



Department of Engineering Science
BS Electrical Engineering
MS Computer & Engineering Science

Sonoma State University
Engineering Industry Advisory Board
Meeting

May 2, 2014

3-5 PM

Salazar Hall





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Meeting Agenda

- 3:00 Welcome and Introductions (Saeid Rahimi)
- 3:10 SSU Report (Dan Condrón for President Armiñana)
- 3:15 School of Science & Technology (Dean Lynn Stauffer)
- 3:20 Engineering Department Report (Meng-Chih Su)
- 3:30 Engineering Student Club Report (Scott Parmley)
- 3:35 Student Recruitment Taskforce (Stephen Jackson)
- 3:50 Break
- 4:00 Accreditation Taskforce (Mark Pierpoint)
- 4:25 Public Outreach Taskforce (Stuart Goodnick)
- 4:50 Final Comments / Scheduling Next Meeting
- 5:00 Meeting Adjourned





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Introductions

IAB Members

ES Faculty & Staff

Members of the Public





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IAB Members

Ruben Armiñana (SSU President)

Stephen Jackson (SCOE)

Ed/Chirs/David Amormino
(Micro-Vu)

Rick Johnston (Cyan)

Jin Bains (National Instruments)

David Krauthamer (Intelenex)

Ajaib Bhadare (Technology/banking)

Stephen Lewis (SRJC)

Michael Chobotov (Trivascular)

Scott Parmley (SSU Student)

Stuart Goodnick (Parker Hannifin)

Mark Pierpoint (Agilent)

Joe Humphrey (Trivascular)

Dean Pohwala (LEMO)

Mike Hatfield (Cyan)

Saeid Rahimi (SSU Faculty)

Carolyn Stark (SC BEST)





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Administration, Faculty & Staff

Administration

VP Dan Condron

Dean Lynn Stauffer

Chair Meng-Chih Su

Tenure Track

Ravi Balasubramanian (PhD CS)

Farid Farahmand (PhD EE)

Haider Khaleel (PhD EE)

Jack Ou (PhD EE)

Adjunct Faculty

Don Estreich (PhD EE)

Ali Kujoor (PhD EE)

Network Analyst & Adjunct

Shahram Marivani (MS EE)

Department Coordinator

Ronnie Goodlund





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Remarks

Vice President Dan Condrón
for
President Ruben Armiñana





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Remarks

Dean, School of Science & Technology

Lynn Stauffer





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Report

Chair, Department of Engineering Science

Meng-Chih Su

- Student Enrollment
- Department Activities
- Graduation with Distinction





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Report

Engineering Student Club President

Scott Parmley





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IAB Taskforce Reports

- Student Recruitment
- EE Program Accreditation (ABET)
- Public Outreach





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Student Recruitment Report

IAB Members: Stephen Jackson, Stephen
Lewis

Faculty: Farid Farahmand, Haider Khaleel





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Recruitment Taskforce

Goals:

- Recruit HS & Transfer students to increase Bachelor's candidates to 150
- Raise the quality of candidates for Bachelor's candidates.
- Increase the number of Master's Degree candidates.

Strategies:

- Expand the tours for High School and Transfer students
- Send Current Engineering Students to assist in HS & SRJC classes
- Develop seminar for HS & SRJC Counselors
- Summer Academy with industry scholarships
- Stronger presences at count-wide events
- Expand online courses
- Build on successful recruitment of international students



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Accreditation Report

IAB Member: Mark Pierpoint

Faculty: Ali Kujooory





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Public Outreach Taskforce Report

- IAB Members
 - Jin Bains – National Instruments
 - Stuart Goodnick – Parker Hannifin
 - Joe Humphrey – Trivascular
 - Rick Johnson – Cyan
 - Dean Pohwala – LEMO USA, Inc.
- Faculty Member
 - Saeid Rahimi - SSU





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What is the Public Outreach Taskforce?

- A think tank to identify opportunities for ES
 - Going Beyond Accreditation and Recruitment
 - Identifying and Engaging Key Stakeholders
 - Industry
 - Community
 - Engineering Sciences
 - Building a Brand for SSU Engineering Sciences
 - Preparing SSU ES Graduates for 21st Century Engineering Careers



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Going Beyond Accreditation and Recruitment

- Recruitment = The WHO?
- Accreditation = The HOW?
- Public Outreach → The WHAT?
 - What do we do?
 - What do we teach?
 - What is our mission?
 - What is our relevance to local industry?
 - What is our relevance to the larger community?



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Identifying and Engaging Key Stakeholders

- Engaging with Industry
 - Internships and Externships
 - Engaging faculty in industry R&D activities
 - Mentorship programs
 - Product testing
 - Field Trips to local industries
 - Networking between different companies
 - SSU ES can be the hub of a diverse technology community



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Identifying and Engaging Key Stakeholders

- Engaging with the Community
 - Conferences
 - E.g. the Economic Outlook Conference run by the SSU Business School
 - Promote Innovation and a *Culture of Innovation*
 - Technology Transfer
 - Meeting technology needs of the local community
 - E.g. a sensor network for monitoring vineyards
 - Anticipating future educational needs of the North Bay Community



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Building a Brand for SSU Engineering Sciences

- Cannot be all things to all people
- Hedgehog Concept – doing one thing and doing it well (Jim Collins – *Good to Great*)
 - Microcontrollers, sensors, and wireless applications
 - E.g. Cal Poly SLO: power electronics, RF Engineering
- Understanding our Strengths
 - Tracking placement of graduating students and collecting feedback from employers
 - You cannot manage what you don't measure
- Build a Center of Excellence for what we do best



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Preparing SSU ES Graduates for 21st Century

Engineering Careers

- Center of Innovation for tomorrow's disruptive technologies
 - The Internet of Things
 - Cloud Computing
 - Additive Manufacturing
 - Computational Design
- Collaborate with Business and Economics School to create Eng/Bus Management Graduate Program
 - Entrepreneurial focus
 - Architecting technology solutions
 - Ability to utilize outsourced engineering teams



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Final Comments
Scheduling Next Meeting
Meeting Adjourned





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Thank you!

