

University Outreach and Engagement Council

July 21, 2016, 10am-12pm

Ballard Hall 104 Conference Room



Attending: Scott Reed, Lindsey Shirley, Paige Clark, Shelby Walker, Dave King, Sam Angima, Kyle Cole, Ann Murphy, Lois Brooks, Emily Bowling, Lynn Dierking, Annie Heck, Jackie Russell, Abby Metzger, Cheryl Middleton, Sherri Noxel (phone)

Unavailable: Kathy Bickel, Bruce Weber, Lisa Templeton, Kendra Sharp, Jim Johnson, Laurie Lewis, Steve Clark, Allison Davis White-Eyes, Charles Estill, Doug Keszler, Gloria Krahn,

Guests: Jack Barth, Kristen Milligan

Agenda:

Division of University Outreach and Engagement (UOE) Changes – Scott Reed

Announcement from Provost and realignment of Extended Campus coincides with Dave's retirement, Lisa Templeton oversees Ecampus, PACE, Summer Session, Open OSU as Interim Assoc. Provost for new Division of Extended Campus. Extension and Experiment Station Communications (EESC) come under Scott and Extension Services. Open Campus remains with Division of University Outreach and Engagement. Search planned for new Vice Provost for Extended Campus with Larry Rodgers chairing search.

Campus wide approach of Division O&E and this Council won't change, vision for O&E is as a unit and a mission and will continue to strengthen and lead university in the areas of O&E. O&E Strategic plan will be rolled out soon, Jeff Sherman leading implementation. O&E and Extension programming relationship with PACE will stay the same.

In his new role as innovation leader Dave will put together a team to focus on next innovations university should adopt. Focus on large unserved and underserved markets with focus on revenue potential. Team of 5-8 people. Will build /test rapid prototypes and test with focus groups/audiences. Bring tested innovations to Interim Provost. Timeline is one-year. Submit ideas to Dave King.

Carnegie Foundation Community Engagement Classification – Scott Reed

John Saltmarsh, consultant with Carnegie on classification process (New England Resource Center for Higher Education administers Carnegie Classification). Expect a thorough vetting of renewals. Begin looking at what information and data needed soon. What thinking and activities needed between now and when we're started:

- Bring Saltmarsh to OSU (O&E Colloquium?), organize focused conversations when here
- Review previous categories that we had to respond to in for 2010 report, form small workgroup.
- Accountability – assessment and evaluation
- Accreditation standards, outreach and engagement is one of the three 3 goals
- OSU doesn't track specific experiential learning w/in colleges (or have a common understanding across colleges about what that is).
- Think of communities of learning, of practice, of service – need to document activities.
- Looking for community engagement evolution/trajectory from 2010 to 2020.

The New Engagement: Exploring Issues Across a Spectrum – Dave King (handout)

Kellogg Commission, led by former OSU President John Byrne, funded effort in late 90's was standard and very influential for public university engagement. Global/international impacts not included as yet. If this effort is funded it will have impact and define agenda for years ahead. Important to have voice in this. Link on front page of report to provide input on the framework. Small workgroup of council requested to provide reactions and input.

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

Next meeting October 20, 2016

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

- **Action:** New Engagement workgroup - Lynn Dierking, Paige Clark, Lindsey Shirley, Marion Rossi. (1-2 meetings). Jackie will schedule the group for August or September meeting.

Role and Future of Outreach and Engagement inside of Marine Studies Initiative (MSI) – Jack Barth, Executive Director (ppt)

Building on national prominence in marine science. [MSI Strategic plan](#) now in implementation phase. Bob Cowen continues to be involved (informally coastal director for MSI). All 11 colleges involved, with a new degree in CLA. MSI will have offices in Strand 300 in early September. MSI marketing efforts in coordination w/URM.

Currently establishing development committees (research, academics, O&E) and appointing co-chairs for each committee. O&E Committee (about 10 members) – high level committee to focus on guidance with sub-committees.

- Setting up internal and external advisory groups. Bring in partners early, strategize high level partners. Needs help with partners from south coast - Port Orford to CA.
 - New O&E Open Campus position housed at Wild Rivers in September, presence in Gold Beach.
- Timeline for advisory committees: have in place for October and open for suggestions now – contact Jack Barth/Kristen Milligan

MSI distinguished lecture series – input welcome for lecturers to bring, send ideas to Jack Barth and/or Kristen. O&E is interested in co-sponsoring this series.

Other Matters – All

- Year of Arts & Sciences, put together by Division of Arts & Sciences, with the solar eclipse on Aug 21, 2017, 10:15 am, as final closing event. Eclipse center line through Monmouth, Corvallis will be in totality. Touches 4-5 Extension regions/counties. Madras is planning for 50K visitors, Oregon planning on 2mil visitors. Leadership from URM, Martin Storksdieck, and CLA. Community conversation on Aug 3rd, 6-8pm.
- Council requested the dates of county fairs:
http://oregonfairs.org/content.php?page=2013_Oregon_Fair_Dates
- League of Oregon Cities (LOC) is new partner with UOE, opportunities to work with city leadership through LOC. Article in LOC magazine next month re: what universities can do for cities.

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