Welcome, Introductions, O&E Cabinet Purpose – Scott Reed

Handout: Outreach & Engagement Vice Provost’s Cabinet Charter, Membership 2011

Scott welcomed the members of the newly organized O&E Vice Provost Cabinet, providing background on the purpose of the group and sample agenda items. Each member introduced themselves.

Earlier in the morning, Extension Service representatives opened the 10th Anniversary Time Capsule. A notable item was a 9/12/01 newspaper with the headline about the World Trade Center bombing.

Action: None.

Relationship of O&E Agenda to Research Agenda – Scott Reed

Handouts (2): University Outreach and Engagement Agenda (Draft) and Oregon State University Research Agenda

Outcome: Modify and refine O&E Agenda; identify participants for joint meetings with Research

Rick Spinrad uses the OSU Research Agenda to distribute to those individuals not affiliated with OSU. It provides a statement about the direction OSU is going in regards to Research.

Members of the O&E VP Cabinet provided feedback about the O&E Agenda. It was suggested that it mirror the Research Agenda—shorten, highlight key issues, language needs to aligned with Colleges' and OSU's Strategic Plans; using engagement as a way to incorporate the full scope of OSU.

Action: Form a joint committee of O&E and Research Office members to review and update the O&E Agenda. The suggestion was 3 O&E representatives, one or more representatives from the O&E VP Cabinet; and representatives for the group that developed the Research Agenda. Either Dave King or Peg Herring will be part of the joint committee. Dan Edge offered to join.

Accommodating Centers, Institutes, and Programs in the Division (e.g. Center for Latin@ Studies and Engagement, Rural Studies Program) – Scott Reed

Handout: None

Outcome: Concurrence on administration of outreach centers

By Policy and by historic practice, the Centers have been under the Research Office. The Division of O&E and the Research Office collaborated on proposing the Center for Latin@Studies and Engagement. Susana Rivera-Mills is the new Interim Director for CL@SE. The Research Office will be providing central funding of $50,000 per year. The commitment is for the initial three years, with a potential two-year renewal based on assessment of outcomes after three years.

In order to determine the effectiveness of collaborating with the Research Office, a matrix should be developed to evaluate CL@SE. Outcomes need to be determined as well as the method of measuring these outcomes.

Since it is expected that Centers will be self-supporting, most likely through grants, we will need to look at the support for grants. Laurie Solum, the UABC Manager, indicated that the UABC is now able to discuss option for support in this area. We seek to develop a system that better identifies and tracks indirect costs associated with outreach and engagement. An example was given of another
university that includes the identification, by the PI, of the percentage of the grant devoted to Education, O&E, and Research as part of the electronic submission. Scott Reed has mentioned this to Pat Hawk.

**Action:** Monitor and evaluate O&E measures of the CL@SE center and communicate opportunities across the campus through the O&E Council, Provosts’s Council and elsewhere.

**Advisory and Advocacy Input to the Division (consider more fully the function of advisory bodies)**  
– Scott Reed

Handout: None  
Outcome: Consider functions e.g., Extension, counties, regions, Division

How do we link to those we serve? We need people who can advise us as well as advocate for us. We need to look at outside entities such as small businesses, private entities, and community colleges.

**Action:** Scott will work with leaders of the other Statewide Public Services to develop a joint advocacy body and process. A remaining open question is the extent to which advisory and advocacy functions should be tied together.

**Regional Administration and Division Leadership Responsibilities – Deb Maddy**

Handouts (2): Statewide Administration Specialty, Extension Regions Map  
Outcome: Confirm Statewide Specialties

In the past, Staff Chairs had a program assignment and an administrative assignment that range from 0.10 FTE to 0.70 FTE. Over an 18 month period, Extension Service held discussions on the concept of regionalizing. The final decision was 12 Regions with 8.00 FTE for Regional Administrators. We currently have 10 of the 12 Regional Administrators in place. During October, there will be an accelerated search for the remaining two RA positions: South East and Upper Columbia. The goal is to have all positions filled by January 1, 2012.

All Regional Administrators will be given a statewide administration specialty assignment. These assignments will be discussed during the November Regional Administrator Charge! retreat. All RA’s will need to be aware of each 13 statewide assignments; however, each RA will be assigned a specialty and will be expected to be the expert on that assignment.

**Action:** None.

**Wrap-up – Scott Reed**

The members of this group have been strategically selected for representing the O&E Division. The meetings will be monthly at first, then quarterly. Later, the membership will be evaluated to determine if the right people are included and if the meeting time is sufficient.

Upcoming Agenda items: Statewide Call for Economic Gardening—developing “Mom & Pop” businesses; and Oregon Open Campus.

Adjourned: 3:00 pm