

Commission on Public Service and Extension
Minutes of Meeting on September 9, 1996
Conference Room A, Donaldson Brown Hotel and Conference Center

Members Present: Terry Swecker, Deb Williams, Dawn Barnes, Ann Hertzler, Judith Jones (for Clark Jones), Eldridge Collins, Linda Leffel (for Ted Settle), Peter Eyre, Dixon Hanna, Hap Bonham, Kevin Fenton, Norman Marriott

Members not Represented: Patrick Liverpool, Doug McAlister, Fred Krimgold, Lee R. Skabelund, Steve Parson, Fred Lamb, Sharon Diggs, David Danner, Page Rice

- 1) The meeting was convened and chaired by Terry Swecker. The agenda was adopted as stated.
- 2) Each member of the Commission introduced themselves and their affiliation on the Commission.
- 3) Nominations were taken from the floor for a new Commission chair. Terry Swecker was nominated and unanimously recommended to become the chair for 1996-97.
- 4) The minutes for April 8, 1996 were approved electronically and will be forwarded to University Council. The April 8 minutes can be recirculated electronically to each member. One of the items passed during that meeting, is to prevent confusion within the University, we were going to change the name of this Commission to Commission on Outreach. That name change is in the front of University Council and hopefully will be acted upon this Fall.
- 5) Terry Swecker introduced Dixon Hanna, who was recently named Interim Vice Provost for Outreach. One of the recommendations of the "Outreach Implementation Task Force" is to establish a Vice Provost for Outreach. Dixon gave a presentation on "Introduction to the University Plan, Outreach at Virginia Tech". A copy of the final report was mailed out to each member of the Commission in April. The President appointed a task force about 2 years ago to evaluate the present future role of outreach within the University. There were a number of issues on the table, some of which have been resolved and some are still out there. One of the issues that clearly reappears in the report is the relationship between Outreach and Cooperative Extension. This area still needs alot of work. Following Dixon's presentation, several concerns were raised as to what is the Commission's role in this report. Terry Swecker passed out an overview he had received on Public Service, Virginia Cooperative Extension and Continuing Education. From the "Outreach Implementation Task Force", out of 23 recommendations, the Commission is charged with the following: "Charge the Commission on Outreach with the development of a taxonomy of outreach-related terms and integrate their use daily into major university communications channels, including speeches by senior administrators, Spectrum, advertising, alumni publications, University Style Manual, and other university publications and communications tools." A recommendation was made to have Greg Brown attend one of the Commission meetings and walk through the "Study" discussing several points in the report.

- 6) Agenda items for 1996-97 were discussed as follows:

Mandate to appoint a Public Service Excellence Award Committee. Ann Hertzler agreed to chair the committee. Norm Marriott will serve on the committee if needed. Terry Swecker and Ann Hertzler will appoint additional members.

Terry Swecker and Dixon Hanna will meet to come up with several issues from the Outreach report. (taxonomy, consultation)

Meeting place and time were discussed. DBHCC can be booked 90 days

in advance. The time frame and Spring meeting dates will be discussed during the November meeting. Fall meeting dates are as follows: October 14, 2:00 p.m. (Executive Conference Room, DBHCC, November 11, 2:00 p.m. (Conference G, DBHCC, set u-shape with outside seating for 25), December 9, 2:00 p.m. (Executive Conference Room, DBHCC).

The Institutional Effectiveness Committee wants to meet with the Commission next month. This is a part of the University Study. The Committee will present several "must statements" that must be implemented specifically by the Commission on Outreach. Their report will be drafted at the end of the Semester and presented to the President and University Council in March or April.

7) Peter Kipp, Director, Hotel Operations DBHCC gave an update on the recent activities that have taken place at the Donaldson Brown Hotel and Conference Center and some of their future plans. A tour was provided for those interested.

The meeting was adjourned at 3:15 p.m. The next meeting will be October 14, at 2:00 p.m. in the Executive Conference Room, DBHCC.

