



Wood Science & Engineering

Renewable Materials


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Oregon State University



Roadmap

- Why change?
- What changed?
- What are we doing now?
- What about the future?



Oregon Wood Innovation Center

Connecting people, ideas, resources

COMING OWIC EVENTS:

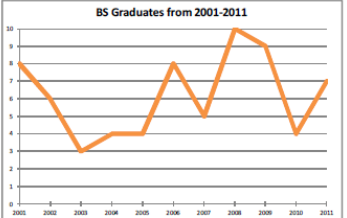
- December 5-7: [How to Dry Lumber for Quality & Profit](#), Corvallis, OR
- April 26-27: [Selling Forest Products](#), Corvallis, OR

Why Renewable Materials?

In September we completed one full cycle of our new curriculum, Renewable Materials. While there are clearly areas where we need to improve, our first year under the new program was a success. Below we outline important aspects of our new curriculum, but first we address important historical developments.

Why Change from Wood Technology to Renewable Materials?

We have struggled for decades to attract students into our undergraduate program. We have continuously adapted to remain attractive to the new generation. We hired a full-time recruiter in 2001. George Swanson now works for the College, recruiting across all of our curricula and sees thousands of high school and community college students each year. Those of you that have known us for a long time will remember our change from the Department of Forest Products to the Department of Wood Science & Engineering. This change was largely a function of attracting students with an interest in engineering and science. The graph above shows the number of graduates we have produced each year during the last decade. Despite the fact that we have



BS Graduates from 2001-2011

basically 100% placement of our graduates based on a highly specialized degree. OSU is not satisfied with these numbers. In 2009, our undergraduate program was targeted for elimination. We were


ducted at the height of the recession and concerns about job security and career flexibility were heavy on the minds of the students. They saw a degree in wood technology as too narrow to be attractive. They sought a broad-based degree that allowed them a high degree of flexibility. In addition, when presented with a diverse set of degree names, students were most attracted to "Renewable Materials." You'll never guess what was least attractive – "Wood Technology." Starting in fall 2010, students entering our program will receive a BS in Renewable Materials.

What is Really Different?

This change was not well-received by everyone in the industry. In fact, some saw it as a significant "dumbing down" of our curriculum. However, that is not a fair assessment of what we have done. There are some things that we traded off in this process. For example, students will spend a bit less time in manufacturing operations now than in the past. We took the weekly laboratories (mill tours) out of our processing courses, and instead students do a highly intensive week of industry tours in late summer before fall classes begin (see story on page 4). Don't forget, all of our students complete at least six months of real world internship experience so they have plenty of time to obtain

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- WSE 465 Inaugural Class Offering 4

Oregon State  College of Forestry

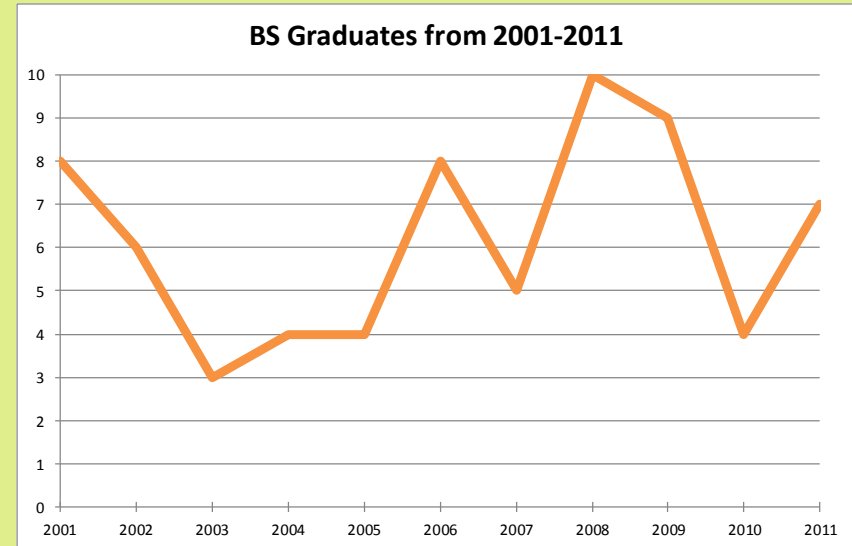
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Why Change?



