**PROGRESS ON RECOMMENDATIONS FROM THE 4/25/2014 MEETING OF THE CU-BOULDER ENGINEERING ADVISORY COUNCIL**

Summaries of progress and plans for the key recommendations of the CU-Boulder Engineering Advisory Council (EAC) at its 4/25/2014 meeting are provided below. This summary, prior reports and other EAC information are posted on the EAC website at [http://www.colorado.edu/engineering/about/engineering-advisory-council](http://www.colorado.edu/engineering/about/engineering-advisory-council)

1. **Strategic Planning**

*Maintain quality and diversity* - The EAC expressed concern that the College will be challenged to maintain the quality and diversity of its incoming students and grow at the rate indicated in the strategic plan. The entering class for fall 2014 grew from 838 to 909 incoming freshmen, and yet the quality and diversity of the class closely reflected that of the incoming class of 2013. Our goal is to further these metrics as enrollment grows.

<table>
<thead>
<tr>
<th>Year</th>
<th>2013</th>
<th>2014</th>
</tr>
</thead>
<tbody>
<tr>
<td>Class size</td>
<td>838</td>
<td>909</td>
</tr>
<tr>
<td>Women</td>
<td>27.7%</td>
<td>26.7%</td>
</tr>
<tr>
<td>Underrep. min.</td>
<td>13.7%</td>
<td>14.0%</td>
</tr>
<tr>
<td>International</td>
<td>7.9%</td>
<td>8.8%</td>
</tr>
<tr>
<td>CO resident</td>
<td>66.3%</td>
<td>64.2%</td>
</tr>
<tr>
<td>Av. ACT comp.</td>
<td>29.6</td>
<td>30.0</td>
</tr>
</tbody>
</table>

*Align departments* – Each of the department chairs will be presenting the status of his or her department and alignment with the college strategic plan at the 10/24/2014 meeting of the EAC. Each department is at a different place in its strategic development, but all have been engaged with the changing needs of the College as a result of its increased enrollment.

*Show campus funding projections* – Dean Davis has presented the College’s strategic plan to campus leadership and is waiting to hear back from them regarding the pace of funding for new faculty lines and other budgetary requirements. This plan will be presented at the 10/24/2014 meeting, following a scheduled meeting of the dean with the CFO and the Provost. Campus leadership has continued to support the College’s growth plan and is waiting on projections from other colleges and schools on campus to complete its campus-wide projections.

*Provide development fund projections* – Dean Davis has worked with Jessica Wright, Assistant Vice Chancellor for Development, to develop a list of fundraising priorities to support the realization of the College’s strategic plan. These priorities have been broken down into the categories of endowment funds that support students, faculty and programs, and capital funds to support building expansion and renovation. The following list provides the projections.
Endowment Funds ($75 million total)
Endowed Undergraduate Scholarships: $25M
Endowed Graduate Fellowships and Assistantships: $20M
Endowed Faculty Chairs: $14M (7 @ $2M)
Department and Programmatic Endowments: $9M
Endowed Professorships: $7M (14 @ $0.5M)

Capital Funds ($75 million total)
Aerospace Building: $35M
Sustainability, Energy and Environment Complex: $18M
Biotechnology Building: $15M
Renovated Facilities in the Engineering Center: $5M
Idea Forge: $2M

2. Departments and Advisory Boards

Strengthen departmental advisory boards: The Dean’s office and development staff continue to work with each of the department chairs to align their advisory boards with the College’s strategic plan and intent for advisory boards. Most of the departments have reoriented their advisory boards to have a strategic focus and provide assistance with fundraising. For example, board members for Civil, Environmental and Architectural Engineering, as well as for Mechanical Engineering, have endowed faculty fellowships and graduate fellowships, and a member of the Chemical and Biological Engineering board has provided a $100,000 gift to launch the 1904 Society (after the founding year of chemical engineering at CU).

Describe how department chairs are selected: Chairs are elected according to the bylaws of their departments. In most cases, candidates are nominated and then present their vision before a recommendation is made by majority vote of the faculty in the department. It is then the Dean’s prerogative to appoint the recommended candidate, ask for a new candidate, or make a selection if the departmental process fails.

3. Branding and Rankings

Tailor the message to the audience, and emote not educate: The College’s communication and marketing department continues to work with departments and programs to make tailored and effective use of the ‘Be Boulder’ branding campaign. Branding messages have become clearer with repeated use, and the staff has become more adept at fitting the appropriate message to the collateral being developed.
Determine what rankings to use in place of the National Research Council: The primary rankings that continue to be most closely followed are those compiled by *U.S. News & World Report*. Our college is ranked in the top 40 of public and private U.S. engineering schools (and in the top 20 of public schools), as are all six of our departments. Three of our departments have programs in the top 20 of public and private U.S. engineering schools. With increased availability of data and analytical tools, new ranking platforms are gaining traction, and we will see which one(s) gain the most attention.

Develop a clear understanding of what it will take to become ranked in the top 20 and what actions are needed to get there: Dean Davis is on the Data Collection Committee of the Engineering Deans Council, which interfaces with *U.S. News & World Report* on its rankings criteria. The college and departmental rankings at the undergraduate level are based on reputation (surveys of deans, chairs and other senior faculty, and recruiters), as are departmental graduate rankings. College rankings at the graduate level are based 40% on reputation and 60% on metrics such as research funding, graduate program size, and faculty membership in the National Academy of Engineering. Our strategic plan for growth and associated branding efforts are targeted at improved metrics and reputation.