

University Outreach and Engagement Council

April 21, 2016, 10am-12pm
MU 222 Council Room



Attending: Dave King, Dave Hansen, Scott Elmshaeuser, Ann Murphy, Jim Johnson, Paige Clark, Sherri Noxel, Marion Rossi, Cheryl Middleton, Kendra Sharp, Kyle Cole, Sam Angima, Emily Bowling, Lois Brooks, Jackie Russell

Unavailable: Scott Reed, Allison Davis-White Eyes, Charles Estill, Lynn Dierking, Annie Heck, Bruce Weber, Kathy Bickel, Gloria Krahn, Shelby Walker, Lisa Templeton, Doug Keszler, Laurie Lewis, Abby Metzger, Steve Clark

Guests: Charles Robinson

Agenda:

Position Description Language for Engagement – Dave King, Marion Rossi, Charles Robinson (*2 handouts*)

Committee (Scott Reed, Marion Rossi, Gloria Krahn, Sam Angima, and Cheryl Middleton) first presented the draft language to Council April 2105. The draft was step one of multistep process to move toward actual language to incorporate into P&T process.

Discussion of how to integrate into colleges, and if this is a mandate or voluntary - if voluntary need buy in from department/school heads and deans; if mandatory need Academic Affairs and Faculty Senate buy-in. As with the Diversity language approved by Faculty Senate (and being incorporated into P&T language), need to have FS boilerplate language; the value statement provide boilerplate language and responsibilities section needs to keep "includes, but are not limited to" with language. Language to be included in appropriate position descriptions but not all (e.g., certain assistant professors would not be applicable). Is there revision needed (scholarship vs advancement language) or is current language ready to take to FS executive committee? Consider a successful strategy to go along with the document (considering rules, language and culture of colleges/units) and how it will be measured in each college/unit with their different and specific needs. Suggest that Council come to agreement on language and next year take to FS Executive Committee to request if they're willing to take to Senate. O&E Engagement Academy considering workshop with department/school heads and those involved in P&T process.

- **Action: By May 6, 12pm, Council to send suggestions/changes to current document language to Scott Reed** and he will work with the committee. Next step, Scott to request FS Executive Committee review the language for position descriptions and explore if they're willing to take to Senate.

O&E Colloquium 2017 Planning Group – Ann Murphy (*2 handouts*)

The O&E exec team would like to see Council own the Colloquium to a greater extent. Four goals for 2016 Colloquium: 1) make university better, 2) elevate engagement dialogue across university (including students), 3) emphasize scope and scale of engagement efforts, 4) build enthusiasm for engagement across university. Saw broad participation across campus; Ignite presentations successful showcase of university engagement activities, and poster session well attended. New award "Culture of Engagement" meant to recognize unit with exceptional work in engagement (CPHHS). Ignite and posters session are opportunities for colleges, faculty and students to be involved. Eatman and planning group created additional events for campus and administration conversations.

Suggestions for 2017:

- Bring broader group to planning table to plan event, identify focus and speaker.
 - Change event name, e.g., Celebration rather than "Colloquium" (not sure what it is, sounds like a speech), also gives impression it's only for O&E, not obvious that event was open to everyone; i.e., awards luncheon.
 - Engagement position description language bullet points could make good breakout session.
 - Awards: Opportunity to tell more engagement stories in awards portion. Restructure concept of awards to bring in more people. Intersperse awards presentation through the event rather than lengthy session.
 - TED talk structure, fast paced, shorter bursts (10 minutes) for informational format. College of Engineering's "Internet of Things" event last year used lightning talks.
 - Virtual poster sessions.

2016 Meetings: 3rd Thursday, 10am-12pm; January 21, April 21, July 21, October 20

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

- Incorporate Cascades into event, e.g., take poster session to Cascades.
- Determine desired impact/outcomes for event to help define the audience and the program focus.
 - To involve students, partner with experiential learning
 - Focus to showcase successes of stakeholders/partners we engage to share their impacts from engagement with the university (e.g., Sopes group at 2015 O&E Symposium).
 - O&E Roads Bus Tour participants – are we pulling those faculty back into the colloquium and/or tracking their involvement?
 - Pharmacy brought in corporate engagers/partners for an event; corporate partners raised the bar and brought different energy. Corporate participation was very strategic (managed seating at tables of students, faculty and corporate partners, etc.).
- **Action:** Start earlier and seek Council suggestions of who to assist with planning process. Contact [Ann Murphy](#) with content suggestions and names for those to contact about being part of the planning process.

O&E Activities Report – Dave King (handout)

O&E Division budget is shared investment of Extension and Extended Campus funds. Provost requested information in attached document, info reflects spread and diversity of activities. Info compiled from survey to Extension County Leader faculty positioned in each county (does not include all Extension faculty, and colleges not involved in survey). Note that proctoring primarily reflects Ecampus students at OSU off-campus locations. Some metrics could and should be higher, numbers may not be well distributed. Council input on how to increase engagement and where we should expand to effectively use the resources around the state to increase access to university.

- What does the funder want, funds allocated to achieve “what,” expectation of FTE?
- What does the investment leverage from community partners, what are the “partner” investments and outcomes (and is there a way to find out)?
- Structure survey to be reflective of OSU strategic plan – how we’re advancing within the OSU SP3.0 and strategic initiatives of OSU.
- Move from laundry list to impact, magnitude in impact terms needs to be included. What kinds of impacts would we suggest to people?
- Report needs to provide picture of what they could be accomplishing apart from their traditional extension role. Provide examples, highlight specific: What did you do that was not done before (what’s different) and document in terms of efforts and dollars?
- How to create a crosswalk metric; some value to list but not necessarily specifics listed.
- What is the take away, include measurement for magnitude. Precollege Programs collects data, could be easy to implement similarly. Would provide quantitative info.
- Present data creatively, focus on most compelling information and visual presentation (info graphic).

Other Matters - All

- Spring issue of Oregon Stater includes O&E stories, also available as hardcopy piece and pdf.
- May 20, 9am, O&E Quarterly Conversation topic – next generation learning technology.
- Road Scholar Tour – last year was same date as mandatory COB faculty meeting so no involvement from faculty. Charles Robinson will get COB date to make sure no conflict in 2016.
- New fall Humanitarian Engineering class (open to all majors) HEST 310 Intro to Community Engagement and Community-Based Design.