CSU ISTeC IAC Fall 2005 Meeting
November 2005

Hosted by LSI Logic, Fort Collins
Meeting from 12:00 noon to 4:15 p.m.

1. Lunch Discussion –
   i. How can this program be expanded?
   ii. Will HP share sponsorship?
   iii. Could Graduate students also be used as lecturers?
   i. STEP – Science and Technical Engineering Expansion Program (NSF funded)?
   ii. CSU Admissions Office can track if our participants come in as a result of having attended our program. Can Career Services track them 4 years from now when they go out the door?
   iii. PACE program?
c. Introduction of Attendees

2. Host Member Presentation – LSI Logic – Rod Bowman

3. “Coffee with CSU” – how to expand to other companies – Sanjay Rajopadhye
a. Sun, Lockheed Martin, LSI all indicated an interest in also having CSU lecturers visit their companies.
b. Could this also be used in the high schools?
c. Specifically regarding the Faculty Database demonstrated:
   i. Indicate an audience on the specific seminar record
   ii. “if you have a specific topic you would like to have presented and don’t see it here – please contact XX”

4. CSU IS&T Dept. Overview – Journalism and Technical Communications – Pete Seel

5. Member Presentation – Sun – Vasanthan Dasan

6. CSU intellectual property policies – CSU Research Foundation – Gary Amato
   Mr Amato spoke generally about the Research Foundation. The Foundation – which is not a CSU entity, is responsible for technology transfer, patents, licensing and copyrights of CSU research.

7. Facing Global Reality – How to Change Education to Deal with it.
   How is outsourcing/offshoring changing industry needs and university curriculum?
   Panel with members to include David Frydendall – HP, Joan Mitchell – IBM, Tony Maciejewski – CSU, Don Morris - HP (invited guest, subject matter expert), Vasanthan Dasan - Sun (moderator)
a. Health of the economy is not determined by the quantity of jobs is it determined by XXX?
b. U.S. companies need highly skilled problem solvers, go getters
c. It is not betrayal by a company to offshore/outsource jobs
d. Employees need to maintain skill sets and capabilities – manage their career like you manage your finances
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e. Good faculty and students are harder to get to CSU
   i. VISA problems
   ii. “not friendly”
   iii. International graduate student programs greatly improved
f. Math and science teachers in high schools are not talking/teaching engineering – VERY LARGE GAP in education/promotion to incoming population (?

g. Can’t beat China or India in numbers – has to be in quality
h. Our students must learn international customs and procedures and practices – must be globally aware
   i. International students are better in hard technical skills – not as good as U.S. in creative thinking or capability to lead
j. Innovation trumps economics (?)
k. Upper Education needs to think about how to educate the mobile student population
   (many companies don’t have physical offices anymore – how can employees be in one location for education/classes?)
l. How can we improve math and science interest in high schoolers (incoming pipeline)?
m. Expand ISTeC High School Day to include younger students – get them before they lose interest in school
n. Suggested readings:
   Collapse – (authors?)
   Flat World
   Engineer in 2010

