

**Notes and Summary from:
Meeting of the CWC with the Office of Development and Office of Research**
March 25, 2008, room 140 Scott Hall (Byrd Polar Research Center)

Meeting convened by Doug Alsdorf of the CWC

Attendaded: Jody Bopp, Carolyn Chapman, Julie Dials, Bob Killoren, Berry Lyons, Ton von Sadovszky, Deanna Stewart, Mary Yerina

Invited, but unable to attend: Matt Meyer, Tammy Parker, Sheila Smith,

Meeting Agenda:

1. Introductions
2. What is the CWC?
3. What should the CWC do to enable quality development and industry partnerships?
4. Develop a plan, with timeline, for connecting the CWC with your office
5. What are the common problems and how should we overcome these?

It is clear that the CWC needs to ensure that our partnered colleges place the CWC at the very highest of their priorities in their strategic planning. Our deans will carry this message to Provost Alutto and President Gee, who in turn, will set the development agenda for V.P. Weiler. Development and Research have many priorities, but they will only place the CWC at the top if the President makes such a recommendation. We developed the following steps toward this topmost position: first internal positioning must be accomplished which then allows the building of external positioning.

Internal Positioning:

1. **Meet with Deans** and make certain that the CWC is a topmost priority of their colleges. Doug A. has initiated this task with Dean Platz and will continue with Deans Moser and Beck.
2. **What is exciting, why is this OSU?** The ideas presented to deans, and afterwards to Provost Alutto and President Gee, should be big world problems that the CWC will solve and we need to show how we will solve them if we had an endowment from a large gift, for example. We should think how the CWC will have transformational impact for our partnered colleges. What are we doing that is changing the University?
3. **The CWC is a team.** Its important that Office of Research and Office of Development work with the entire CWC team, not just a few select people. Creating our ideas is a group effort and carrying the message to philanthropy, foundations, and industry will be conducted as a team.
4. **CWC and the OSU Campaign.** A goal of the internal positioning is to place the CWC high on the list of support items in the upcoming large ~\$2+B OSU campaign. Such a positioning will allow the topmost administration to present the CWC as one of OSU's "big ideas".

External Positioning:

1. **Create a "Case for Support":** Doug A. will work with Mary Y. on this.
2. **Create an "Advisory Board"** made-up of external people: Doug A. will initiate this task by writing a charge for the board and an invitation letter.

- a. People on the board need to have a stake in the CWC vision,
 - b. need to be willing to conduct board related work,
 - c. will be given a set objectives and expectations before joining the board,
 - d. will need to have a reason and benefit for joining the board,
 - e. and need to be people of influence.
3. **Create a consortium of industry people.** Doug A. will work with Bob K. and Tony vS on this by using OR ideas and past experiences.
- a. Its recognized that industry is tied to the economy, thus support may not be strong at the moment.
 - b. Industry views consortia as opportunities to tap students as future employees.
 - c. The CWC will need to define the value to industry for participating in the consortium. Valuation is related to the bottom line of industry: profits and their specific needs (not general).