting minutes were approved.

III. Update and Conversation with the Dean

- **CoF/Oregon FRL Situation Message to OFIC**

Hal developed a situation statement that he sent to the President of the Oregon Forest Industries Council (OFIC) and its members. This was a follow-up action item from the meeting with the industry leaders that Hal and the FEC attended last week here at the College. Hal is now waiting for feedback. Chris Jarmer requested detailed information about the College's harvest tax expenditure. FEC discussed ideas on how the College can get a more inclusive sense of demand for graduates and market opportunities within the western states.

Action Items

Hal recommended to look at every research project and tagging those with industrial forestry or manufacturing and include the faculty FTE support. Steve will package the College's financial trend information to send to Chris Jarmer. (Include balance sheet trend data, the annual draw on the forest revenue, enrollment trend, E&G appropriation). Steve Tesch will ask Chris Jarmer to help provide information on expected demand for graduates in various disciplines and market opportunities. Broader info will need to be parceled out.

- **New Business Plan Discussion**

Hal shared a draft document about the College path forward and framework for a new business plan. FEC discussed the responses from Thomas Maness and Tom McLain, their reactions to the draft, and understanding of the parts and bolts of the business plan that ties to teaching and research. Other topics of discussion were: Marv Pyles' demographics analysis of FM, FE, FOM of graduate students that went back to 1995, revenue sharing agreement from Provost, revenue models, a marketing campaign that would bring credit to the College, out of state tuition linked to attractive programs, e-campus courses as source of revenue, and looking at certificate programs.

Action Items

Marv Pyles will work with Fey Egan to pull similar data set for NR students and to update the spreadsheet to 5-year block to get the trend.

Nathalie will send a copy of the subsidization of teaching analysis to Paul Doescher, Randy Rosenberger, and Marv Pyles.

- **OSU Foundation Development Updates**

Zak Hansen reported that he is working on the annual football planning, gathering the list of invitees. He is also coordinating a College visit of a group of industry leaders for October 8, on the Arizona game day. The visit will highlight the Wood Science and Engineering Department.

The Provost's Match Initiative is ending on August 31.

Action Item

Zak will send to Hal the list of donors who will be invited to the annual football games.

IV. Emeritus Space Policy Decision

In March, the Space Committee met to revise the policy statement about CoF governing space assignment for emeritus faculty. A copy of the draft administrative memo was distributed at the meeting. The intent of this policy was to put in place a better mechanism for vacating office space. The Department Heads and the Dean will retain the management responsibility for space within the department's purview. This policy only applies to people who have been on tenure appointment.

Decision

FEC members approved the policy.

Action Item

The revised policy will be added to the Facilities Administrative Memos on the Dean's office website.

V. CoF Website Management Report

Kathy Howell and Terralyn Vandetta were invited back to FEC to report on the progress of the CoF website management project to provide recommendations about future directions. Kathy distributed copies of her report that included an executive summary of the payoffs of adding .50 FTE of Terralyn's time and .25 FTE of Matt Viehdorfer's time to work on the back end of website development with Chris Smith. FEC discussed issues that remained to be addressed regarding website support. Terralyn explained the mechanism for submitting work requests and how the work is being prioritized. FEC discussed the future funding model to continue providing college web support. Randy Rosenberger suggested that a cost line item should be added in the research grants proposal that would be allocated for web development to be passed off to the sponsors.

Action Items

Kathy Howell will schedule further discussion with FEC on issues relating to the alumni outreach site, faculty course pages, the staffing plan to support the research projects web communication for each department, a better model to manage these research projects including a College vision, and College level marketing priorities.

VI. Follow-up Discussion with FEC on Open Access (OA) Policy

Bonnie Avery, Michael Boock, Caryn Davis, and Tom Johnson, (New Digital Application Librarian who is responsible for maintaining the scholars' archives), were invited to have a follow-up conversation with the FEC about how the Scholarsarchive@OSU will benefit the College of Forestry faculty. Michael Boock distributed an executive summary of the proposed College of Forestry open access policy. Barbara Lachenbruch volunteered to share her perspectives as a user of the OSU digital service. She is very supportive of the service and has been using it for a year and a half. Barbara prepared a one-pager describing how she benefiting from Scholarsarchive@OSU. FEC discussed how to be more pro-active with developing a

metric to measure impact on science rating that can be used for P&T review. Tom Johnson welcomed FEC's ideas on that issue.