8. Spring 2006 IAC Meeting – H. J. Siegel, ISTeC Director
   Suggestions for agenda items; request for hosting company.
   a. ‘Top Level teachers’ come to IAC meeting to talk about their problems/process. Create possible corporate partnerships?
   b. Breakfast meetings – roundtable discussions between industry and teachers
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<thead>
<tr>
<th>Name</th>
<th>Company</th>
<th>email</th>
</tr>
</thead>
<tbody>
<tr>
<td>Rusty Searle</td>
<td>Agilent</td>
<td><a href="mailto:rusty_searle@agilent.com">rusty_searle@agilent.com</a></td>
</tr>
<tr>
<td>Carol Hunziker</td>
<td>Ball</td>
<td><a href="mailto:chunzike@ball.com">chunzike@ball.com</a></td>
</tr>
<tr>
<td>Don Dulchinos</td>
<td>CableLabs</td>
<td><a href="mailto:d.dulchinos@cablelabs.com">d.dulchinos@cablelabs.com</a></td>
</tr>
<tr>
<td>Denny George</td>
<td>Decisions</td>
<td><a href="mailto:georgs@comcast.net">georgs@comcast.net</a></td>
</tr>
<tr>
<td>David Frydendall</td>
<td>HP</td>
<td><a href="mailto:david.Frydendall@hp.com">david.Frydendall@hp.com</a></td>
</tr>
<tr>
<td>Don Morris</td>
<td>HP</td>
<td></td>
</tr>
<tr>
<td>Darren Jeppson</td>
<td>IBM</td>
<td><a href="mailto:jeppson@us.ibm.com">jeppson@us.ibm.com</a></td>
</tr>
<tr>
<td>Joan Mitchell</td>
<td>IBM</td>
<td><a href="mailto:joanm@us.ibm.com">joanm@us.ibm.com</a></td>
</tr>
<tr>
<td>Chuck Richards</td>
<td>IBM</td>
<td><a href="mailto:richca@us.ibm.com">richca@us.ibm.com</a></td>
</tr>
<tr>
<td>Russell S. Cowart</td>
<td>i-cubed</td>
<td><a href="mailto:rcowart@i3.com">rcowart@i3.com</a></td>
</tr>
<tr>
<td>Ron Czajka</td>
<td>Lockheed Martin</td>
<td><a href="mailto:ron.a.czajka@lmco.com">ron.a.czajka@lmco.com</a></td>
</tr>
<tr>
<td>Rod Bowman</td>
<td>LSI Logic</td>
<td><a href="mailto:Rod.Bowman@lsil.com">Rod.Bowman@lsil.com</a></td>
</tr>
<tr>
<td>Leo Grassens</td>
<td>LSI Logic</td>
<td></td>
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<tr>
<td>Graeme Weston-Lewis</td>
<td>LSI Logic</td>
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<tr>
<td>Duncan Halstead</td>
<td>LSI Logic</td>
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</tr>
<tr>
<td>David Rhodes</td>
<td>Raytheon</td>
<td><a href="mailto:dwrhodes@raytheon.com">dwrhodes@raytheon.com</a></td>
</tr>
<tr>
<td>Carl Jamison</td>
<td>Raytheon</td>
<td><a href="mailto:cljamison@raytheon.com">cljamison@raytheon.com</a></td>
</tr>
<tr>
<td>Vasanthan Dasan</td>
<td>Sun</td>
<td><a href="mailto:vasanthan.dasan@sun.com">vasanthan.dasan@sun.com</a></td>
</tr>
<tr>
<td>Todd Hansell</td>
<td>Tyco Healthcare</td>
<td><a href="mailto:todd.hansell@tycohealthcare.com">todd.hansell@tycohealthcare.com</a></td>
</tr>
<tr>
<td>H.J. Siegel</td>
<td>ISTeC Chair</td>
<td><a href="mailto:hj@engr.colostate.edu">hj@engr.colostate.edu</a></td>
</tr>
<tr>
<td></td>
<td>Electrical and Computer Engineering</td>
<td></td>
</tr>
<tr>
<td>Tony Maciejewski</td>
<td>Chair, Electrical and Computer Engineering</td>
<td><a href="mailto:aam@engr.colostate.edu">aam@engr.colostate.edu</a></td>
</tr>
<tr>
<td>Pat Burns</td>
<td>Associate Vice President for Information and Instructional Technology</td>
<td><a href="mailto:patrick.burns@colostate.edu">patrick.burns@colostate.edu</a></td>
</tr>
<tr>
<td>Patrick McCarthy</td>
<td>ISTeC Educational Advisory Committee</td>
<td><a href="mailto:Patrick.McCarthy@ColoState.EDU">Patrick.McCarthy@ColoState.EDU</a></td>
</tr>
<tr>
<td></td>
<td>Morgan Library</td>
<td></td>
</tr>
<tr>
<td>Jim Folkestad</td>
<td>ISTeC Research Advisory Committee Construction Management</td>
<td><a href="mailto:folkestad@cahs.colostate.edu">folkestad@cahs.colostate.edu</a></td>
</tr>
<tr>
<td>Name</td>
<td>Position</td>
<td>Email Address</td>
</tr>
<tr>
<td>-----------------------</td>
<td>---------------------------------------------------------------------------</td>
<td>----------------------------------------</td>
</tr>
<tr>
<td>Dawn Bastian</td>
<td>ISTeC Research Advisory Committee Morgan Library</td>
<td><a href="mailto:dbastian@library.colostate.edu">dbastian@library.colostate.edu</a></td>
</tr>
<tr>
<td>Michael De Miranda</td>
<td>ISTeC Educational Advisory Committee School of Education</td>
<td><a href="mailto:mdemira@CAHS.Colostate.edu">mdemira@CAHS.Colostate.edu</a></td>
</tr>
<tr>
<td>Pete Seel</td>
<td>ISTeC Educational Advisory Committee Journalism and Technical Communications</td>
<td><a href="mailto:peteseel@lamar.colostate.edu">peteseel@lamar.colostate.edu</a></td>
</tr>
<tr>
<td>Sanjay Rajopadhye</td>
<td>ISTeC Research Advisory Committee Computer Science</td>
<td><a href="mailto:svr@cs.colostate.edu">svr@cs.colostate.edu</a></td>
</tr>
<tr>
<td>Denis Dean</td>
<td>ISTeC Research Advisory Committee Forest, Rangeland and Watershed Stewardship</td>
<td><a href="mailto:denis@cnr.colostate.edu">denis@cnr.colostate.edu</a></td>
</tr>
<tr>
<td>Pam Jones</td>
<td>Director of Corporate and Foundation Relations, , University Development and Advancement</td>
<td><a href="mailto:PJones@UA.ColoState.EDU">PJones@UA.ColoState.EDU</a></td>
</tr>
<tr>
<td>Gary Amato</td>
<td>CSU Research Foundation</td>
<td><a href="mailto:Gary.Amato@ColoState.EDU">Gary.Amato@ColoState.EDU</a></td>
</tr>
<tr>
<td>Gene Lewis</td>
<td>ISTeC Educational Advisory Committee Computer Information Systems</td>
<td><a href="mailto:Gene.Lewis@business.colostate.edu">Gene.Lewis@business.colostate.edu</a></td>
</tr>
<tr>
<td>Garrett O'Keefe</td>
<td>Chair, Journalism and Technical Communications</td>
<td>Garrett.O'<a href="mailto:Keefe@colostate.edu">Keefe@colostate.edu</a></td>
</tr>
<tr>
<td>Wade Troxell</td>
<td>Interim Associate Dean, College of Engineering</td>
<td><a href="mailto:wade@engr.colostate.edu">wade@engr.colostate.edu</a></td>
</tr>
</tbody>
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Orientation to the
Department of Journalism
& Technical Communication