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Commission on Outreach Minutes
Meeting on October 14, 1996
2:00 p.m., Executive Conference Room,
Donaldson Brown Hotel and Conference Center

Members Present: Terry Swecker, Ann Hertzler, Deb Williams, Sharon Diggs, Clark Jones, Ted Settle, Peter Eyre, Dixon Hanna, Eldridge Collins, David Danner, Kevin Fenton, Lee Skabelund, Dawn Barnes (via phone)

Members not Represented: Patrick Liverpool, Hap Bonham, Norman Marriott, Doug McAlister, Fred Krimgold, Steve Parson, Fred Lamb, Page Rice, Judi Lynch, Dave Beagle

Guests: David Conn

- 1) The meeting was convened and chaired by Terry Swecker. The agenda was presented and no additional items were stated. Motion was made to accept the agenda as stated. In the future, copies of the agenda will be brought to the meeting for distribution.
- 2) Minutes from the last meeting were approved electronically and each member received a final copy. Everyone was satisfied with this procedure and that will continue in the future. The minutes for September will be forwarded to University Council.
- 3) David Conn made a presentation on behalf of the Institutional Effectiveness Committee. Handouts were provided and copies will be sent to those members not present. The charge for the Commission will be to review several MUST STATEMENTS which should be received by the November meeting or December meeting. The feedback on the MUST STATEMENTS must be completed by January.

After discussion, the Commission on Outreach passed the following motion:

The Commission on Outreach feels that the outreach function of the University is under represented on the Steering Committee and is uncomfortable with the use of the term "non-traditional students" when Cooperative Extension and Continuing Education have a long history of traditionally serving a clientele in the State of Virginia.

Chairman Swecker will correspond with Anne McNabb, Chair of the Steering Committee regarding the concern of the Commission.

- 4) University Council approved the name change from Commission on Public Service and Extension to Commission on Outreach.
- 5) The Public Service Award Committee has been formed. The committee consists of: Ann Hertzler, Chair, Eldridge Collins, Kevin Fenton, Clifford Randall (former prize winner), in the event that one of our other two prize winners will not be back in time to serve in January, Deb Williams will sit in for that person. Commission will need to work more closely with Extension awards.
- 6) Chair Swecker prepared a handout on the Definition of Outreach for each member to review. The definition as presented for review was "The dissemination of information to individuals and organizations other than students." Several definitions were discussed and a motion was made for the Chair to review several definitions including the definition from other universities and the original definition from the Outreach Implementation Task Force. Chair Swecker will prepare a statement for the next meeting.

A concern was raised regarding how to distribute handouts to those members who do not attend the meetings. It was recommended that copies be mailed to those not in attendance. Diane Bolling will see that this is done.

Each member was asked to send their name, mailing address and e-mail address to

Diane Bolling who will compile that information and send to the Commission members. It was also recommended that handouts for meetings be provided prior to the meeting so they can be reviewed.

The meeting was adjourned at 4:00 p.m. The next meeting will be November 11 at 1:00 p.m. in Conference Room G, DBHCC. Please note the time change on your calendars.

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MINUTES OF November 11, 1996

Commission on Outreach

1:00 p.m., Conference Room C, Donaldson Brown Hotel and Conference Center

Members Present: Terry Swecker, Judi Lynch, Eldridge Collins, Clark Jones, Lee R. Skabelund, Hap Bonham, Greg Boardman, Bill Murphy, Ted Settle, Doug McAlister, Deb Williams, Ann Hertzler, Dixon Hanna, Sharon Diggs (via phone)

Members not Represented: Patrick Liverpool, Norman Marriott, Peter Eyre, David Danner, Dawn Barnes, Kevin Fenton, James Parkhurst

1) The meeting was convened and chaired by Terry Swecker. The agenda was presented and no additional items were stated. Motion was made to accept the agenda as stated. Minutes from October 14, 1996 meeting were forwarded to University Council.

