28 November 2017

Portland Initiative Advisory Council

Ron Adams  Senior Advisor to the President for Strategic Initiatives, Chair
Dan Arp  Executive Dean, Division of Earth Systems Science
Sherm Bloomer  Director, Budget and Fiscal Planning
Steve Clark  Vice President, University Relations and Marketing
Toni Doolen  Executive Dean, Division of Arts & Sciences
Dan Larson  Interim Vice Provost, Student Affairs
Scott Reed  Vice Provost for University Outreach & Engagement
Susana Rivera-Mills  Vice Provost for Academic Programs & Learning Innovation
Cindy Sagers  Vice President for Research
Kristin Watkins  Associate Vice President of Development, OSU Foundation
Mark Zabriskie  Executive Dean, Division of Health Sciences

Dear Colleagues:

I am writing to request your participation on a Portland Initiative Advisory Council charged with providing guidance and support to Portland Initiative Co-Administrators, Dean Scott Ashford and Dean Mitzi Montoya, as they work to advance OSU’s goals and aspirations in the Portland area. I will also seek your advice from time to time on progress achieved in meeting the University’s goals and objectives in the region, as well as the effectiveness of the co-administrators. I am grateful to Ron Adams for agreeing to serve as chair of the council.

Portland Initiative Overview. Through our strategic initiatives in Portland, the people and communities of the greater metropolitan area will see greater prosperity through full access to Oregon State University’s unique assets including learning opportunities, research and innovation capabilities and partnerships for regional industry, community and economic success. This access will create new sources of revenue, enhance OSU’s brand in the Portland region and garner financial and political support from alumni, friends and public and private leaders.

Toward this vision, OSU will build and expand its broad engagements in the Portland metropolitan area, provide focused leadership and a coordinated effort, and create a hub within the Central Business District. The hub will serve as a one-stop portal and meeting location as well as a location for learner access to online/hybrid and professional development programs. This focused leadership and physical presence will enable colleges to implement strategies for hybrid instructional program delivery, expanded research and innovation partnerships, and deepened industry and community engagement.

Portland Initiative Co-Administrators. In their role as co-administrators, Dean Scott Ashford and Dean Mitzi Montoya will work to coordinate and advance the interests of the University as a whole, its eleven colleges, the Honors College, the Office of Research, and the Office of University Outreach and Engagement. Reporting to me, they will communicate and consult regularly with
the other academic deans, the Vice President for Research, and the Vice Provost for University Outreach and Engagement. The co-administrators’ responsibilities include:

**Strategic Leadership and Coordination**
- Provision of the strategic leadership needed to achieve the vision for OSU in the Portland region, which includes teaching, research and engagement elements.
- Collaboration with the academic deans and vice presidents/vice provosts to develop strategic and operating plans in alignment with the University’s strategic and 10-year business forecast plans.
- Regular consultation with, and provision of updates to, the Portland Initiative Advisory Council and the Provost.

**Community Relations**
- Collaboration with University academic leaders and the Office of University Relations and Marketing to project OSU’s brand value and strength in serving the Portland region.

**Opportunity Generation**
- Tracking the broader needs of the Portland region and identifying new strategic unmet needs that could be fulfilled by OSU.
- Maintaining a forward-looking view of the Portland region.

**Managerial Oversight**
- Overseeing the management of the Portland hub operation, including a director and other administrative staff within this hub.
- Overseeing allocation of the Portland hub facility resources.
- Overseeing the management of the expense budget for operations at OSU’s Portland hub.

**Provost’s Portland Bridge Fund and Screening Committee.** A bridge fund has been established to invest in the development of new online educational programs needing meeting space to interact with students in the Portland region. Up to $700k will be invested annually beginning FY18 and ending as late as FY23. A screening committee has been established to review proposals and make funding recommendations to me (see attached).

I appreciate your willingness to accept this assignment.

Sincerely,

Edward Feser
Provost and Executive Vice President