Outreach and Engagement Vice Provost’s Cabinet Meeting
April 14, 2014, 1:30-4:30 pm
104 Ballard Hall

Attending: Derek Godwin, Lisa Templeton, Terri Fiez, Rebecca Badger, Marcia Dickson, Jeff Sherman, Dave Hansen, Deb Maddy, Lena Etuk, Michelle Carrillo, Jackie Russell, Dee Wendler, Bob McGorrin, Mario Magana, Peg Herring

Unavailable: Mark Edwards, Dave King, Chris LaBelle
Guests: Jessica DuPont, Lena Etuk, Tamara Hill-Tanquist and Stephen Ward

Agenda:

**Eduventures 2014 Statewide Needs Report – Jessica DuPont**
Ecampus has partnered with Eduventures since 2007, focus on credit programs and adult learners. Web survey (n=301). Responses indicated slight increase in preference for 100% online delivery. Demand for online education all subjects: #1) Business Administration (30%); #2) Computer & Information Science (10%) and Health Professions & related (6%). High demand undergrad programs were Nutrition (18%), Computer Science (18%), and Psychology (16%), graduate demand for MBA in Executive leadership (32%). 47% were somewhat or very aware of OSU online programs (2011=37%). OSU cited as #1 institution best meeting needs of adults pursuing online learning (#4 in 2011).

**DHM Statewide Survey Report – Rebecca Badger, Lena Etuk**
Statewide Extension survey every five years or so since 1980’s to monitor awareness of Extension and programs. Conducted phone (n=800) and web survey (Extension clientele, n=1255) through DHM. Trend downward of “use of Extension” (national trend). Extension most often recommended for Farming, Invasive Species and Food Safety. Indication of brand awareness confusion; potential for Extension clients to inform and leverage clientele as OSU/Extension ambassadors (and focus branding information).

**Unit Updates – All**
- Deb: In 2013 Extension reached 2.1 million Oregonians with 183 FTE and 14,000 volunteers.
- Marcia: MOU with Office of Equity and Inclusion for Division diversity position
- Dave H: New Sea Grant Director, Shelby Walker starts July 7
- UABC – Customer service survey (all Biz Centers doing) – please respond
- Rebecca – *Stater* O&E section focused on STEM education (new website: outreach.oregonstate.edu/engage). Fall edition being planned, send Rebecca focus suggestions.
- Open Campus – Conducted Juntos training (college awareness program for Latino families) for 52 statewide facilitators. Has hired a second Juntos coordinator in Tillamook County.
- Michelle – Attended Public Issues in Leadership Development (PILD) in DC. South coast hosting SOS Surfing Outside Stewardship camp for middle school + in August

Next Meeting – July 14, 2014, 130-430pm, Ballard Hall 104
Notes posted: [http://outreach.oregonstate.edu/resources/cabinet-and-council](http://outreach.oregonstate.edu/resources/cabinet-and-council)
• Mario – Finished second Explore College and Score a Goal – 230 middle school kids/families on campus (could have brought in 10x the number); Leadership Institute program (100 kids). Will do three summer camps.
• Derek – Jackson County service district campaign May 2014, Marion County service district campaign in May 2015.
• Scott – OR Environmental Literacy Project with leadership from 4-H and College of Forestry, directed by Susan Sahnow. O&E Blog included University post campaign information, for Division campaign look at questions posed in blog and provide input
• Marine Studies Campus – statewide focus will come through O&E.

Digital Publishing – Peg Herring, Tamara Hill-Tanquist, Stephen Ward
Pilot project for 125th anniversary of Ag Experiment Stations (AES) and Oregon Agricultural Progress (OAP) anniversary issue with three formats, repurposing content – print, new website, new app for tablets (with Adobe grant). OAP app is tailored for tablets and for extension publications, touch enabled and video are close captioned. Need for mobile device web access rather than traditional computer. Late 2014 plan to upgrade Extension and county websites with Drupal 7 and app (also considering Extension news and calendar app).

2015-2017 Biennial Budget Request – Scott Reed
OSU institutional board passed budget to HECC Higher Education Coordination Committee. Two pages devoted to SWPS budget (coordinated with AES and FRL deans). Continuing Service Level (CSL) at 5.8%, plus 16 million for SWPS around five items. Expect Governors budget around Dec 1. Extension will develop talking points.

Other Matters – All
• O&E 1st Monday – O&E blog post
• O&E Events, 4/15-17
• O&E Quarterly Conversations, 4/25 – quarterly O&E conversations (from Division communications survey), Kidder 202
• Salary package increase – effective 7/1/2014 – meritorious, criteria for eligibility provided in memo from Rebecca Warner