

Advisory Board Minutes
May 11, 2011

USF Connect Building
Oak View Room

Advisory Board Members Present: Chuck Black, Pat Beyer, Fermin Diaz, Patrick Flynn, Robert Garcia, Geary Havran, Sandy Pettit, Joe Reineman, Charlie Touchton,
College of Engineering Staff Present: John Wiencek, Tom Weller, Rafael Perez, Janet Gillis, Brett Woods, Marcy Enoch, Melissa Tihor
Also Present: Venkat Bhethanabotla, Bill Carpenter, Larry Hall, Salvatore Morgera, Jose Zayas-Castro and Muhammad Rahman

Meeting called to order at 8:30am by Chair Reineman
Introduction of the Board members

Guest speaker **Dr. Paul Sanberg**, USF distinguished university professor and senior associate vice president for research and innovation. The Office for Research & Innovation, Engineering and the NAI coordinates and facilitates institutional research initiatives and provides support for university-wide research programs and infrastructure development.

- College of Engineering total number of annual awards had increased
- The number of grant submissions had increased to 344 in 2010
- The National Academy of Inventors was founded at USF in 2010 to enhance the visibility of university technology and academic innovation. The Academy has the ability to educate and mentor innovative students. Membership is only available through local university chapters. To join a local chapter an inventor must hold an issued patent in the US. Being part of the Academy can be a measure for promotion and tenure.

Dr. Sanberg discussed Intellectual Property rights and the university policy regarding who owns the IP in a contract setting. Depending on the agency it is typically negotiated strongly by the research park and they can always take a share or a joint IP. 45% goes to the inventors, 10% into a research account, and the university gets 45%. Will be switching to a “first to file” in order to create more competition.

Dean Wiencek discussed the difference between academics and working in a corporate setting.

- Academics are all about equality, fairness and tradition while the corporate world focuses on success and the “life isn’t fair” mentality and money.
- To garner buy-in, in a tenured environment, it requires some understanding of academic culture. The faculty members who are on a tenure track or have been granted tenure see the Dean as a peer not as a boss.

- In a period of diminishing resources, the goals keep the focus on structure and keep the processes continuing in a forward motion. Everything needs to be focused on the main goal, which is the mission of the university.
- Definitions of mission, vision, strategic plan, assessment, operational plan and advisory were all explained to better understand the key action items.

Experiential Learning Initiative

Presented by Perez, Batson and Tihor

The three main goals of Experiential Learning are to inform students, assist companies and find opportunities.

- Ways to inform the students through: mail distribution, video screens in CoE buildings, Facebook, and the College of Engineering website.
- Ways to assist companies: have a main point of contact that they can easily reach, assist in posting positions on career connections, broadcast position information to students and follow up.
- Ways to find opportunities: receive a list of new opportunities from career center and send a biweekly email to students and post on the website. We need to reach out to members of the community (alumni, businesses, etc.) to get the word out that our students are here and are looking for opportunities.

Departmental Operational Plans

(See PowerPoint for presentations for more detail)

Civil Engineering: Dr. Bill Carpenter

- Money is requested in a specific allocated form, not typically in gift form. Currently, only a small percent (60%) of students are taking the Fundamental Engineering Exam. The Civil Department would like to see more students take the exam and have it as a graduation requirement. Fermin Diaz offered to speak to students to explain how important having the PE is and the importance of taking the exam right after school not later in life.

Industrial & Management Systems Engineering: Dr. Jose Zayas-Castro

- Dr. Zayas-Castro explained that there isn't as much interest in IMSE as in other disciplines. A board member said the name of the department could cause confusion as to what industry it actually applies to and suggested that a name change could help get more students into IMSE? Professor Zayas-Castro explained that it is a double-edged sword and they have been working on ways to market it better. The research performed is in energy markets, health care, data analysis, etc. Students from different departments take many IMSE courses as part of their requirements since there are a lot of elective courses.

Mechanical Engineering: Dr. M. Rahman

- Board member Beyer asked if ME planned to recruit PhD candidates like other universities do. Dr. Rahman explained that some students come to USF to work specifically with a certain faculty member. Some of the money the Department is asking for is to help entice students to come to USF. Most of the budget is focused on recruitment but they are looking for a way to measure student success to see if

those funds were worth it. Wants to have students publish three papers (to measure success). The Dean will get the number of how many ME students take the FE.

The Executive Council's (EC) responsibility is to talk about committee progress, plan for board meetings, and use a scorecard in which they then pass along to the CoE staff. The main responsibilities for EC are in the By Laws.

