

Baylor University
School of Engineering and Computer Science
Board of Advocates
Spring Meeting – April 28, 2006
Baylor University

Board members attending: Joe Cestari, Mike Ingram, Larry Johnson, Rick Maule, Jim McDonough, Bill Mearse, Craig Nickell, Clell Oravetz, Rita Patterson, Bill Ratfield, Brian Sheets, Steve Smith, Dean Swisher, Harold Spangler, Trent Voigt, Matt Watson

Board members absent: Robert Kincaid, Dan Richter, Shawn Sedate, Doug Verret

Others attending: Dean Ben Kelley, Jim Farison, Bill Jordan, Leigh Ann Marshall, Greg Speegle, Rishi Sriram, various faculty from the School of Engineering and Computer Science.

Welcome

Following a continental breakfast, Bill Mearse convened the meeting. He introduced Mr. James Steen, Assistant Vice President of Admission and Enrollment Services. Mr. Steen welcomed the Board to their Spring meeting and gave an overview of Baylor's recruitment and retention success. He outlined key marketing messages and the media outlets Baylor uses for recruitment. He shared admissions statistics and marketing campaign efforts. He shared new admissions policies for Fall 2007, including admissions deadlines, rather than the traditional "rolling admissions." He also introduced Mr. Aaron Dabney, Senior Admissions Specialist and liaison to the School of Engineering and Computer Science.

Dean's Report

Dean Kelley provided an update on ACM ICPC World Finals success, ABET EAC accreditation progress (& SACS), ECS Career Fair, Dean's leadership education, Facilities needs report, Faculty/Student/Staff happenings, and the current value of the Advocate Board Scholarship. The full presentation may be viewed at this website: <http://www.ecs.baylor.edu/index.php?id=29849>

Global/Communications/Business Initiatives Update

Bob Doty, Cindy Fry, Randall Jean, Greg Leman, and Rishi Sriram were on hand to give an update about on the experimental courses presented at the Fall meeting, and improvements made since. <http://www.ecs.baylor.edu/index.php?id=29849> Proposed is a two-course sequence: "Global Business and Communication" and "Technology Entrepreneurship." Dr. Doty outlined the economics topics to be covered in the first course: Cash Flow and Equivalence (Present Worth, Future Worth, Uniform Series); Equipment Retirement & Replacement (Depreciation, Book Value, Economic Life, Capitalized Cost), and Comparison of Alternatives (Minimum

Attractive Rate of Return, Payback Period, Benefit-Cost Ratio, Break-Even Analysis). Mr. Sriram outlined the communications topics proposed for the first course: understanding the purpose for technical writing, mastering specific elements of writing, practicing creating technical documentation, and understanding the subtleties between a poor presentation and a great one.

Summary of Board feedback to the proposed course sequence:

- Suggestion: it would be helpful if students completed the courses with an understanding of accounting and financial reports.
- Suggestion: there should be a foreign currency exchange component.
- Suggestion: there should be an understanding of how cost decisions affect later steps in the business process
- Suggestion: there should be inclusion of the topic of intellectual property, uncertainty/risk analysis
- In a presentation, the presenter must understand the audience's personality style(s) and level of decision making. Suggestion: students have the opportunity to observe other presentations.

Retention Update

Following a brief break, the Board reconvened. Dr. Patricia Tolbert, Research Analyst for Enrollment Management, reported on the University's efforts to improve retention. She shared comparison statistics for the University and for the School of Engineering and Computer Science, including how well ECS faculty participate in the Early Alert intervention. She outlined programs within the Student Success Center, including supplemental instruction, online assistance, and tutoring. <http://www.ecs.baylor.edu/index.php?id=29849>

Summary of Board feedback to retention presentation:

- **Suggestion:** The University ought to focus on the social or cultural piece of retention in addition to the academic aspects. There was also some discussion of Greek life at Baylor and anecdotal comparison of the Greek population to other universities.

Development Initiatives Update

Dr. Randy Lofgren, Interim Vice President for Development, introduced the Board to the new directions of University Development. President Lilley, he said, will be very active in fund raising, and there will be more campus involvement in fund raising as well. In fact, University Development will become more decentralized, as the organization evolves from being "territory-oriented to discipline-oriented." There will be a to-be-named development officer assigned to the School of Engineering and Computer Science who will report to University Development. He reminded the Board that the "art of the process" involves "looking for interest, capacity, and inclination" toward philanthropy.

Summary of Board feedback to development presentation:

- **Question:** Will existing constituent relationships continue to be maintained by current development officers? Dr. Lofgren answered that they will, in addition to developing a consultant-type relationship with an additional gift officer.
- **Question:** What is the timeline? Dr. Lofgren responded that the department is currently building “internal buy-in” by June 1.
- **Question:** How are development and marketing related? Dr. Lofgren revealed a desire to coordinate marketing, communications, and development so as to coordinate all messages.

Afternoon Session

Following lunch with an ECS Leadership Class and Presidents of ECS Student Organizations, the Board reconvened. Mr. Rishi Sriram presented an in-depth report of ECS Retention Initiatives. <http://www.ecs.baylor.edu/index.php?id=29849>

Summary of Board feedback to ECS retention presentation:

- **Suggestion:** It would be helpful to provide tutors from other disciplines to ECS students.
- **Observation:** The “Smart-Thinking” online tool for English paper draft reviews is very good.
- **Question:** Are there plans to monitor upper-level retention?
- **Reminder:** It would be wise to monitor non-academic reasons for leaving ECS disciplines.

Leigh Ann Marshall gave a brief marketing presentation to illustrate ECS relationships with partners and constituents. <http://www.ecs.baylor.edu/index.php?id=29849>

Summary of Board feedback to ECS marketing presentation:

- **Question:** Has thought been given to developing a relationship with the Law School to focus on property law, intellectual property, and patent law?

Following these discussions, the Board observed the presentation of the engineering senior design projects.

In the last session of the day, the Board agreed on the Fall meeting date: September 29, 2006 (at Baylor University). Also, Dean Kelley recognized the new class of emeriti Board members: Bill Mearse, Steve Smith, and Dean Swisher. (Regrettably, Doug Verret was unable to accept this invitation.) These board members, who have served several terms, are now extended an option to renew their membership every year. Emeriti members will provide a level of continuity among the Board. Other Board members rotating off of the Board of Advocates include Bobby Kincaid, Rita Patterson, and Dan Richter. The Board member beginning a new 3-year terms is Clell Oravetz.

Finally, the Board relayed their conversation during the earlier afternoon’s closed session.

- The Board members are pleased with the student leadership program’s “tremendous impact.”

- In addition, they are curious to learn more about the enrollment goal of 1000 ECS students (20 students per discipline within the School).
- Finally, it will be important to raise awareness of ECS to the new administration, and the Board wants to help with that effort. The Board will support and participate in efforts to shape ECS initiatives and priorities for President Lilley. The Board suggests a deadline before June 30 for meeting with the President to define and shape this new administration's role in advancing the School of Engineering and Computer Science.
- Fall meeting topics: current student enrollment update, 1,000 student enrollment model. Additionally, a request for President Lilley to address the Board will be made.