- **Problem**
 - not enough students or graduates
 - employer frustration
 - Provost mandate—change or die
- **Analysis**
 - focus groups
 - national workshop
 - students/employers



Why Change?



- **Conclusions**

- Need to rebrand major and career path
- Employer needs are changing.....
- Need to revise curriculum and skill sets of graduates

- **Actions**

- Rebranded degree program as **RENEWABLE MATERIALS**
- Created new curriculum and launched Fall 2010
- Developed marketing/communications plan and implemented aggressively



What Changed?

- Major re-investment by the College, Department, and Faculty
 - 100s of hours of personnel time invested in new curriculum
 - \$40,000+ in promotion so far
- Reduced emphasis on manufacturing technologies
- Expanded coverage to other plant-based **renewable materials**.
- Focus on: building materials, consumer goods, bioenergy and some industrial chemicals





What Changed?

- New courses:
 - Renewable building construction and LCA
 - Bioenergy and environmental impacts
 - Global trade in renewable materials
 - Professionalism, writing, communications
 - Added innovation content to marketing course
- Two options:
 - Marketing and Management (includes B&E Minor)
 - Science & Engineering
- Increased scheduling flexibility
- Increased “global” orientation



What Changed?

Rebranding

- Out with the old
- In with the new



What are we doing now?

Marketing the RM Program

- Videos
 - Faculty
 - Student
- Web page
- Facebook
- LinkedIn
- YouTube





Renewable Materials

Renewable Materials at Oregon State University



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Training the next generation of sustainability professionals who...

- Are innovative scientists, engineers, and business people who want to make a difference
- Fill a growing demand for professionals in the manufacture, marketing and utilization of natural materials
- Have a broad education that emphasizes science, technology, business and communications

Video



Meet Lech Muszynski
Associate Professor in
Composite Materials
Science



Meet Arijit Sinha
Assistant Professor in
Green Building
Engineering &
Materials

More Videos

Featured Student



Calendar/Events

There currently are no events

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This is pretty cool!



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

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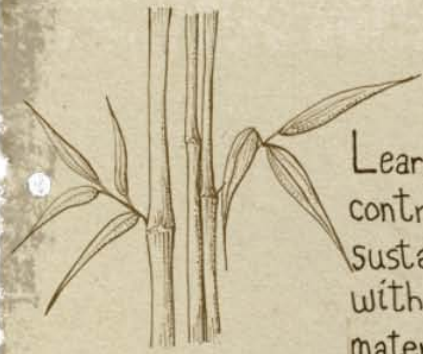
Oregon State University Renewable Materials Degree Program

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OSU Renewable Materials



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**RM Internship Danny Way.mp4**

Renewable Materials senior Danny Way discusses his internship at Hampton Affiliates in Randle, Washington. Danny discusses the work he

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Curious about what kind of a faculty members teach in the Renewable Materials degree program at Oregon State University? This video provides

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Curious about what kind of a faculty members teach in the Renewable Materials degree program at Oregon State University? This video provides

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**Faculty Profile: Dr. Arijit Sinha, Renewable Materials**

This video highlights Dr. Arijit Sinha, a faculty member in the Oregon State University Renewable Materials degree program.