ISTeC
Industrial Advisory Council

November 16, 2005
LSI Logic
First Principles

- **Students come first**
- Small classes and personal instruction in most skills courses
- Diversity is encouraged in student background and points-of-view
- High-quality technology for student use – (year-old HP systems in our 4 labs)
- Latest Final Cut Pro and Avid software in 7 video editing bays
Record Enrollment in JTC

• We have high expectations of our students
• Admission standards raised for both CSU and the department
• Large number of pre-majors working to improve academic standing to gain admission
The Department

- B.A. in Technical Journalism (501 majors)
- 275 pre-majors (seeking admission)
- M.S. in Technical Journalism
- 50 graduate students
- 17 full-time and 12 part-time faculty
- All have significant professional, teaching, and research experience
- Department chair – Dr. Garrett O’Keefe
Five Sequences

- **News-Editorial** – Graduates work for newspapers & other news organizations
- **Public Relations** – Graduates work for state and national PR firms, not-for-profits, or corporations
- **Television News and Video Communication** – Grads work for TV and radio stations or in video production
Five Sequences

- **Specialized Communication** – technical & scientific communication, magazine writing, and agriculture/ environmental/ health communication
- **Computer-Mediated Communication** (new sequence started in Fall 2004) writing, editing, design, and management of new media (the Web)
CMC Sequence

- Must be completed **IN ADDITION TO** one of the other JTC sequences
- JT 310 -- Copy Editing and Production
- JT 326 -- Online Journalism
- JT 335 -- Digital Photojournalism
- JT 372 -- Web Design and Management
- Total Credits = 13
- Proposed JT4XX course will be capstone – Advanced Computer-Mediated Comm.
The “Three Legs” at CSU

1) Coursework in the department provides the foundation

2) Campus involvement – especially in Student Media
Can do this from first week on campus

3) Industry internships – many opportunities in Denver and statewide – JTC students often complete more than one
Student Organizations

• **Student Media** – *The Collegian*, Campus TV, KCSU radio, and *College Avenue* magazine

• **Society of Professional Journalists** (SPJ)

• **Public Relations Student Society of America** (PRSSA)

First place national award to CSU’s PRSSA chapter for 2004 National Organ Donor Awareness campaign
The Department of Journalism and Technical Communication at Colorado State University

Any questions?
Sun Microsystems Inc

CORPORATE OVERVIEW

Vasanthan S. Dasan
Distinguished Engineer & Chief Technologist
Sun Services, Sun Microsystems, Inc.
A Consistent Vision Since 1982

The Network is the Computer
Global Reach and Strength

- 31,000 employees
- $1.7B a year in R&D
- $7.5B in cash and marketable-debt securities
- 4.5M Java developers
- $11.1B in global revenues
- $145B installed revenue
- More than 3,500 U.S. Patents
- 173 on Fortune 500
- Cash positive from operations for 16 consecutive years
- Storagetek – Combined $13B global revenues, adds ~7,000 employees

Note data is prior to close of SeeBeyond and Storagetek
A Market Leader
Core Components of Network Computing

- Open architecture
- Optimized with Solaris and Sun systems
- Proven, world record performance
- World class reliability, availability and serviceability

