AGENDA & MINUTES
WCE Advisory Council
Date: November 4, 2013
Time: Noon – 1:30 PM
Location: HE 406

Minutes: Taken by Lynn See


Absent: Trudy Williams, Jovan Zepcevski

AGENDA

1. Discuss creation of a WCE Advisory Council

MINUTES

Meeting Convened: 12:15 PM

Lunch was served

Dr. Behr

- Introductions were made
- Welcomed the group on behalf of the U.A. Whitaker College of Engineering.
- Enlisted advice from group
- Gave brief history of Engineering
- Strategic Plan: advice, advocacy, advancement
- Differentiators of Engineering: Teaching mission/active learning/modest class size
- Discussed value proposition
- Disadvantage: too young to have Alumni to rely on
- Future: BS (any engineering) + MBA 5-year dual degree

Chris Simoneau

- Welcomed group on behalf of the University
- Briefly explained the role of Foundation
- Discussed time to move forward vs. previous financial stall in the overall economy
- Value of networking - looking for council members who can help to advance Engineering
- Distributed a “draft” document: Member Responsibilities and Expectations for Council members. Send feedback to Dr. Behr or Chris Simoneau
Bill Barton
- Gave personal reasons for wanting to be involved in the Engineering Advisory Council
- Believes WCE can be in the same class as the best engineering colleges in country
- Need to integrate with community – build positive image of WCE
- Empower students for a more sustainable future
- Advantage: College is still young enough, small enough, and flexible enough to make huge strides
- Stressed importance of pooling history and experience of Council members
- He will commit to becoming a member of the Council
- Faculty need to stay current and energized. Move past undergraduate studies.
- Keep local engineering firms involved. Who else needs to be included/involved?

Group Discussion
- Define Guidelines for expectations/specifically define roles/rules of engagement
- Each university should have its “own” path – we do not all need to be the same to excel
- There is a niche for us to fill – what, specifically, is it?
- Importance of maintaining balance
- Create/revise our Mission Statement (for both the WCE and the Advisory Council) and stay on track
- Specific guidelines need to be established and adhered to
- Encourage involvement outside engineering
  - Prospective Council members: Medical industry/tech industry/gov/environmental industry/economic development to challenge our thinking
- Include front-line engineers (graduates/workers 5-10 years into career) to diversify makeup of the Council
- Nurture and maintain relationship with College of Business
  - Work with LCOB to turn out product that is different/unique
  - Lisa Zidek – Currently working with LCOB on Entrepreneurship projects/products
- Develop Five-Year Strategic Plan - What will distinguish WCE from others (marketing/support/community involvement)
- Site visits to organizations/firms to see what students need in order to be hired (characteristics/education)
  - Multi-level relationships will be formed
- Find out what the community needs and what we need to do to meet these needs
  - Explore global market opportunities
- Studies show that students gain tremendous learning from internships and are more marketable
- What are high schools lacking in terms of preparing students for college?
- Determine who likes you/who’s passionate/who needs you
- College needs something it can “sell”. A theme needs to be associated with it; e.g. sustainable development (integrate business/engineering/ecology/public policy, etc.)
- Create Action Plan for fund raising (need must be specific). Recognize potential donors and convert them into passionate participants
Current Attendees
Identify industry leaders who SHOULD be involved and send their contact information to Dr. Behr or Chris Simoneau

Prospective Council Members:
Attendees should notify Dr. Behr if they are NOT interested in participating in the Council – otherwise he will assume you ARE interested

Prospective Engineering Advisory Council
Suggested Meetings: Initial meeting – whole day. Meetings thereafter: Three to four times a year for several hours – stressing regular, multi-directional communications between scheduled Council meetings

Chair and Vice-Chair: Please let Dr. Behr know if you are interested in filling one of these positions

Meeting Adjourned: 1:50 PM