

Engineering College Council Revenue Growth Opportunities Breakout Groups

Instructions

Goal: To generate a list of revenue opportunities to help offset budget reductions.

Each breakout group has been assigned a room and a facilitator (See below) and will appoint an ECC member as a Reporter/Presenter.

Facilitator Role: Lead the group and ensure that:

1. A Reporter/Presenter is appointed.
2. The group discusses the questions (attached).
3. All members of the group have an opportunity to engage in the discussion.
4. The discussion ends at 11:45 a.m.

ECC Member Reporter/Presenter Role: Capture the highlights of, and the recommendations made by, the group:

1. Take notes of the salient points and recommendations made.
2. Present the recommendations made by the group to the full ECC.
3. Provide a written copy of the final recommendations.

Schedule:

10:40-10:45	Breakout group instructions
10:45-11:45 a.m.	Breakout group discussion
11:45-12:00 p.m.	Breakout group presentations
12:15-1:15 p.m.	Continued discussion during lunch – Tables will have breakout group names on them. There will be more than one table for some groups.

Breakout Groups:

<u>Group</u>	<u>Room</u>	<u>Capacity</u>	<u>Facilitator</u>
1. Research Revenue-Government	ILR 423	50	Marjolein van der Meulen
2. Research Revenue-Industry/Foundation	ILR 425	20	Abby Westervelt
3. Degree Programs	ILR 325	12	David Gries
4. Non-Degree Programs	ILR 492	8	Betsy East

Cornell Breakout Group Participants

1. Research Revenue-Government Sources

Marjolein van der Meulen, Professor, MAE, Associate Dean for Research and Graduate Studies*
Frank Wise, Director, AEP
Michael Shuler, Chair, BME, and Member of the Budget Advisory Task Force
Thomas O'Rourke, Professor, CEE, and Member of the Budget Advisory Task Force

2. Research Revenue-Industry and Foundation Sources

Abby Westervelt, Director of Corporate and Foundation Relations*
Tsuhan Chen, Director, ECE
Paulette Clancy, Director, CBE
Emmanuel Giannelis, Director, MSE, and Co-Director of the KAUST Cornell Center for Energy and Sustainability

3. Degree Programs (Undergraduate and Graduate)

David Gries, Professor, CS, and Associate Dean for Undergraduate Programs*
Michel Louge, Professor and Director of Undergraduate Programs, MAE
Peter Jackson, Professor, ORIE, and Director of the Systems Engineering Program
Clifford Pollock, Professor, ECE, and Member of the Budget Advisory Task Force

4. Non-Degree Programs

Betsy East, Assistant Dean for Student Services*
Len Lion, Interim Director, CEE
James Renegar, Director, ORIE
Larry Brown, Chair, EAS

Chris Ober, Dean, and Cathy Dove, Associate Dean for Administration, will float among the groups.

*Facilitator

Group #1: Research Revenue-Government Sources

- Federal funds are available through collaborations with industry (such as SBIR and STTR). How can we leverage industrial partnerships to collaborate on joint proposals to federal sponsors?
- What new federal initiatives (including those in the stimulus package) should we leverage? How can we position ourselves as leaders in these areas?
- How can we better package and market our research strengths and expertise to leverage investment in our areas of research excellence?
- What should the college and the university do to strengthen our ties to funding agencies and government policy leaders in Washington DC and Albany?
- How can we better influence and anticipate federal funding trends? Are there opportunities to have more faculty serve as program managers at federal agencies?

Group #2: Research Revenue-Industry and Foundations

- What makes a university most attractive to industry?
- How can we better market our strengths to industry?
- Do the current economic conditions offer some unique opportunities for universities to partner with corporations?
- Should we form alliances with other universities and the private sector to increase the strength of our research partnerships and technology transfer?
- What are other universities doing that we should emulate?
- Should we provide more infrastructure and support for start up companies?

Group #3: Degree Programs

Undergraduate

- What skills and knowledge will industry want from undergraduates in the next 5-10 years?
- Should we increase the number/percentage of international students that we admit? (Note: with the exception of Canada and Mexico international students are not eligible for financial aid.)

Graduate

- Is there a demand for distance learning based degree programs?
- What skills and knowledge will industry want from MEng students in the next 5-10 years?
- Is industry interested in funding employees to complete an MEng degree at Cornell full time?
- Should we expand our corporate partnerships to provide part time graduate study towards the MEng degree at the company site? Via distance learning?

Group #4: Non Degree Programs and other Revenue opportunities

- In the current budget climate, is there still a demand for engineering related professional development courses (short courses)? If so, in what areas? Offered by what method of delivery (DL, on campus, at industrial sites)? For what duration?
- What other non-degree offerings would generate revenue?
- How might we leverage our NYC space?
- Should we offer distance learning courses for credit on an extramural basis (to non-degree students)?
- What other revenue-generating ideas (other than research and teaching) do you have?