



Academic Excellence and Economic Development Working Group (AEED)

Purpose and Goals of AEED

Identify and gain support for 2-5 economic development initiatives that build on the academic excellence within our postsecondary institutions, and which—

- Show a measurable return on investment over 20 years, with interim results at earlier intervals.
- Collectively, touch every part of Oregon.
- Build on existing or emerging momentum.
- Draw on and reinforce excellence in academic programs.
- Offer opportunities that are both exciting and easy to conceptualize.

The conceptual design for the Academic Excellence and Economic Development Working Group (AEED) incorporates dimensions related to economic development focus (e.g., workforce preparation, research commercialization) and timeframe (short-, medium-, and long-term), and includes key checkpoints for the initiative development process (including connection to the goals of *Oregon Shines*).

Economic Development Opportunity Areas

AEED is addressing 11 potential areas (see box) in which to identify and develop initiatives that build on the program excellence in Oregon’s universities and community colleges. These opportunity areas reinforce and add to those identified as core research competencies by the Oregon Council for Knowledge and Economic Development (OCKED).

In addition to these areas, the AEED is also beginning to develop a concept around an area broadly called “China and the Pacific Rim,” which will identify the array of possible initiatives in this critical political and economic world market.

Process and Schedule

In its initial phase (through April 2005), the AEED has collected a broad base of information, in as much depth as possible, through two vehicles: campus visits and subcommittee analysis. The AEED will present its findings and recommendations to the Board of Higher Education in June 2005.

AEED Opportunity Areas

1. **Nanotechnology**
2. **Neuroscience/Biomedical research**
3. **Information technology**
 - Making sense of complex data and assuring we have the appropriate workforce development in place
4. **Analog mixed signal**
 - Wireless products and services
5. **K-12 education**
 - Education and behavior intervention
 - K-12 administrator preparation
 - Literacy
6. **Natural resources:** Agriculture, forestry, fisheries, food and wine production
7. **Sustainability & renewable energy**
8. **Healthcare workforce:** supply of medical personnel
9. **Arts & creative services**
10. **Leisure, recreation, and sports**
11. **Keeping top students in Oregon**

Campus Visits

Between March and June of 2004, members of the AEED Working Group spent a day on each OUS campus as well as OHSU and Clackamas Community College to learn about specific efforts, programs, and faculty strengths in the identified opportunity areas. In turn, these visits have shaped and refined the list of opportunity areas as emerging strengths and potential synergistic relationships have been identified.

Subcommittee Analysis

Subcommittees for each of the 11 opportunity areas were assembled to develop brief white papers assessing the need for, barriers to, and potential initiatives in each area. By December 2004, all eleven of the subcommittees had presented preliminary findings to the AEED Working Group.

The subcommittees were composed of a small number of postsecondary, governmental, and private sector experts in those respective fields. Subcommittee chairs included:

- Skip Rung, Director of ONAMI (*Nanoscience and microtechnologies*)
- Lesley Hallick, Provost, Oregon Health & Sciences University (*Neuroscience and biomedical research*)
- Jack Isselmann, Principal, Vista Strategies (*Engineering and IT related areas*)
- Phyllis Edmundson, Dean, Portland State University Graduate School of Education (*K-12 Education*)
- Katy Coba, Director of Oregon Department of Agriculture (*Agriculture/forestry/fisheries/ food and wine production*)
- Susan Bragdon, Attorney specializing in sustainability and biodiversity issues (*Sustainability and renewable energy*)
- Martha Anne Dow, President, Oregon Institute of Technology (*Supply of medical personnel*)
- Vicki Poppen, Arts Education Coordinator, Oregon Arts Commission (*Arts and creative services*)
- Paul Swangard, Managing Director, University of Oregon Warsaw Sports Marketing Center (*Leisure, sports, and recreation*)
- Joe Hendricks, OSU Dean of University Honors College, and Dick Kraus, Director of UO Clark Honors College (*Keeping top students in Oregon*)

AEED Working Group

Kirby Dyess, Chair*

Private Investor

Greg Hamann, Vice-Chair

President, Clatsop Community College

Ed Ray

President, Oregon State University

Jack Isselmann

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Duncan Wyse

President, Oregon Business Council

Susan Weeks, Staff

OUS Deputy for Planning

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Issues of Organization and Coordination

A key issue for any future development is the coordination of many efforts, both public and private, to maintain policy consistency and clarity of resource allocation. To that end, discussions are under way regarding the relationship between the Engineering and Technology Industry Council (ETIC) and OCKED; coordination with the Oregon Economic and Community Development Department (OECDD) and the Governor's Office; and clearer connections to the Oregon Business Council (OBC), Associated Oregon Industries (AOI), and other private sector organizations. The role of AEED is viewed as central in connecting postsecondary education to the concerns of all these groups.