

Forestry Executive Committee Minutes (Revised 02-09-09)
January 27, 2009
Richardson Hall 313
12:30 – 3:00 pm

Members Present: Darius Adams, Tom Adams, Barbara Bond, Steve Hobbs, Ed Jensen, Claire Montgomery, Jim Johnson, Tom McLain, Roger Admiral, Hal Salwasser

Guests: Paul Adams, Lisa Ganio, Randy Rosenberger, Fred Kamke, Caryn Davis

Members absent: Steve Tesch, Claire Montgomery

FEC website: <http://www.cof.orst.edu/cof/admin/execom/index.php>

Handout Materials Provided to FEC Members:

Hardcopy from Steve Hobbs:

Strategic Planning: An Evolving Process 1/27/09

Hardcopy handouts from Ed Jensen:

Sample Claims – Luanne Lawrence

Proof points material from earlier FEC Discussion – Steve Tesch

Structure document – Steve Tesch

Proof Points document – Barbara Bond

CoF Strategic Planning Process Update - Steve Hobbs

The committee discussed the need for additional guidance for the Strategic Planning Team and how our budget realities should inform the process. Three main questions were addressed:

- What role should the Strategic Planning Committee (SPT) play in assisting the FEC and Hal in achieving financial sustainability, excellence in targeted Research, Teaching, and Outreach (RTO) programs, and investment in programs with significant impacts to Oregonians and beyond?
- What specifically should the SPT focus on?
- And when should the SPT's work be completed?

The context for these questions focuses on three signature areas of excellence from the Phase II of the OSU Strategic Plan:

1. Understanding and Sustaining Earth Ecosystems,
2. Improving Human Health and Wellness, and
3. Driving Innovation through Engineering, Science and Business.

Hal provided some guiding principles for both strategic planning and dealing with budgets:

- Maintain distinctive and uniquely valuable assets that the College brings to OSU, Oregon, and beyond
- Identify the College distinctive strengths and values to OSU and the State in 4 general areas:
 1. contribute directly and meaningfully to the vitality and resilience of Oregon's forest cluster (industries, agencies, affiliated enterprises)
 2. ensure student access to and success in the state's only 4-year and graduate forest resources degree programs,
 3. contribute directly and meaningfully to the greening of Oregon's economy, and
 4. improve understanding and inform emerging policies regarding forest ecosystem services (air, water, soils, biodiversity, climate, etc.)
- help determine what we need to retain most through the next few years and how to position us for growth when economies start to recover enough that we might see revenue growth to the college in 3-4 years.

Action Item:

Short term:

- Identify core competency programs through the next two years
- Do a peer comparison from 5-6 institutions to see where we are to position ourselves in the west relative to the other peer undergraduate and graduate institutions (i.e. NC State, Virginia Tech)

The SPT could work on answering some key questions such as:

- Should we be ranking or prioritized these core areas or use a default approach?
- Should we look at other institutions to see to which degree they are moving from residential to online approaches in their courses?
- How should we deal with budget stresses, i.e. eliminate duplicate programs?
(NOTE: frame the rest of these as questions)
- Identify innovative programs
- Watch what the Obama Team is doing in the science area – for graduates to be prepared for the future economy. Do we have the right emphasis?
- Are we preparing our graduate students accordingly?
- Think of reconfiguration our college in a novel way
- Strategic theme area focused on healthy planet and healthy economy
- Revise our strategic plan to gain to our stakeholders' support.

Decision:

Steve Hobbs will draft a plan that follows the 4 areas Hal suggested.

Proof Points for the COF for OSU Marketing Campaign - Ed Jensen

3-4 claims with 2-3 proof points are due to Luanne Lawrence by Monday, February 2nd.

Input from FEC brainstorming:

Claims:

1) Vitality (economy, ecology and ecosystem services) and resilience of forests and forest clusters (economic viability of forest cluster) (economy policy management)

Watershed research (G. Brown)

Harvest levels (Beuter report)

Forestry Intensified Research (FIR)

Timber assessments (D. Adams)

Ties to the land (Landgren and Withrow-Robinson)

Oregon wood Innovation Center (OWIC)

Forest practices rules

Timber assessments

Genetics

2) Student access and success (include workforce & success)

Pam Matson

Gail Kimball

John Beuter

George Leonard

Lynn Sprague

Bodie Shaw

Jaime Pinkham

Alex Johnson

(numbers of graduates)

Industry Leaders

Stub Stewart

Sam Wheeler

Ken Wightman

Academic Leaders

Tim White

Pam Matson

Steve Kelley

Barry Goldfarb

Chang Kao

Gonzalo Parades'

Agency Leaders

Gail Kimball
Bodie Shaw
Alex Johnson
George Leonard
John Beuter
Lynn Sprague

3) Greening of OR economy (More!)

