

University Outreach and Engagement Council

May 29, 10am-12pm
Hallie Ford Center 115



Attending: Scott Reed, Deb Maddy, Jackie Russell, Lisa Templeton, Bruce Weber, Gloria Krahn, Allison Davis-White Eyes, Dave Hansen, Cheryl Middleton, David McIntyre, Ron Mize, Julie Walkin, Anita Helle

Unavailable: Rebecca Badger, Susie Brubaker-Cole, Mike Borman, Laurie Lewis, Lynn Dierking, Gary DeLander, Jim Johnson, Sherri Noxel, Scott Elmshaeuser

Guests: Lena Etuk, Jessica DuPont, Tiffany Woods, Jim Sloan

Agenda:

O&E Metrics – Scott Reed Follow-up from January agenda item and request for suggestions from Provost’s office to 2013-2014 Academic Reports Guidelines (handout). Scott met with Jim Johnson on suggested revisions for O&E on Academic Report and would like input/feedback. Scott will forward “Recommendations for 2014 Academic Reports” from group to Gigi Bruce by 5/30 (send him comments prior).

- #5 Communities – geographic location, identity of place. May need definitions for some terms. Include # of community members involved. Need to list communities vs. number of communities to reduce providing duplicate/redundant info (e.g., Corvallis, Salem).
- Guidelines 1 C & D – C: Outreach and engagement (Corvallis to international) and “D” – Community and diversity as distinct from O&E? May be confusing, lumping outreach and international. Need more clarification where “international” fits in c & d (from Provost); what outreach and engagement means so all are interpreting similarly. Suggest “international” as a separate line (or is it embedded in all categories, not only O&E)? O&E would reflect Oregon and/or US.
- Propose a 9th page, separate component, framing issues/outcomes of success stories – more development.

[Bridges \(Our Impact on Oregonians\) site](#) – success stories related to programmatic achievements for Extension, Ag Experiment Stations (AES) and Forest Research Labs (FRL) – send to Jim Sloan, Extension and Experiment Station Communications (EESC), if you have additional stories, and refer to site if needed. President Ray and Steve Clark use these stories.

Organizations that Support Engagement – Scott Reed

(Handout) List for your use; please send additional organizations to include to Jackie.Russell@oregonstate.edu

DHM Statewide Extension Survey Report – Lena Etuk (ppt)

Statewide Extension Service (ES) survey, phone and online (new in 2014) awareness and use of Extension. Phone survey offered Spanish language option (1 used) and sample was for registered voters of Oregon. Race/ethnicity fairly representative. 36% of respondents know OSU administers Extension Service and 30% didn’t know. Portland tended to recognize Extension Service as source less than rest of state. High number of those that know about ES do value ES as public good and willing to fund us (using

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public dollars), but are not using us. Who is our competition, where/who are people seeking information? Contact Lena.Etuk@oregonstate.edu for more information.

Eduventures Statewide Report – Jessica DuPont (ppt)

Fourth web survey assessing market demand for online education in Oregon. Specifically interested in credit classes and adult learners, and measuring overall brand, and noting trends over time. Able to segment data for Portland and rest of state for marketing/branding in Pdx area. For more information or detail (email Jessica DuPont), detail of demand subjects for online, dual enrolled campus and online (growing segment, 50% of online enrollment).

Other Matters – All

None

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