

**SEEC ISU/DMACC Internal Advisory Board Meeting**  
**May 11, 2010**

**Present:** Monica Bruning, Robyn Cooper, Sandy Gahn, Doug Gruenewald, Gloria Hill, Betsy Hoffman, Mary Holz-Clause, Dave Kissinger, Frankie Laanan, Kim Linduska, Harry McMaken, Steve Mickelson, Gary Mirka, Diane Rover, Mack Shelley, Vicky Thorland-Oster, and Renae White

- 1) Provost Hoffman, Chair of ISU SEEC Internal Advisory Board, welcomed participants and introductions were made.
- 2) Rover gave a project synopsis which included grant goals and progress made towards the goals. (Presentation posted on SEEC intranet Sharepoint site -- <https://webspaces.eng.iastate.edu/SEEC/advisorybds/Shared%20Documents/Forms/AllItems.aspx>).
- 3) Rover highlighted feedback from the NSF third-year review conducted in March.
- 4) Handouts were provided on project successes at ISU and DMACC, collaborations involving engineering between ISU and DMACC with direct and indirect connections to the project, and data that profile engineering transfer students at ISU.
- 5) Board discussion:
  - Following steps will/have been taken to sustain project:
    - Orientation/introductory engineering courses have been established at several community colleges (CCs).
    - The college has customized ISU's Admissions Partnership Program (APP) with Iowa community colleges to support prospective transfer students in engineering, called E-APP.
    - A professional (social) networking site has been developed to distribute information and provide a forum for prospective transfer students from across the state to get connected.
    - Egr 101 has been established at the DMACC Ankeny campus and will be offered at other campuses.
    - DMACC/ISU teams will continue to work together and share best practices (what worked and what did not).
    - DMACC has become a model for other CCs with their communication plan that incorporates new messaging strategies developed through SEEC using national reports such as the NAE's "Changing the Conversation". This is important because CCs have close ties with high schools.
    - Recommendation to identify/use key items from data to make decisions about which parts of the project are having an impact and should be continued.
  - There is increasing interest in 2+2 programs.
  - A new bachelor of engineering technology degree in information and computer engineering technology has been proposed at ISU.
  - Strategies to increase women and underrepresented student enrollment will be discussed at a retreat following the board meeting; diversity is first topic on agenda. Strategies to target these groups include:
    - Use of "Changing the Conversation" report in communications.
    - Association with Extension and ETEC program.
    - DMACC use of a nontraditional marketing and communications plan.
      - ✓ Working with local businesses and industry reps both internally and externally.

- ✓ Connecting with ISU Engineering colleagues to share information.
- ✓ Discover Engineering event (held at DMACC in collaboration with ISU)

6) Hoffman concluded meeting by thanking all for attending.

Link to Dr. Freeman Hrabowski diversity talk (excerpts included in the joint ISU-DMACC retreat following the board meeting and also available at the SEEC intranet Sharepoint site):

<http://vimeo.com/6928398>