O&E Vice Provost’s Cabinet Meeting  
**November 14, 2011, 1:30 p.m.,**
**104 Ballard Hall**

Attending: Deb Maddy, Marcia Dickson, Sally Bowman, Mark Edwards, Peg Herring, Chris La Belle, John Punches (polycom), Lynette Black (polycom), Laurie Solum, Bernadine Strik, Lisa Templeton, Jackie Russell

Unavailable: Scott Reed, Dave King, Lyla Houglum (all at APLU), Dan Edge

**Extension Website Analysis – Peg Herring**
Concept to create virtual extension office with same services found in local county office and internal employee site. Site is kept fresh, updated weekly. Two blogs- Electronic Papyrus – publishing blog, Smith & Lever by EESC staff testing extension material in 21st century lives to demonstrate relevance. County and Program sites being brought into new platform will have branding, vetted through OSU; similar look and feel, also developing more learning materials, e.g. Spanish language. O&E site: Rebecca Badger managing initiative (includes Natural Resources Leadership Academy, OOC, CL@SE) as well as linking with Extension and Ecampus. RA’s business cards are linking to O&E site.

Website Analytics – giving site two years for resource development and testing; challenge - what are measurements of success (e.g., ownership by units); engagement pieces can be measured by downloads, blogs accessed.

**Regional Administration Retreat Update – John Punches**
Retreat provided two days for tech training, discussion of new positions and responsibilities and variations across state of local culture, political, and faculty and staff organization. O&E discussion with Dave King, details still being worked out but include broader work for O&E/OSU. Budget overview from federal, state, and OSU perspective. Faculty are encouraged to look broadly for partnerships with grants, Ecampus, colleges, etc. Statewide responsibilities were prioritized and assignments divided among group. Paul Biwan led group in team development encouraging to see depth of commitment to working together; RA admin support structure was provided, S&S budgets discussed. Training and development opportunities provided with focus on administrative P&T; SOARS reporting. Service District overview provided to RA’s.

Roger and Marilyn will provide training to RAs for local 4-H Leader Associations and reporting responsibilities. UABC will provide training for streamlining time reporting, managing approvals and paperwork electronically. Also trainings to be provided for grant proposals and conflict of interest online systems. UABC will contact John Punches for UABC road trip, looking at his region as first. January 1 is deadline for identifying County Leaders; 3 regions have CL identified.

**Natural Resources Leadership Academy – Lisa Templeton**
OSU has internationally known faculty in fields of NR with opportunity for Summer Session NRLA. Steering Committee was formed. Branded under O&E, college and disciplines, and market research done (survey of Grad student, professionals in national agencies). Two distinct audiences for NRLA: grad students (credit), professionals non-credit or certificate. Hired part time coordinator through June 30 (Ecampus). Coordinating with Summer Session systems and credit registration system. Creating four tracks, two sessions each, all in same building with campus and field aspects. Breakeven enrollment is 9 -10 students per class; dorms, hotels have been reserved. Revenue generated will cover cost of college faculty time. Coordinating committee meeting biweekly, academic committee working on pre-requisites, and Rebecca Badger working on marketing (marketed through O&E). Once website and marketing materials, Lisa will get information to O&E Cabinet.
OSU Engagement Academy – Deb Maddy
Interest in creating a local OSU Engagement Academy, to duplicate immersion environment of National EA. Informal support from Academic Affairs, focus on new faculty or cross section. Considering a series of campus workshops on topics of engagement, bring in expert faculty. Immersion could be bus or road trip to specific field locations. Dave King will be interviewing graduate student to coordinate planning and logistics. EA alum currently planning local academy, would welcome other input. Potential for first session fall term of 2012

Suggestion: Identify what would be incentive for participation by those who don’t have reason to think about O&E; might be interested if could see potential outcomes (tangibles for vita) grant opportunities, publication opportunities

National Engagement Academy Nominations – Deb Maddy
June 2012, hosted by Virginia Tech, week long academy advances institution’s plan for engagement, building commitment, evaluate and communicate engagement. Immersion with 40+, primarily land grant, some private institutions, with excellent faculty. Seeking nominations to send team June 4-8, 2012. We’ve sent individual or team every year: Eric Alexander, Bill Braunworth, Allison Davis-White Eyes, Jennifer Nutefall, Roger Rennekamp, Scott Reed, Deb Maddy, Dave King, and Susanna Rivera-Mills.
Suggestions to nominate:
• One or two regional administrators w/statewide assignment for professional development and scholarship.
• County Leader
• Department Head
• Someone overseeing several “Schools” (titles still in development, in CLA)
• New faculty with O&E in position description
• P&T Committee leadership in Colleges
Team project suggestion: faculty development in scholarship of engagement. Email Deb or Jackie with suggestions for nominations. http://www2.cota.vt.edu/engagementacademy/ea/

Professional and Non-Credit Education (formerly Lifelong Learning) – Chris LaBelle
Chris has worked in Peg’s group for three years in course design and technology. PNE name change bridges credit and non-credit (using LLL as tag line). PNE has great potential (larger market than for-credit degree seeking). Has separate intake process for PNE unit, similar to Ecampus, and is working on strategic plan. Currently nine online courses, eight are connected to Extension (potential to increase non-Extension), seven do not generate income; need to have sustainable balance.

Continuing education for professionals – low enrollments for two current offerings; needs connection to industry for licensure, certification. Updating and re-releasing Management and HR for Pharmacists. Boards are very receptive to OSU when contacted for inclusion, exposure Unit needs to sustain AND provide for public good: Childhood Food Insecurity, Discrimination Course(s), OSU Hunger Summit (Mark Edwards), custom training for industry (workforce advancement) – private and governmental in development.

Any peer review of content? MOUs are with College, college responsible to provide and vet content, portion of revenue returned to College. Partnering with Ecampus for resources (e.g. web staff) for some projects. Will hire some staff for non-credit. Will communicate with Regional Administrators when working on local programs (program, OOC).
Meeting adjourned: 3:30pm