University Outreach and Engagement Council  
October 31, 2013, 10am-12pm  
MU Council Room


Agenda:

O&E Task Force Report – Deb Maddy and Rich Holdren, Associate Vice President for Research  
(attachment)

Task Force on Expanding Outreach and Engagement Activities originated from O&E Council recognition of need for review; Deb Maddy led team (Jim Johnson member) that developed final report. Two outcomes sought by Task Force (see report) with analysis predominantly qualitative. Guiding principles recommended for developing policies and procedures. Report findings provide six (6) recommendations. Task Force surveyed six peer institutions and found other universities are beginning to review policies and procedures around outreach/engagement efforts regarding grants, partnering. Cayuse may help track the percentage of Outreach/Engagement but not yet tested for data available, predominant (%) component will drive the overall F&A rate of grant.

**Recommendation #1** - O&E data available from Pat Hawk, Research office, provided once/year. Review of data to determine if more detail needed. Recommend Deb meet with Pat Hawk to determine data available, needed, and any complications that become evident. The Council showed interest in learning the difference between grants requested and grants funded. (See Action 2)

**Recommendation #2** - Changes to Academic Annual Reports will require setting up a group or meeting to determine what is needed. Council members interested in designing an improved system are asked to contact Scott.

**Recommendation #3** - The model that is desired is to emulate how the Research Equipment Reserve Fund is managed. (See Rich’s blog post, F&A rate explained, 10/21/11). For the long term, discussions to use the pool of funds for type of work that generated it (e.g., research to research, outreach to outreach). Rich suggests working with Glenn Ford and Rick Spinrad to track how this distribution model is happening, data from awards coming in related to O&E – use data from Cayuse and Banner about funds expended and F&A generated (from 26-33% that is distributed). This is a timely recommendation; Rich suggests working with Glenn, Rick, President’s Cabinet, over the next year or two to have an impact in this area. Concept has been ‘recognized’ (not necessarily accepted). Fiscal displacement of funds may be an issue, but recognition of need within Research office and data are both available.

**Recommendation #4** - Would move more funding through the OSU systems (minimize work-arounds). Federal funds that move through state agencies already receive 26% rate (have been doing that for a couple years). For work-arounds, O&E council or more likely units, e.g., Extension Service, need to determine policies (flows through business center manager). Develop best practices and share with http://outreach.oregonstate.edu/about/outreach-and-engagement-council
other units who have similar issues. SOARs reporting database provides Extension with information about how funds flow through the OSU system or other systems. (SOARs shows greater income than expenses due to suspected work-arounds through County government, local non-profits, various partnership work.)

**Recommendation #5**
- Educating faculty and staff. Could be done in partnership with Research office; colleges are engaging staff to assist faculty preparing proposals and grants. Suggest team effort with Research and College, business centers, and O&E efforts. Mary Phillips heads office of Research Development (starting Dec 1, 2013), and developing an advisory group. Rich recommended having O&E representation on this group. (See Action 1)

**Recommendation #6**
- Ongoing

Rich congratulated task force on recommendations that can/could be implemented.

**Action 1**: (R-#5) Scott will seek and nominate one or more representatives from Outreach & Engagement to be represented on the advisory group and will send to Mary & Rich.

**Action 2**: (R-#1) Deb will meet with Pat Hawk to determine data available, needed, complications that become evident and challenges in tracking student O&E efforts. *(E.g., Consequences of implementation versus info provided when grant request made. Difference between grants requested and grants funded differences.)*

**OSU Strategic Plan 3.0 Draft – Dave King**

Strategic Plan not ready for full sharing, draft document being edited currently, should be out for review within next few weeks. The three “healthies,” mission, vision are not changing. The three strategic goal and initiatives under them have been reviewed. Engagement was not included in SP2.0 (2008) and not prevalent as it is today and will see a raised profile, as reflected by Carnegie proposal. Most of the discussions are at the initiatives level. There will be several opportunities for input. Completion target is end of winter quarter.

**College of Forestry Ecampus Policies – Jim Johnson** *(attachment)*

College determined the need to develop policies for online courses due to mixed models for developing courses, compensation, how Ecampus revenue flow managed, cross-listed courses agreements needed, how funds used, quality control, performance reviews, student evaluations. Attached document addresses these issues; course proposal eligibility, compensation, responsibilities within department; clearly defined roles, cross-list agreements (between dept. heads). Using this fall and seems to be working well.

Students contacted spoke highly of OSU Ecampus and COF classes. Dan Edge, Selena Hemphill assisted and worked on the issues, document. COF Ecampus enterprise is growing each term. Another department is developing new undergrad major degree that will also be available online. F&W doubled their undergrad students when they went online. This document available on request; it has not been shared with Deans as a group. Variety of such policies in Colleges. Entire university budget structure up for review and the Ecampus model is part of that review.

[http://outreach.oregonstate.edu/about/outreach-and-engagement-council](http://outreach.oregonstate.edu/about/outreach-and-engagement-council)
Action: Scott will send copy to Deans to utilize as they determine their own policies (and copy Becky Warner).

CL@SE Update – Ron Mize, Director, Center for Latina/Latino Studies and Engagement

Ron started in position August 1. Maria Chavez-Haroldson, CL@SE O&E Assoc. Director, resigned to take another position September; Ron hopes to have position filled by November. Making connections and with Juntos (college readiness program) in Madras, Ontario SMILE program, Hood River, 4-H programs, etc. Sees narrower focus in the future to five areas: 1) Youth and Community Empowerment (Adelante); 2) Latinos and social economic well-being; 3) Health and wellness; 4) Education, broadly, as related to Latinos; 5) Cultural and historical awareness. Seventy faculty have identified as CL@SE association; will help them partner with community organizations, experts in Extension, etc., for research opportunities and collaborative research.

Development underway for an annual State of Latino Oregon report (to be available online in 2014). Also identifying what we’re doing at OSU in connection with Latino groups around the state with outreach and engagement and Extension (meeting with local extension and faculty working.)

November 13, Leaders of PCUN will be on campus for a public discussion and CL@SE will host reception, followed by a CL@SE Open House at new offices in Gilkey 200.

O&E Marketing/Magazine Update – Rebecca Badger

O&E “magazine” will be a 4-page piece in the Winter issue of the “Stater” (distribution of 150K to alumni, faculty, staff, stakeholders) and will include O&E stories from across the university (not just division). Print version can be updated to reflect audience addressed, as print on demand. Future will focus on a more target topic area. Provide any feedback to Rebecca, also welcomes suggestions for future issues. Future, planning on 3 issues per year, in Stater (fall, winter, spring) with good representation of colleges, audience groups. URL “engage” will become active (currently will drive public O&E/extension survey website.

Other Matters – All

- O&E Engagement Academy Bus Tour to coast went well, will provide evaluation to group. (Dave King)

Next meeting: January 16, 2014, 10am -12pm, MU Council Room

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