2) An attempt was made to connect Fred Krimgold and Judith Hall via conference call but the connection could not be maintained and they were lost during the meeting. Our apologies to them.

3) Chair Swecker asked Clark Jones to give an update on the Institutional Effectiveness. Clark met with Anne McNabb and recommended adding to the Subcommittee on Extended Campus Learners - Ms. Deborah D. Snead, Unit Coordinator and Extension Agent, Family and Consumer Sciences, Craig County Office and to the Subcommittee on Faculty and Staff and Steering Committee - Mr. John E. Dooley, Associate Director, 4-H and Family and Consumer Sciences.

4) Ted Settle gave an update on the COTA program. Four college based faculty are needed to serve on the committee to review initial proposals. Chair Swecker will select four members to serve.

5) The must statements for the Commission's review have not been received.

6) There was discussion regarding the Roanoke Times article on "Economic Mission". Commission members discussed expectations of outreach from the public versus the University's ability to reply to all requests. The example of the University's role with the New Century Council, as presented in the article, was discussed.

A copy of the New Century information will be shared with all Commission members. This discussion led to the definition of "Outreach". Several definitions were discussed which included a statement from North Carolina State University which will be mailed to each Commission member to review. Within the next two weeks, Chair Swecker will propose a definition to be voted upon by Commission members.

7) The Spring meetings were scheduled as follows:

January 21, 1997 -- 9:00 a.m.
February 18, 1997 -- 9:00 a.m.
March 18, 1997 -- 9:00 a.m.
April 15, 1997 -- 9:00 a.m.

The meetings will be held in the Executive Conference Room, Donaldson Brown Hotel and Conference Center unless notified differently.

The meeting was adjourned at 2:30 p.m. The next meeting will be Monday, December 9 at 2:00 p.m. in the Executive Conference Room, Donaldson Brown Hotel and Conference Center.

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MINUTES OF COMMISSION ON OUTREACH, DECEMBER 9, 1996, 2:00 p.m., Executive Conference Room, Donaldson Brown Hotel and Conference Center

Members Present: Terry Swecker, Peter Eyre, Deb Williams, Lee R. Skabelund, Eldridge Collins, Kevin Fenton, Greg Boardman, Norman Marriott, David Danner, Dixon Hanna, Ted Settle

Members not Represented: Patrick Liverpool, Clark Jones, Dawn Barnes, James Parkhurst, Judi Lynch, Hap Bonham, Bill Murphy, Doug McAlister, Ann Hertzler, Sharon Diggs, Fred Krimgold

- 1) The meeting was convened and chaired by Terry Swecker. The agenda was presented and accepted with one additional item added pertaining to an update on the Public Service Excellence Awards.
- 2) Ted Settle gave a brief update on the COTA selection. Two applications were received from the Colleges of Engineering and Business. Copies of the application material was distributed to Commission members (Hap Bonham, Bill Murphy, Lee Skabelund and Terry Swecker) who are serving on a joint committee with representatives from the Academic Council to appoint COTA Fellows.
- 3) Ann Hertzler, Chair of the Public Service Excellence Awards Selection Committee could not be present but requested that Chair Swecker encourage nominations as the deadline is Friday, December 13.
- 4) Dixon Hanna reported that he has not received the Must Statements but hopes to have them by January.
- 5) A draft policy on Definition of Outreach was discussed and modified by Commission members. The following Definition of Outreach was unanimously approved by those members in attendance. Terry Swecker will work with Pat Hyer for the correct wording of the resolution and copies will be sent to University Council, Faculty Affairs Committee and Faculty Senate.

Whereas the term outreach has become a commonly used term in the university community and

Whereas the university recognizes the need to interact with society beyond the traditional campus classroom and

Whereas the functions of units, faculty, and staff must be defined for appropriate allocation of resources and rewards

Therefore, be it resolved that the university should embrace the following definition of outreach:

Outreach is scholarly sharing of the teaching, research, and service efforts of the university to society outside the traditional campus classroom.

