

Rebranding a Wood Science & Technology degree





- OSU not producing enough WST graduates to meet demand.
- Administration directed that BS in WST be "restructured/reoriented"
- Fewer teaching resources
- Employer needs changing—MSU Dec 2009 conference
 - Fewer technical specialists
 - More opportunities for graduates with:
 - Science and Technology core;
 - Broader foundation in business practices, global/contemporary/environmental issues
- Greater future employment opportunities in "green" materials, buildings, international trade, etc. + traditional jobs.



Strategy

- Identify names, images, ideas that appeal to Millennials.
 - Focus group sessions, math/science friendly HS seniors and OSU freshmen
- Revise curriculum
 - Increase flexibility, reduce technical content, add broadening elements
- New marketing campaign
- Implement and adapt





College Freshmen

Focus Group study results

Students want/need:

- Flexibility with choices now and later
- Careers with personal meaning--help people/do good
- "Professional" careers
- Opportunities for advancement
- To avoid boredom
- Stability in careers
- Comfortable lifestyle (whatever that means)



Student Reactions

- Forestry = negative for several reasons
- Mills, hard hats, safety gear = negative
- "Wood" too narrow and/or boring
- High ignorance, immaturity about:
 - Salary level to support goals
 - Job titles
 - Career aspirations beyond want/needs
- Short attention spans, very visual
- Many other observations—very rich content



Student reactions to potential majors/words

- Least interesting
 - Wood-anything, bio-based anything (last place!), forest-anything
- Most interesting
 - Renewable materials (#1), sustainable stuff, engineering-anything, green whatever



The Plan

- Rebrand WST as "Renewable Materials "
- Reduce curriculum emphasis on manufacturing technologies and expand coverage to other plant-based renewable materials.
- Focus on: building materials and consumer goods, bioenergy and some industrial chemicals.
- Add new courses in:
 - Renewable building construction and LCA
 - Bioenergy and environmental impacts
 - Global trade in renewable materials
 - Professionalism, writing, communications
- Two options:
 - Marketing and Management—includes B&E Minor
 - Science & Engineering—Technical option, pick area of concentration
- Reduce credit hours delivered by WSE, increase free credits, increase scheduling flexibility, use restricted credit lists.



Marketing



Marketing a Green Discovery Major

- Target audiences
 - Transfer students; CC, OSU, out-of-state
 - High school juniors and seniors
 - University administrators
- Key messages phrases, words, images to enhance and to avoid—tied to focus groups and surveys.

Build Awareness in Green Bldg Community



Print, Poster and e-media stories

Eugene Register-Guard Eco-Structure magazine Sustainable Business Oregon Portland Daily Journal of Commerce Oregon Business (December) **OSU** Barometerothers pending

Floor Covering Weekly Home Channel News Nat'l Floor Trends Cabinetmaker Forest Products Society International Wood Science I ... others pending

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HOME > BUILDING AND CONSTRUCTION > MATERIALS DEGREE AT OSU STILL A SAPLING

Materials degree at OSU still a sapling

POSTED: Tuesday, November 2, 2010 at 11:42 AM PT BY: Sue Vorenberg Tags: Oregon State University, universities, wood products



libbetts looks at wood products at Oregon

State University. Tibbetts is a student in the

launched this fall. (Photo courtesy of OSU)

It took an Oregon State University recruiter wielding a two-by-four to change Kevin Harry's life.

The recruiter, from OSU's renewable materials program, visited Harry and the other 10 people in his senior class last year while Harry was a student at Mapleton High School.

When the man came, all Harry knew was that he wanted to do "comett with his life, peuvs su • do • school's new renewable materials program, which something else

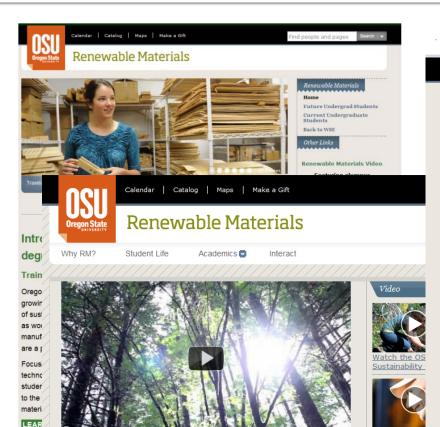
he said.







Web pages



+ YouTube 5.3

OSU Recycling

Featured Student

impact.

Training the next generation of sustainability professionals.

(1) 0:00 / 0:00

Oregon State's new Renewable Materials degree program is designed to fill a growing demand for professionals in the manufacture, marketing and utilization of sustainable natural materials. Renewable materials, such as wood, bamboo, straw and other plant-based goods, are used to produce building products, textiles, paper, energy and countless other items that are a



Calendar Catalog Maps Make a Gift

Academics

Renewable Materials Dev

Interact

Introducing OSU's new Renewable Materials degree:

Student Life

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Why RM?

Training the next generation of sustainability professionals.

Oregon State's new Renewable Materials degree program is designed to fill a growing demand for professionals in the manufacture, marketing and utilization of sustainable natural resources-derived materials. Renewable materials, such as wood, bamboo, straw and other plant-based goods, are used in the manufacture of building products, textiles, paper and countless other items that are a part of our everyday lives.

Focusing on a broad education that emphasizes not only core science and technology but also business and communications, Renewable Materials students can choose from two different curriculum tracks.

Apr <u>"A Fresh Look at the</u> Biorefinery Concept: What Works, What 20

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Doesn't" Speaker: Art Ragauskas, Professor, Georgia Tech, Institute of Paper Science and Technology" Abstract: http://tinyurl.com/6b4cplj...



an impact

Challenge Business Plan Competition and Elevator Pitch Competition

announces The Weatherford Competitions on Friday, April 22, 2011 at the CH2M HILL Alumni Center. Th event consists of the Elevator Pitch Competition in the morning (prize money totals \$500 for first place, \$250 for second place and \$200.



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Videos





Alumni /Student testimonials Alumni—what are jobs all about? Day in the life of students



Posters





Supporting Elements

- Scholarships—freshmen/transfers + + UD
- Print and e-delivery —through University Admissions Communications Plan
- Personal follow up
- Internships













Wood Science & Engineering

Renewable Materials and Bioenergy for a Greener Society



