

FAQ for realignment of the Division of University Outreach and Engagement

What changed with the realignment of the Division?

Dave King has a new role as OSU's leader of learning innovation. He will help the University – and the Division – develop the tools that will engage learners in transformational learning experiences. The Division of Extended Campus was created, which includes Ecampus, Summer Session, Open Oregon State and PACE. These units were formally part of Educational Outreach under Dave King's leadership. Lisa Templeton is interim associate provost for the new division. Extension and Experiment Station Communications (EESC) under the leadership of director Jennifer Alexander will report directly to me (Scott Reed, Vice Provost).

Dave will continue to participate in the Division's executive team discussions as time allows and we will work closely with PACE to provide clients with continuing education and professional development opportunities. As the front door to the University, OSU Extension Service and OSU Open Campus will continue to promote Ecampus for those seeking a degree program.

What is the future of the Division?

This is no doubt a period of change and evolution. Outgoing provost Sabah Randhawa made it clear that he did not want to diminish the role of the Division as a leader of the outreach and engagement work of the University. Though some reporting lines have changed, many of our relationship lines remain. We will continue to engage colleges and divisions across campus encouraging, promoting and supporting engagement work, for example, continuing the Roads Scholar tour and its micro grants. In fact, we have the opportunity to ramp up our campus-wide leadership. The new strategic plan for the Division remains the same; no adjustments to the plan were necessary as a result of the realignment. To me, that indicates (1) that the strategic plan team put together a rock-solid plan and (2) that our work and role within the university remains the same.

What, if any, are the funding impacts for Extension, short-term and long-term? What will happen to positions funded or partially funded by Extended Campus?

Funds to support programs and positions will continue to be derived from Ecampus and PACE. Funds will be consolidated centrally and redirected to our Division rather than flowing directly from Ecampus. This is a provost-level decision.

How will this impact the budgeting process?

There is no change to the budgeting process.

Will roles change in Extension as they relate to supporting Ecampus, PACE and other Extended Campus units?

Ecampus grew up under the wings of the Division, growing from a \$13 million a year enterprise to \$75 million in annual revenue. The Ecampus mission continues to be primarily academic in nature. Encouraging lifelong learning and providing easy access to education is central to the Division's work. Extension, and in particular Open Campus, will continue to identify opportunities and partner with Ecampus, PACE, Summer Session and other units within the new Division of Extended Campus and across the University.

Are we still working with PACE?

PACE continues to be an important partner for our outreach and engagement and lifelong learning work. As opportunities arise, we will involve them in new course development. And we will continue to promote continuing education courses through Extension. We are working closely with PACE to build a digital marketing platform to elevate awareness of Extension events, Extension Catalog resources, and PACE programming. PACE will need to rely on partnering with Extension faculty and Extension's educational content as they pursue the aggressive growth expected of them.

What prompted the change in structure?

Admittedly, we were somewhat surprised that the outgoing provost would undertake such a major structural change. Ecampus and PACE have grown in strategic importance to the University. The new structure recognizes that growth while also recognizing the strategic importance of Outreach and Engagement. The change also more closely aligns Extension & Experiment Station Communications with Extension.

What do these changes mean for the Division?

The work of the Division doesn't change. Our mission is the same. We continue to work across campus encouraging colleges to engage creatively with Oregon communities. If anything, it allows us to devote more resources to the work of Extension. The Division continues the work of Extension, Open Campus, EESC, Engagement Academy, Extension Reconsidered and other special initiatives.

Is Scott's job in jeopardy now that the Division looks different?

My role continues to be one of working across campus and elevating Extension and outreach and engagement awareness and opportunities with stakeholders throughout the state. For example, we are engaging with the League of Oregon Cities and Travel Oregon.

What's the power of/reason for being a division if it is predominantly just Extension?

I am often asked if University Outreach and Engagement is a unit or a mission. The answer is "Yes!" We are a unit with the important work of Extension as the nucleus of the Division, but we are also a campus-wide mission as a land-grant university eager to continue its recognition as a Carnegie Community Engagement University. Increasing and expanding our focus on community engagement across the University as a whole is an example of our broader mission approach.

OSU has a history of process. This change didn't appear to involve that historical process. The quick change could be viewed as being on the chopping block.

It is full steam ahead as far as I and the interim provost are concerned. We're still the face of the University out in our communities. We're engaging the same people. The change in the Division doesn't diminish the importance of our work, but instead allows us to focus our energy and resources. Ecampus will still rely on Extension as the face of the university across the state, something that sets it apart from other online degree programs. Dave King in his new role as leader of learning innovation will help us develop the tools that will engage our clients and communities in transformational learning experiences. He will continue to join us as he's able in executive team discussion to help steer the Division. We value his outreach and engagement expertise and knowledge of the role of new technology in transforming pedagogical models.

We were surprised that PACE wasn't kept within the Division.

I was anticipating that PACE would remain with the Division; however, with their expected growth goals – growing from \$1 million in annual revenue to \$20 million in four years – aligning them with Ecampus within the newly created Division of Extended Campus, offers them greater synergy for curriculum development and creating and leveraging learning technology. However, PACE and Ecampus are committed to staying closely aligned and partnering when appropriate.

What are the next steps for the Division of University Outreach and Engagement?

We need to keep our attention on doing what we do best and adapting our approaches to changing technologies and community issues. We are beginning the rollout of the strategic plan, beginning the search for a Diversity, Equity and Inclusion Coordinator, tracking the Outdoor School for All ballot measure, rebuilding the Extension web presence to be customer-focused and mobile-friendly, and determining how we can embrace technology further to make Extension services and information more accessible and responsive to community needs. We will invest in our strengths and strategically look for new ways to engage with our communities, stakeholders and clients.

How can we ask questions and/or find answers to questions we have?

You are always welcome to call or email me or Lindsey with your questions: scott.reed@oregonstate.edu, 541-737-2713 and lindsey.shirley@oregonstate.edu, 541-737-2711. A link to a FAQ (frequently asked questions) will be available on the O&E home website. Information will be updated as new questions arise.