OregonStateUniv 52 views

+ One more video



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**Renewable Materials Career Opportunities**

Curious about what kind of a job you can get with a degree in Renewable

About OSU Renewable Materials

OSU's Renewable Materials degree program fills a growing demand for professionals in sustainable natural materials. Renewable materials, such as wood, bamboo, straw and other plant-based goods, are used to produce building products, textiles, pap...

more

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[Renewable Materials](#)

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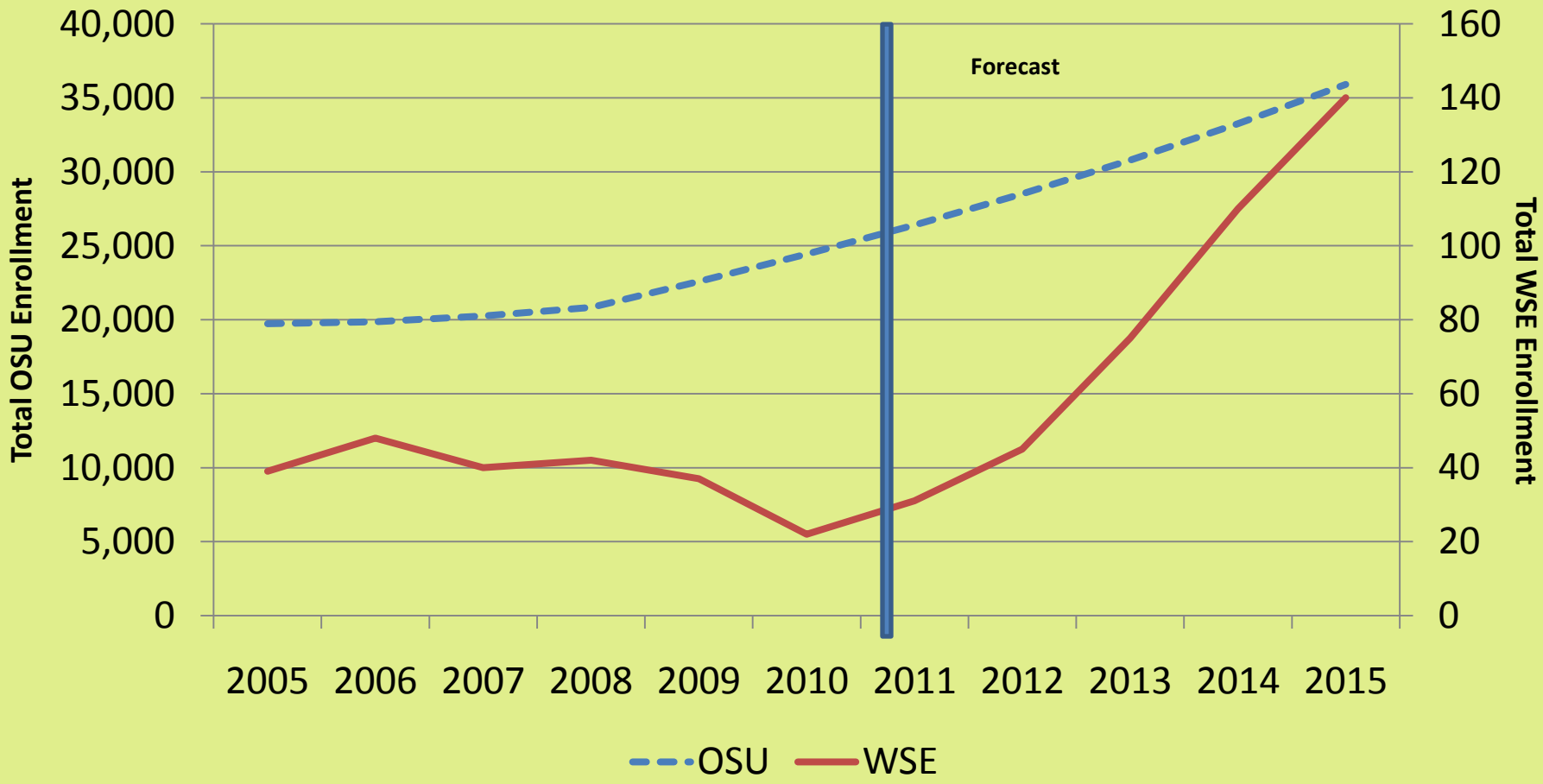
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Date Joined

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What about the future?

- Heavy emphasis on involving students in research/testing
- Focus on internationalization of the program
- More industry involvement

