University Outreach and Engagement Council
April 19, 2018, 10:00 am – 12:00 pm
MU 222 Council Room

Oregon State University
University Outreach and Engagement

Attending: Lindsey Shirley, Juancho Ramirez, Ann Murphy, Natalia Fernandez, Matt Andrews, Roberta Ripportella, Paul Carey, Marion Rossi, Sue Ann Bottoms, Scott Emery, Lynn Dierking (phone), Ana Gomez, Emily Bowling.
Unavailable: Annie Heck, Shelby Walker, Kathy Bickel, Jim Johnson, Allison Davis-White Eyes, Sam Angima, Abby Metzger, Jill Parker, Lisa Templeton, Scott Reed
Guest: JoAnne Bunnage, Jon Dolan

Agenda:

Accreditation Update & Core Theme 3 Committee Work – JoAnne Bunnage, Director of University Accreditation (ppt)

Northwest Commission on Colleges and Universities (NWCCU) reviews alignment of strategic plans, 2030 Plan, diversity equity and inclusion with standards. NWCCU uses seven-year review cycle with benchmarks at several intervals. Accreditation Steering Committee (Scott Reed sits on SC) charged in January. Accreditation sub-committees charge of looking at what written prior, updating, and identifying status moving forward and to be reviewed by Steering Committee and Project Committees. Year-7 report focuses on Standards 3-5 and updates Standard 1 and 2.

Opportunity for involvement:

- O&E Core Theme #3 Committee will meet on May 3 with the UO&E exec team. Work to be done over summer and due by September for review by mid-Fall.
- Student Accreditation Advisory Council (SAAC) will seek nominations before end of academic year with information going to deans, academic advisors, committee, and OSU Today.

Discussion: Important to highlight partnerships, in addition to number of student participation. Number of volunteers in Extension is only a portion of volunteers of University. Will impact measures be included? Accreditation logic model used (from NWCCU).

O&E Core Theme 3 Objectives and Indicators of Achievement:
Objective 3.1: Attract off-campus learners to educational opportunities using a variety of face-to-face, distance and technology-based programs.

1. Number if degree/certificate programs offered and student credit hours delivered by Extended Campus
2. Number of undergraduate and graduate degrees and certificates awarded through Extended Campus programs.
3. Number of Oregon adults and youth participating in activities sponsored by the OSU Extension Service per million dollars invested.
4. Number of on-campus experiences for K-12 students
5. Number of participants in professional and noncredit programs.

Objective 3.2: Build and sustain engagement with communities of interest and communities of place across the institution to exchange knowledge and resources in a context of partnership, reciprocity and mutual benefit.

1. Amount of external funding secured for outreach and engagement, including funding embedded in federal research grants (examples include National Science Foundation, National Institutes of Health and National Institute of Food and Agriculture).
1. Number of volunteers per faculty FTE in Extension Service programs
2. Measurement of OSU economic footprint in the State of Oregon.
3. Systematic sampling surveys assessing the quality of engagement.

NSF Data Science Workshop – Lindsey Shirley

OSU Extension Service along with Ohio State and Iowa State Extension invited to National Science Foundation Data Science Workshop, June 5-6, 2018 in Durham NC. National League of Cities also focused on data science/rural-urban issues. More info to be provided, white papers expected from workshop.

Oregon Statewide Data Network – Jon Dolan, Assistant Vice Provost Information Services (ppt)
Project began to improve statewide networks to Extension offices, Agriculture Experiment Stations, and campus network for large data research needs that are increasing. ; Current needs for collecting data outstrips ability to analyze and move data. Cost issues necessitated shared vision and alignment of purpose with the state, Oregon Fiber Partnership. Assets owned by OSU and leveraged by the group, with statewide footprint of fiber with costs shared by the group. Currently in midst of RFP awards. Purchased rights to fiber for 20 years (fiber owned by telco industries). Proto-Governance agreement in process for 20-year period. Having direct access to Portland hub will have connection to Boise, ID and Spokane WA in event of earthquake. Planning for OSU needs and will expand out to rural areas, e.g., partnering with John Day.

Outdoor Economy Initiative – Lindsey Shirley (ppt)
Outdoor Economy Initiative, one of three selected for development by OSU Innovation Hub (IHUB), submitted by Scott Reed, and in development with Rich Duncombe, Director IHUB and OEI Core Team. The 20-week process will culminate with prioritized list of investment proposals presented to Provost and President in July 2018 in competitive process. Initiative focuses on outdoor economy rather than outdoor recreation. Workforce development and training focus on health/wellness (public health and public lands connection), platform-provide and connect individuals to information (other platforms to develop and engage learners), workforce development training.

OSU Portland Update – Steve Clark (2 handouts)
What O&E work associated with Portland Initiative?

In midst of aggressive marketing campaign in Portland area, but not enough. Engagement very important with three counties and 24 municipalities. Ongoing leadership engagement focused improving prosperity of region, as well as student opportunities. Matrix handout provides two examples. **Task Force committee participation is still open to recommendations of units and individuals**. Focus is to be about Portland first (rather than about OSU). Suggestion from Council to include colleges not currently represented on Task Force, e.g, Pharmacy, Science (both engaged in Portland area), non-profits in the area, eg. Parkrose area (10-year project with Lynn Dierking, College of Educ.). Most successful community engagement begins with specific community, not lump all communities' together, re: creative place making: people, geography, place, culture of single community. Reach out NGOs as well as business communities.

OSU has quantitative research, peer analysis of economic strategies in region/state on business/industry employment needs in Portland. Focus groups at FIC, COB C2C (close to customer), using regional stakeholder groups around multiple issues, for qualitative info gathering to assist prioritization. Will have 4-5 key signature areas to focus on. Let Steve know if interested in qualitative research or have information, assist with research, etc.

Vice Provost Awards for Excellence May 14, 330-6pm – Ann Murphy
The O&E Awards event will recognize 10 outstanding projects. This year's nominations not as broad from across the university as last year. Please register, and invite those faculty/staff/students that might benefit from more awareness on O&E work. Awards program is 330-5pm with reception/poster session, 5-6pm.

Other Matters – All
Extension Service creating six regional administrative hubs across the state with Regional Directors as point of contact to engage in local communities.

Next meeting: July 19, 10am-12pm, location Hallie Ford Center Room 115
2018 Meetings: 3rd Thursday, January, April, July, October, 10am-12pm
http://outreach.oregonstate.edu/about/outreach-and-engagement-council