

## **Notes for ENMA Advisory Board Meeting Agenda – 09/04/07**

- “Prime Directive” of student recruitment for initial board focus was considered acceptable.
- Original target of (4) industry representatives was expanded to (8).
- Regarding selection of additional board members, the following characteristics were noted as being desirable:
  - Passionate about engineering/innovation/entrepreneurship and improvement in ENMA program.
  - MU alumni, where possible.
  - Capable of contributing time and money, where possible.
  - Balance of executive-level and working-level members.
- Regarding specific nominations of additional industry members:
  - Michael Barber of GE – Robert to follow.
  - IP attorney (Top 4) – Robert Young and Mark to follow.
  - Venture capitalist – Robert Young and Bharat to follow.
  - Rockwell – Mark to follow
  - Generac – Mike to follow (due to critical nature of this contact)
  - Harley-Davidson – Mark to follow
  - Johnson Controls – Bharat to follow?
- **Note:** An additional short-term objective for the Advisory Board has been identified. The University is in the process of reviewing “program learning outcomes” and a bunch of related stuff. It would be beneficial for the AB to review what is being submitted. Stay tuned for details.

**Thanks to all for your participation assistance!**

Mark

## **ENMA Advisory Board – Prime Directive 2007-2008**

Overall program goal (given): Provide high-impact, highly relevant program for:

- Students
- Employers
- Program Faculty
- College of Engineering
- Marquette University

Primary means to this end (given):

- Competent, motivated faculty,
- Strong curriculum,
- Strong industry linkages,
- Many competent, motivated students.

Means are highly synergistic, improvement or decline in any area pulls other elements up or down.

That being said, but noting the need to focus scarce resources, it is proposed that the Prime Directive for the ENMA Advisory Board for 2007-2008 term be ENMA program student recruitment.

“Prime Directive” means that all elements cited above be pursued simultaneously, but that student recruitment be given the heaviest weighting when priorities and decisions are formulated.