- 6.5 M+ Solaris™ 8, 9 & 10 OS licenses
- Runs on 500+ systems
- 2.2M+ Solaris 10 OS licenses
- OpenSolaris

- 4th largest global storage player
- Sun now protects and manages more data than anyone
- 36% of the world’s archived data

- One of the most recognized technology brands
- 4.5M developers
- 2B devices and millions of PCs, phones, PDAs, smart cards, set-top boxes and digitally connected devices
Sun Serves Two Audiences

Developers

Infrastructure Buyers
## Industry Presence

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<th>Industry</th>
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<tr>
<td>Developers and Education</td>
<td>- Leading global universities, 4.5M developers</td>
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<td>Financial Services</td>
<td>- Top 10 Wall Street firms, leading insurance carriers &amp; global stock exchanges</td>
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<td>Communications and Broadband SP's</td>
<td>- Eight out of the ten largest carriers</td>
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<td>Government</td>
<td>- A global player in all facets of government</td>
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<td>Internet Service Companies</td>
<td>- All Top 10 network equipment providers</td>
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<td>Retail</td>
<td>- Driving the RFID agenda</td>
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<td>Healthcare</td>
<td>- Brazilian healthcare system</td>
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<td>Energy</td>
<td>- Strong track record in utilities globally</td>
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<tr>
<td>Manufacturing</td>
<td>- Top manufacturing companies</td>
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Participation is Happening All Around Us

**Enterprise**
- Collaborative Industry Networks
- Outsourcing
- New Business Models

**Consumer**
- Blogs
- Instant Messaging
- The New P2P
- Social and Job Networking
- Online Gaming

**Developers**
- Java
- Open Communities
- Java.Net
- Linux
- Open Solaris

**Public Sector**
- Inter-Agency Collaboration
- Adoption of OpenOffice
- Healthcare Networks
- Political Campaigning
Sun’s Mission

To Create the Technologies and Fuel the Communities that Power the Participation Age
Our Core Value: Share Like No Other

NFS  BSD  TCP/IP  Java  OPEN SOLARIS
netBeans.org  mozilla  Java Community Process  Grid Engine
OpenOffice.org  Apache Software Foundation  JXTA  Java.net  GNOME
The Java Community Has Created Tremendous Opportunity

$2.2B
In Java App Servers

$110B
In Related IT Spending

Over 100M
JDK Downloads

650M
PCs with Java

750M
Java Cards

$3B
Java Mobile Game Market

579M
Java Powered Phones

“7 out of 10 wireless applications currently under construction will use a Java technology runtime environment.”*

*Source: Evans
Solaris Community is Creating Tremendous Opportunity

Solaris™

Free!

opensolaris™

2,260,000+ Licenses
518+ Supported Systems
1,050+ x86/x64 Applications
27 Performance World Records
187 Open Source Apps
Guaranteed Compatibility

Solaris Source Code
OSI Approved CDDL License
Patent Commons
Buildable Source Q2CY2005
www.opensolaris.org
Sun is Key Amongst the Remaining Industry Standards
The Participation Infrastructure

Implications for the Smarter Enterprise and for the Data Center

- Pervasive networks
- Standardized platforms
- Lowered barriers to entry
- Near-universal access
- Economies of scale

- Networked data centers are highly strategic assets
- CIO must contribute to business advantage
- Data management & life cycle is core intellectual property
Sun’s Expertise
Addressing the Critical Pain Points

Data Center

Enterprise Web Services

Identity Management

Manageability Services

Storage and Data Management

Desktop and Mobility

Client Solutions Practices
Making Infrastructure Simpler

- Build Your Own
- Buy The Rack
- Buy The Solution / Expertise
- Rent The Grid

Customize ➔ Standardize ➔ Utilize
Sun Systems Family
A Fully Integrated Systems Stack

Services
- SunSpectrum
- Sun Preventive Services
- Sun Managed Services
- Sun Educational Services
- Sun Connection

Java Enterprise System
- Availability Suite
- Application Platform Suite
- Identity Management Suite
- Comms Suite
- Integration Suite
- Web Infrastructure Suite

Operating System
- Solaris
- Windows
- Red Hat
- SUSE

Data Management
- StorageTek

Management

Servers, Desktops
- UltraSPARC

Innovation, Security, Investment Protection
A Complete Storage Portfolio
Data Management for Content, Continuity, and Compliance

Sun StorEdge™, Disk Arrays and Systems

Products

SAN Infrastructure

Data, File, Life cycle Services and Storage Management

Sun StorEdge Tape Backup Software, Systems and Libraries
Free Software and Developer Community

> StarOffice, Solaris10
> [http://opensolaris.org](http://opensolaris.org)
> Next Generation Operating System
> [http://java.sun.com](http://java.sun.com)
> Java