Decision

FEC supports the Open Access Policy for the College of Forestry and encourages faculty to take advantage of this opportunity. The College will make it an official policy.

Action Items

Michael Boock will draft the Open Access Policy for the College of Forestry and include a process portion to let faculty know how they can participate. FEC needs to develop a metrics (i.e. numbers of downloads, H factors, etc... to measure impact on science rating).

Department Heads will invite Barbara Lachenbruch to their department meetings to encourage faculty to participate and to support it.

VII. Other Topics

- **WSE and FES DH Searches**

Eric Hansen gave FEC an update on the WSE DH Head Search. There are 8 applicants. Jim Johnson distributed a copy of the FES Department Head position announcement. HR approved the recruitment and the Business office will begin the advertising process. Jim thanked the Business Office for expediting the announcement process.

- **Educators' Day**

Steve Tesch distributed the draft agenda at the meeting and gave a brief explanation of the day schedule and the purpose of this event to the new members who had never attended it. Educators' Day originally was hosted by Stub Stewart. The meeting purpose is to bring together the forest products industry with the president of OSU and U of O, the State Chancellor, and the Dean and Department Heads to have an open discussion on the issues and challenges affecting the industry and higher education in an informal setting. All members of the FEC are encouraged to attend.

Action Item

Nathalie will revise the list of CoF attendees and remove Chris Knowles and Scott Leavengood.

- **USA Today Ad**

Ed Jensen was approached by a representative from USA Today regarding the purchase of an ad in their special magazine on outdoor leaving featuring an article

on schools of excellence that offer forestry and wildlife programs. FES, Fisheries and Wildlife, and E-Campus have collectively purchased the ½ page size ad. The cost was \$6,500. The estimated number of magazines to be sold is about 200,000 copies. Ed Jensen and Dan Edge are working with OSU Marketing to develop the ad which is due by next week. There will be a URL to track people's response to the ad.

Action Item

Ed Jensen will provide more information about this article and its author.

- **NOLS**

Ed Jensen gave the new FEC members some background info about the NOLS Program (a leadership development program on outdoor leadership). This is a FERM based program designed for 5-6 College of Forestry incoming students. This outdoor leadership program is supported by the Board of Visitors' fund. This is a ten day camp that was scheduled in July at the Olympic National Park lead by two mentors from OSU, Dawn Anzinger and Eric White, and two leaders from NOLS. Ed explained the selection process. FEC discussed the marketing of this program (photos, social network, and video).

- **Communication with Prospective Students**

The College hired Blake Vawter, Associate Director of OSU Admission, to come up with a specific plan to improve communications with prospective students. Blake will analyze what the College is currently doing and how it can be connected with the OSU student recruiting system. Blake started two weeks ago. The cost for this project is \$10,000 that is funded by the Board of Visitors. Eric Hansen suggested that Blake also coordinate with the Department Heads.

- **Alumni Reception at SAF**

Steve Tesch gave an update about the estimated cost for coordinating an OSU Alumni reception at the SAF National Convention in Hawaii this year.

Action Item

The Dean's office is exploring alternatives to compare the cost per person.

- **Forestry Field Camp Options**

Paul Doescher and Thomas Maness visited a Forest Service facility in Eastern Oregon by the Ochoco Mountains that could be a very good location for a field camp. Paul discussed the need of some sort of agreement between the College and the Forest Service.

Action Item

Paul will continue to explore this option.

- **Student Advising Center**

Paul Doescher introduced the idea of turning the FERM office space into an advising center for NR, FE, FR, FM, FOM advisors and possibly the MNR program. This would integrate the students and advisors.

- **University Day Prize**

The Dean's office collected input from the College for ideas of prizes and provided FEC with couple options for their considerations.

Action Item

FEC was invited to submit additional ideas to Julie Howard or Nathalie Gitt.

- **Provost's Investment Update**

Hal gave FEC an update on the Provost's new investment and Provost's Hiring Initiative process for the next round of hires. The OUS allocation of the E&G budget will be out in late October. Hal discussed a contingency plan for a 15% reduction of the Departments' E&G expenditures budget. Hal asked Roger to look at the College fund balances.

Minutes were prepared by Nathalie Gitt and revised by Steve Tesch 08/18/11