Summaries of progress on the key recommendations of the CU-Engineering Advisory Council (EAC) at its 9/27/2013 meeting are provided below. This summary, prior reports and other EAC information are posted at http://www.colorado.edu/engineering/about/engineering-advisory-council.

Strategic Planning

The EAC recommended that a more aggressive growth scenario than presented in September be developed and that the College should be aspiring to be a top-20 school. Dean Davis has finalized a fresh look at Engineering 2020: Vision for Excellence, and it includes doubling enrollments in the college from 2007 to 2020, growing the faculty by an additional 125 tenure-line positions, and growing research from $40 million in 2007 to more than $135 million by 2020. The college has made significant gains in national rankings as reflected in the recent US News and World Report graduate school rankings where three programs are ranked in the top 15 and four more are in the top 40 departments nation-wide. The college has made significant gains in recruiting top students, with the average composite ACT score of our entering class above that of our peer group. We are also achieving a more diverse student population and will continue to strive for gender and ethnic diversity that reflects our Colorado demographics. The refreshed plan was launched with a press release in early April 2014 and has been distributed to all EAC members, faculty and staff of the college, key campus leaders and donors, and engineering deans across the country.

Branding

The campus launched a new branding campaign in November 2013, and our college has been leading the way in the early use of the new ‘Be Boulder’ brand platform. The college has developed a number of ‘Be’ statements that have been used on our news and marketing communications since the launch, and we have updated written communications to reflect the look, feel and message of the new brand. Several ‘Be’ statements have been developed to represent the college’s values and unique messages, and they will be reviewed at the 4/25/14 EAC meeting.

Collaboration with Leeds School of Business

The Leeds School launched the new Business Minor in the Fall semester 2013, and 45 engineering students have enrolled in the first two semesters of the program. The college is working with the Leeds School to enhance the program through the acceptance of a number of the business minor courses as technical electives for the students, and to offer a Business Plus Minor that would include an emphasis in project management or entrepreneurship. The college has also been working with Leeds on a number of project-related courses and programs to provide co-curricular experiences for students of both colleges. During spring break 2014, a student group representing both colleges traveled to Munich, Germany to meet with and learn how companies bring innovative products to market. This trip is a follow on to a joint class that met in the summer of 2013 at ‘Scrub’ – a collaborative workspace in Boulder.