Report to the Strategic Alignment/Budget Reduction Review Committee

January 29, 2010

The March 15th College of Engineering report to SABRRC will show that the College is aligned with University guidelines on the number of sub-units and, with the exception of NERHP, is in compliance with the minimum unit size guidelines. This unit is of strategic importance to the nation, OSU and the College and our report will show that we propose to retain the current structure.

Our next report will demonstrate that the College is generally in compliance with the small class guidelines except in the critical area of Geomatics instruction. As noted in our November report, this instruction provides coursework necessary for students to apply for licensure as a Professional Land Surveyor, a critical need area for Oregon. Small classes may also be seen in the Ocean Engineering curriculum as the College works to graduate students in this discontinued program.

The College has undergraduate and graduate programs that do not meet the guidelines for minimum number of graduates as outlined in our November report. As noted in that report, most programs have seen significant growth in the recent past and are expected to graduate the minimum required number of students within two years. There are two exceptions.

The RHP undergraduate major has not seen growth recently and at the request of the Dean, faculty prepared a marketing plan (attached) to recruit additional students to the program. We are monitoring admission data and will have some additional information by March. The other program of concern is the graduate program, Masters of Business and Engineering (MBE). While there was a significant increase in graduate enrollment this fall, to date graduate applications for next year are not on track to provide the growth necessary to meet the minimum requirements set by the University. Again we expect additional information by March.

Planning for March 15th Report

- We do not anticipate realignment or the need for a Category I proposal.
- Our report will include a proposal for an increase in the differential tuition rates over and above whatever the University proposes as the base tuition for the 2011 academic year.
- We will provide additional information impact of fees and billable hour increases on the self-sufficiency of the COE Engineering Shop located in Merryfield Hall.
- The report will provide information on our plans to deal with the 2011 reductions outlined in the February budget targets provided by the Provost.
- The report will include a tabular review of graduates by program and the associated enrollment data identifying areas of concern and actions taken.
Recruiting Plan for Radiation Health Physics Undergraduate Program

Target Audience: Primarily Oregon high school junior and senior math & science students.

Objectives
1. Increase awareness/knowledge of Radiation Health Physics.
3. Increase awareness of RHP as pre-med option
4. Inform high school students about career opportunities in RHP
5. Increase undergraduate enrollment in RHP by 30% for 2010-2011

Recruiting Plans

1. Inform Oregon high school students about RHP
   a. Contact Oregon high schools that have high standard math rankings and send career counselors RHP information
   b. Send postcards to high school students interested in pre-med, pre-pharm (consult admissions)
   c. Inform COE Ambassadors/Aspire Program about RHP
      (Done 11/04/09)
   d. Send RHP brochures to alumni ambassadors
      (Sent 400 brochures to 7 HS Career Fairs on 1/11/10)

2. NERHP website
   a. Give RHP more presence on the NERHP home page
      (Done 10/29/09)
   b. Improve RHP information on the NERHP Prospective Students page
      (Done 11/02/09)
   c. Write student RHP stories. Add to website. (Ongoing)

3. Increase presence on campus
   a. Contact OSU Career Services, Career Development Coordinator. Send RHP information.
   b. Update RHP page on OSU website list of ‘Majors’. (Done 11/13/09)
   c. Submit RHP story suggestions to Barometer, Life at OSU, OSU web master (Ongoing)
   d. Contact Pre-Med advisor. Send RHP information (Done 11/16/09)
   e. Contact Pre-Pharmacy advisor. Send RHP information.

4. Community Colleges
   a. Participate in COE’s Community College Drive-In. Hand out brochures. (Done 09/09)
   b. Streamline transfer from 2-year programs to OSU (LBCC and PCC)
Other Ideas
Recruit at OSU Health Career Fair in April.
Waiting list for Medical Imaging programs – snag them?
Use our NERHP Facebook page to better advantage.

An Issue to Consider
Most University RHP programs are named Health Physics rather than Radiation Health Physics.
Possible disadvantages to our name:
a. Alphabetically, we are further down the list of majors.
b. We may get left out of web searches for ‘health physics’.
c. We may be missing an opportunity to attract more undergraduate students by emphasizing the word ‘health’

Planning for next Year

• It is anticipated that Engineering will propose an increase in the differential tuition rates over and above whatever the University proposes as an increase to the base tuition.

• The COE Engineering Shop located in Merryfield Hall will become self-funded through increased fees and increased billable hours. The shop remains a high value resource to researchers across the College and to others in the University.

• Depending on the magnitude of the FY 2011 reductions;
  o Faculty vacancies occurring in FY 2010 will go unfilled through FY 2011.
  o Units will reduce total FTE in GTA appointments during FY 2011.
  o Additional faculty buy outs will be encouraged.

• The Dean and School Heads will continue to meet with faculty and staff from units/programs in which the guidelines are not being met to develop and implement steps to ensure that the guidelines will be met.