The new EC Endorsements are presented:

1. Board will have exactly 21 seats, 3-year term that may be renewed.
2. Board members will support the College with a minimal donation of \$1000/year to the College of Engineering effective next year (July 2011).
3. Board will have an Emeritus Board Member classification to allow those rotating off board to remain engaged.
4. Board will develop a scorecard to help focus its effort, which will be incorporated into the College's annual report.

The Advisory Board motioned to accept the EC Endorsements presented, all said Aye. Motion Passed.

Dean Wiencek opened the floor for a discussion about how the committees are working or not working according to the committee Chairs.

Strategic Plan Review: 3 out of the 5 members on the committee were present at the meeting. Original objective was to have most meetings via teleconference since some members are not local. This turned out to be difficult to create a focus on what to discuss. Touchton said they should be assessing the quality of the strategic plan for the college, based on national rankings (ie performance based on certain metrics). It was not clear to Touchton what the real objective of the strategic plan was from the Dean's standpoint. He wanted to look at the major tasks that need to be accomplished on a more global level.

Mission Fulfillment: Diaz believed the only way to get things done was to use the sub committees. He believed that getting together is difficult but their committee had met twice via conference call. Also felt that some of the groups can be combined for networking and was looking for personal connections from members to help with the students. Diaz was focused on making the website functional and useful for experiential learning.

Legislative Affairs: Garcia's main focus with his committee was to find and network to be able to see what was going on in Tallahassee. He didn't understand what the committee's people should be focused on versus what the Dean/DOD wanted. He wanted people to join their committee from time to time if there was something they were interested in. Suggested a potential name change of the committee, suggested External Relations. There was no name change to the committee at the time.

Advancement: The committee has met weekly between Balter and Woods but they are also looking for more members to get involved with them at the meetings. There was a need to redraft and bring fresh focus to the core of the strategic plan while simplifying and sharpening the focus. They plan to continue to work toward the goals of the Unstoppable campaign.

Open discussion: There was an overall consensus that the Board needs to have more frequent meetings, which also need to be face-to-face. It was suggested that the Chairs would recruit their own teams. It was discussed that merging legislative affairs and advancement for certain activities could be helpful in their collaborative efforts. Touchton was against the idea of the merge because some people like to network but not to fundraise. The majority decided to keep the committees as they currently are. The Board proposed keeping the two bookend meetings but then also a half day meeting on campus every other month. The group agreed that if people volunteer their time they should be willing to come to campus and meet face-to-face.

Lunch: Noon to 1 p.m.

Dr. Robert Frisina, Jr. spoke about the Global Center for Hearing and Speech Research. (See PowerPoint presentation for more detail)

Chemical and Biomedical Operational Plan: Dr. V. Bhethanbotla

Would like to recruit more PhD students, which would cost approximately \$30-90,000. Dr. Bhethanbotla was asked if the affiliation with Moffitt created any competition for funding on certain projects? He said that collaboration was always a plus and it isn't a matter of competition but getting the correct people working together. He said that if a good clinical researcher was combined with a biomedical student it would be more competitive on a national level.

Electrical Engineering Operational Plan: Dr. Sal Morgera

Dr. Morgera focused on three key elements to keep the Electrical department competitive with other programs across Florida. One main idea is the weekend professional Masters degree in Electrical Engineering. Many Board members thought this was a great idea. Another one of his key elements is to have a Design Center, which would be dedicated for students to practice their necessary skills. He explained that they are looking at company's budget cycles and then shooting for the next cycle for the proposed center.

Computer Science Engineering: Dr. Larry Hall

Pettit asked Dr. Hall what he would like to be his main objective and he explained that more lab space and more PhD students could really grow the program. He also explained that the more space for students, the better prepared they will be, which will lead to better jobs and then a more established alumni network will be created.

Legislative Affairs: Garcia said that he needed a road map as to what they should be doing so he could explain to others. He wanted to meet people that were involved in

education one way or another in the Senate. He went to a town hall meeting and met Mike Bennett and Mike Haridopolos. He explained to the Senators what he is doing and has been keeping in contact on a weekly basis. Pico funds are no longer being given. Wanted to understand the future and what the college wants to accomplish, like a new engineering building. Asked how many millions of dollars it would take to have another engineering building. If it was a research opportunity there would be other financial sources than Pico. There are compelling needs for research space on campus. Would like a marketing piece that would simply explain the need for funds and the need for building.

The Dean discussed the **ENB renovations** that will occur over the summer and into the fall. This will be a \$1.5M project and \$500,000 is still needed to continue the building. There will be building naming opportunities and the bottom floor will be a great recruiting tool for future students and enhance the learning experiences of the current students. The project initially was just for the hall of flags and it has expanded.

Dean Wiencek presented Chair Reineman with a gift as his term as chair has finished. The gavel was passed to Chuck Black who's the next Chair of the Advisory Board.

Meeting was adjourned at 4:00 p.m.