

# Rebranding a Wood Science & Technology degree



# Issues

- 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



High School Seniors

**FOCUS  
GROUP  
SESSIONS**



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 Barometer*  
*....others pending*

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

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



Ashlee Tibbetts looks at wood products at Oregon State University. Tibbetts is a student in the school's new renewable materials program, which 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 something outdoors with his life, per say something else he said.

5		8	2	4	6
	1	4		2	8
7	8	4	1	2	8
	1	7	6	8	5
4	9	1			7



# Web pages

OSU Oregon State  
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## Renewable Materials

Renewable Materials  
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Current Undergraduate Students  
Back to WSE  
Other Links  
Renewable Materials Video

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## Renewable Materials

Why RM? Student Life Academics Interact

Video  
Watch the OS Sustainability

OSU Recycling impact.

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### 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 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

Video

Watch the OS Sustainability

OSU Recycling impact.

### Featured Student



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## Renewable Materials Dev

Why RM? Student Life Academics Interact

Video  
Watch the Forestry video here.  
Forestry alumni making an impact

Calendar/Events  
Apr 20 2011 "A Fresh Look at the Biorefinery Concept: What Works, What Doesn't"  
Speaker: Art Ragauskas, Professor, Georgia Tech, Institute of Paper Science and Technology  
Abstract: <http://tinyurl.com/6b4cpj>  
Apr 22 2011 The Enterprise Challenge Business Plan Competition and Elevator Pitch Competition  
The Austin Entrepreneurship Program announces **The Weatherford Competitions on Friday, April 22, 2011** at the CH2M HILL Alumni Center. This event consists of the Elevator Pitch Competition in the morning (prize money totals \$500 for first place, \$250 for second place and \$200...

Students of RM  
Counting tree rings for her Wood Science Lab.  
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### Renewable Materials

Home

OSU Oregon State UNIVERSITY



Introducing OSU's new Renewable Materials degree:

### 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.

# Facebook

# Videos

facebook

thomasdclain@msn.com

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Sign Up Facebook helps you connect and share with the people in your life.



### Wall

- Info
- Photos (9)
- Discussions
- Links
- Video
- Events

About  
The OSU Renewable Materials Degree provides students with the specialized...  
More

601 people like this

Likes See All

- American Institute of Architects
- Oregon State University: New Students
- Construction Specification Institute
- AIA Oregon

## Oregon State University Renewable Materials Degree Program

Like

University · Corvallis, Oregon



### Wall

Oregon State University R... · Top Posts



### Oregon State University Renewable Materials Degree Program

Great job Annie! Now we're on to our next question.

About how much of Oregon's energy needs are currently met by bio-energy?  
about an hour ago · Like · Comment



### Annie Simmonds

Check this out - your bottle will be made from RM in 2012!!!!

[PepsiCo Corporate Site | PepsiCo.com](#)  
[www.pepsico.com](http://www.pepsico.com)

Welcome to the PepsiCo Corporate Site, makers of Pepsi-Cola, Gatorade, Tropicana, Quaker Oats, and Frito Lay.

April 15 at 9:09pm · Like · Comment

Oregon State University Renewable Materials Degree Program likes this.



### Travis Roth

FPS - Game Night  
Friday Night - 7pm Richardson Hall 115

There will be drinks & Snacks!!

April 14 at 4:04pm · Like · Comment

Oregon State University Renewable Materials Degree Program likes this.



### Oregon State University Renewable Materials Degree Program

Renewable Materials Spring Seminar Series - A Fresh Look at the Biorefinery Concept: What Works, What Doesn't, Art Ragauskas, Professor Georgia Tech, Institute of Paper Science and Technology  
Wednesday, April 20, 4:00 pm, Richardson 115.

Yesterday at 11:29am · Like · Comment



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

Oregon State UNIVERSITY

# 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



Oregon Wood  
Innovation Center

Connecting people, ideas, resources

