University Outreach and Engagement Council
October 15, 2012, 1-3pm
MU Council Room

Attending: Scott Reed, Dave Hansen, Roger Rennekamp, Rebecca Badger, Dave King, Julie Walkin (for Sunil), Deb Maddy, Sherri Noxel, Kyle Cole, Bruce Weber, Jim Johnson, Cheryl Middleton, Steve Clark, Tom Eversole, Allison Davis-White Eyes, Anita Helle,

Unavailable: Susie Brubaker-Cole, Lois Brooks, Mike Borman

New members: Mike Borman, CAS; Cheryl Middleton, Valley Library;

Guests: Simona Boucek, Chris LaBelle

Social Media Efforts – Simona Boucek, Marketing Project Manager Extended Campus

Why are we in social media (higher education)? Where is the value? Tie back to goals, and be clear on measurement. Goal to create brand advocates for Ecampus with strategy to make it about them; provide opportunities to express themselves. Look for, brainstorm, what are best opportunities to present for students to engage with – informally informational.

- Bluefuego.com – good source for higher education Facebook data
- OSU – 130K FB fans
- UO – 1mil FB fans
- Corollary metrics – Ecampus has seen rise in word of mouth, rise in FB enrollees
- OSU FB pages - Central Media page has a list of FB pages, Twitter etc.

Professional and Noncredit Education (PNE) – Chris LaBelle, Director

Focus on Professional Certificate Programs – looking at creating a new type of certificate - “Professional Certificate” and working on a document to define Professional Certificate (similar to Cat I). Demand for CPA, Engineering CEU’s, also moving toward mobile device delivery for appropriate programs. Potential to have non-credit certificates on transcripts but would need a non-credit Banner system. Currently uUtilizing an e-commerce system (outside of Banner) that does not use ONID for student accounts. Provost Council will have this on the table at future meetings.

Legislative Investment Packages – Scott Reed

Extension employs and pays faculty from 8 of OSU Colleges. Should additional legislative investment opportunities become available Program Council (Extension Program Leaders (5), Regional Administrators (12) met, brainstormed and prioritized the three final investment options. Have taken this to O&E stakeholders; O&E Cabinet (division-wide), this Council, and will take to citizen stakeholders Extension Citizen Advisory Network (ECAN).

1. Base Capacity – Building Bridges of Prosperity – bring back some of 30% that has been lost in last five years funding reductions. Regain capacity in highest priority areas.

2. Open Campus – innovation of process and delivery at community level. Role of convener in community, with comm. colleges, education councils.
3. Food Systems – urban and rural dimensions. Food and Ag, connectors, galvanize communities and people through teaching and food/agriculture systems.

Discussion: Legislature will have challenge of what they would like to sustain and what they would like to do. Language needs to focus on the language of what these will sustain; make it tangible, focus on result, clarity, sustainability. Have a legislator or two to evaluate these before they go in to session. Open Campus has joint positions with community colleges, and co-locating at community college campuses.

Service-Learning Experience Commemorating Morrill Act – Roger Rennekamp

Involve our undergraduates in O&E mission with service learning and internships. Currently in the process of zero-week or spring term service learning at Warm Springs. University of Georgia cohort of under grad that went through Land Grant PSO (public service and outreach) to commemorate 150 anniversary of Morrill Act. Is there opportunity to have some OSU O&E scholars - link to an honors college course? Eight county based extension service faculty to broker service learning and internships, field based experiences - internship program (tailored after PROMISE program). Rural Studies Program is in conversation with Service learning.

There was support for the idea of creating of O&E scholars with small sub-group of O&E Council, Undergraduate Research, and Honors College to shepherd the idea. Invite participation if you would like to work with Roger, Scott, Bruce Weber, David Hansen, Allison Davis-White Eyes.

Status Updates:

a) Outreach and Engagement Strategic Conference – Scott Reed
b) Vice Provost Outreach and Engagement Awards for Excellence – Scott Reed
c) OSU Engagement Academy – Dave King
   • Roads Scholar Tour on Sept. 13, had participation of 35 new faculty.
   • OSU Engagement Academy team meeting later October. Consider P&T process to effectively include O&E work.
d) O&E Agenda Update and Committee with Research/O&E – Scott Reed
   • Lynn Dierking and Bill Braunworth represent O&E on joint Committee. Will meet on the Research Advisory Council on 12/18.

Other Matters – All

• Engage Scholarship Conference 2013, Oct 8-10, 2013, Lubbock, TX. Dave King is chairing program committee.
• Linked In, Engagement Consortium Group – Rebecca Badger

Next meeting: January 17, 2013, 10am -12pm, MU Council Room

http://outreach.oregonstate.edu/about/outreach-and-engagement-council