Kai Chang Li
Mike Milota (Volatile Organic Compounds))
Jeff Morrell (Utility Poles)
FIR (reforestation)

4) Policies and understanding re: ecosystem services (ecology)

D. Waring
Bev Law
Mark Harmon
N. Johnson and other faculty (policy advice to politics)
Barbara Bond (LTER)
Economy of biodiversity

Action Items: Hal will work with Steve Tesch to complete compile input and prepare material for university advancement

Strategies for managing fund balances - Roger Admiral

Roger gave the committee an update on the strategies to deal with the fund balances.

Action Items

Roger is working to solve the problem and will seek assistance from the Department Heads if needed.

Input for OSU Committee on Guiding Principles for Differential Budget Cuts across the University - Tom McLain

University has established a committee to do some budget planning for the 2009-2011 biennium. The Provost has asked the committee to prepare a set of questions that should be answered at the university level. The FEC prepared their input on what are some of the guiding principles to implement differentiated budget reduction across the university and what process should be used to determine and implement the budget reductions. Should different approaches be used if there is a 5% or a 30% reduction? Are there short term actions that we should take between now and June 30th to better position ourselves in the next

biennium? Are there realistic revenue generation actions the university should consider to mitigate the reduction and E&G statewide revenue streams? How do we adapt the incremental budget model at decreased revenue?

Input

1. Start with significant reduction in university administration and support services to protect faculty and instructional positions. The proliferation of senior and other administrative positions on campus must be rolled back and organizational structure flattened first.
2. Don't penalize units that have potential to obtain extramural funds for some operations from federal sources, state funds other than E&G appropriations, grants, contracts, etc. Base funding for the base mission must not be sacrificed for expediency.
3. Sustain nationally distinctive programs that have high impact. Protect the programs that broadly add to the national and regional profiles of OSU.
4. Revise the capacity for OSU to serve Oregon students to a more sustainable level given limits on physical, faculty and other resources. Scale via student quality, reduced access to duplicative OUS programs, etc.
5. Protect capacity to deliver introductory courses for those students we choose to serve.
6. Aggressively change the mix of resident and non-resident undergraduate students through reconsideration of WUE and targeted recruitment incentives for out-of state students in selected majors.

Different scenarios principles: a 5% reduction could be spread over a broad portion of university once central administrative structure is reduced. A 30% reduction requires elimination of whole programs to maintain key capacities and reputations.

Short-term actions:

- 1) Suspend business service center conversion effort for 2 years to save both money and energy.
- 2) Bid out parking services and enforcement to the private sector.
- 3) Terminate the general fund allocation to Athletic department.

Action items: Compile list and deliver to Hal for use in meetings with university committee.

Other:

Campus Banner Campaign – Jim Johnson

A new campus banner campaign is underway that will feature Colleges under “Healthy Environment” and talented individuals from each college. The campaign will reflect IMC tie into OSU refreshed strategic Plan. The location is yet to be confirmed. There will be 5 banners. Luanne Lawrence has asked for some input to identify faculty, staff, students, and alumni who exemplify and who have been recognized in the College of Forestry. The FEC suggested the following people:

Dave Shaw – Forest Health
Jo Albers and Claire Montgomery - Biodiversity Economics
Jamie Pinkham – Columbia River
Ken Vance-Borland – Conservation
Jeff Morrell, Mike Milota, Kai-Chang Li – Healthy Wood
Viviane Simon-Brown – Sustainable Living
Chris Knowles – Green Building

Caryn suggested additional names:

Bodie Shaw (alumnus)
Mark Harmon
John Bailey
Matt Betts
Rakesh Gupta
Keith Jayawickrama
Amy Simmons
Barb Lachenbruch
Diane Haase
Connie Patterson
Barte and Bond Starker (alum)
Jo Albers
Viviane Simon-Brown
Susan Morre
Cristina Eisenberg (grad student)
Talia Filipek (undergrad student)
Jenny Dauer (grad student)

Action Item:

Email your suggestions to Steve or Nathalie

Adjourn (Hal departed at 2:45 for x-campus meeting)