Outreach and Engagement Council
January 19, 2012, 10am-12pm
Ballard Hall 104

Attending: Scott Reed, Rebecca Badger, Jackie Russell, Tom Eversole, Jennifer Nutefall, Dave King, Lynn Dierking, Anita Helle, Sherri Noxel, Eric Alexander, Steve Clark; Gary DeLander, Susie Brubaker-Cole; Lois Brooks, Kyle Cole, Carol Van Natta (on conference call)
Guest: Chris LaBelle
Unavailable: Deb Maddy, Bob Duncan, Jim Johnson, David Hansen, Helio de Morais

Agenda:

Introductions and Overview – Scott Reed

Outreach and Engagement Council was formed in 2007 with formation of Division for purpose: advice for strategic planning; policy from unit’s perspective; opportunities to advance O&E mission; encourage and reward faculty innovation. Council is guided by inaugural Strategic Plan and by President’s Commission on O&E. Council has representation from each college, as well as other relevant units involved in O&E. O&E guides one of core themes for accreditation as well as O&E awards, advising to University mission, Carnegie classification for community engagement, advisory to Extension, Extended Campus and newer Oregon Open Campus.

President Ray’s State of University address in Portland provided an update on State of University and Impact 2012; economic impacts of research, alumni, and outreach. The five priorities included outreach and engagement in Oregon Open Campus. President Ray will be traveling around Oregon in next couple months. Vignettes/stories will be localized for specific regions.

Outreach and Engagement Website – Rebecca Badger, Dave King

Currently revitalizing O&E website to bring into alignment with OSU site, and highlight O&E efforts across campus and Division activities. Working with OSU web team will also allow us to stay current on mobile technology access. Rebecca has requested site analytics and will provide to group.

Input requested on what links to feature. Landing page is for broad general audience. O&E Division page goal is to create space of engagement. Suggestions: organize by audience (e.g., Research site). Include geographical reach of O&E with interactive map locating programs across Oregon, include the scholarship and engaged research occurring in O&E and Extension. Include international focus and impacts for landing page. Include students (links across the top). Suggested O&E strategic plan goals to guide site, as well as State’s goal of 40-40-20, and Oregon Open Campus (OOC).

Professional and Noncredit Education (PNE) Overview - Chris LaBelle
Formerly “Lifelong Learning.” The need for PNE is huge and the marketplace is growing. Goals for 2012: expand portfolio with more college collaborations, new certificate programs, focus on continuing educations, i.e., licensure renewal, professional courses, new website (similar to OSU website), new online enrollment system, and partnerships with private industry (leveraging OSU competencies to bridge to professional market, outside of degree seeking content). Interest from colleges is high, colleges are tapping limits to campus enrollments; PNE provides opportunity for increased engagement and new partnerships

Discussion included interest from Austin Family Business Program for strategic planning and programs for advisors of family business, their marketplace study will provide good information. OSU Foundation shared suggestions for partnership with private industry and corporation potential. Suggestion to communicate with State Board of Higher Education, Governor’s office and Oregon Education Investment Board interest in such partnerships. University Relation and Marketing could also help with information from recent research, can show data why businesses should participate. Alumni Association Academy for Lifelong Learning may be a good group to test. Online Free Choice Learning Master’s program may have need for bundled set of certificate programs. Also, talking with College of Education for teacher certification potential to market a bundle of OSU courses and to network to rural locales.

11:10 – 11:30 Outreach and Engagement State of the Division Debrief – Scott Reed

Outreach and Engagement State of Division address January 5 archived on website. Council was provided compiled summary of all annual academic and unit annual report Outreach and Engagement sections. How best to periodically express the work of O&E and capture impacts on the state given no comprehensive way to collect the data and information across the university; can provide impacts, challenge to provide scope.

Alumni survey, once completed, can provide more connection to question of value (6,000 responses currently being analyzed, should have results in a couple of weeks). Extension is in early design phase for next statewide survey. Looking at where engagement is going; “what sort of research would be beneficial to your community.”

Action: For April 19 O&E meeting - Have Alumni Center results, and invite Sal Castillo, Office of Institutional Research, to discuss collection of statewide data. Provide Provost with more specific information of what is asked for from units (O&E section of annual report).

Status Updates:

- Engagement Academy Institute: 2012 delegation; Susie Brubaker-Cole leading delegation; Anita Azarenko, Beth Emshoff, Jeff Sherman, Tom Gallagher (Ford Family Foundation). OSU among leaders participating with teams. EA offers additional fundraising two-day session. Scott interested in working with and OSUF and potential participation for development opportunities for O&E.
• Outreach and Engagement Agenda – Council started this endeavor patterned after Research Agenda. Peg Herring and Dan Edge distilling into more concise document. Then working with joint committee with Research.

Other Matters – none.

Adjourned: 11:50am

Future Meetings:
April 19, 2012 – Location, MU Council Room
July 19, 2012 – Location, Hallie Ford Center 115
October 18, 2012 – Location, MU Council Room