Implementation should include:

1. Annual faculty review, and promotion and tenure consideration should include outreach.
2. Outreach should be considered a function of every academic unit in the university, but not necessarily every faculty member.
3. Outreach should be embraced as a vital mechanism to integrate information from external environments into the university setting that can be applied to teaching, research, and service.
4. Outreach opportunities are limitless, however, successful university

outreach depends on planned prioritization and implementation of activities.

The next meeting will be on Tuesday, January 21, 1997 at 9:00 a.m. in the Executive Conference Room of the Donaldson Brown Hotel and Conference Center.

The meeting adjourned at 3:25 p.m.

FINAL MINUTES OF COMMISSION ON OUTREACH, FEBRUARY 18, 1997, 9:00 a.m.,
Donaldson Brown Hotel and Conference Center

Members Present: Terry Swecker, Peter Eyre, Jim Littlefield, Ted Settle,
Dixon Hanna, Lee Skabelund, Norm Marriott, Greg Boardman, Eldridge Collins,
Ann Hertzler, Clark Jones, Sharon Diggs via phone

Members not Represented: Deb Williams, Kevin Fenton, David Danner, Patrick
Liverpool, Dawn Barnes, James Parkhurst, Judi Lynch, Bill Murphy, Doug
McAlister, Fred Krimgold

- 1) The meeting was convened and chaired by Terry Swecker. The agenda was presented and accepted with one additional item added pertaining to the Benchmarking visits to other universities.
- 2) Ann Hertzler gave a report from the Public Service Award Committee. Dee Whittier was the award winner. Ann suggested that the new chairman needs to be someone who has served on the committee so that they are familiar with the process. More accent needs to be placed on requesting nominations for this award.
- 3) Ted Settle gave an update on the COTA applicants and indicated that additional applicants had been received. There was discussion on the significance and importance of this award. A suggestion was made to consider changing the name from COTA to a title that would increase recognition.
- 4) Dixon Hanna gave a brief report about the Benchmarking visits and recommended that this be an item on the April agenda. The Provost will report to the Board of Visitors in April on the outcome of the visits.
- 5) Outreach Definition - Terry Swecker reported to the Commission that the Commission on Faculty Affairs had reviewed the definition submitted to them and had some concerns. Peter Eyre recommended that we proceed with the definition as written and presented. Dixon Hanna will check with the Provost to see if she is comfortable with the definition as submitted.
- 6) What should be the Commission's future agenda? Several concerns were brought forward as to what is the role of the Commission on Outreach. The Commission does not seem to function like other university commissions. For example, many policy changes are automatically routed into certain commissions, this does not occur with the Commission on Outreach. The increased visibility of outreach may increase opportunities for the commission. A motion was made that Dr. Peter Eyre would solicit opinion from the Council of Dean's on their perception of the present and future roles of the Commission on Outreach.
Motion passed. Dr. Eyre will request that Terry Swecker be invited to the next Council of Dean's meeting.

The next meeting will be on Tuesday, March 18, 1997 at 9:00 a.m. in the Executive Conference Room of the Donaldson Brown Hotel and Conference Center.

The meeting adjourned at 10:40 a.m.

FINAL MINUTES OF COMMISSION ON OUTREACH
MARCH 18, 1997
9:00 a.m.
Donaldson Brown Hotel and Conference Center

Members Present: Terry Swecker, Peter Eyre, Jim Littlefield, Norm Marriott, Ted Settle, Doug McAlister, Clark Jones, Deb Williams, Dawn Barnes, David Danner, Eldridge Collins, Ann Hertzler, Sharon Diggs via phone

Members not Represented: Kevin Fenton, Patrick Liverpool, James Parkhurst, Judi Lynch, Bill Murphy, Fred Krimgold, Greg Boardman, Lee Skabelund, Dixon Hanna

- 1) The meeting was convened and chaired by Terry Swecker. The agenda was presented and accepted with three additional items added: Selection of a new Chair for the Commission on Outreach; COTA applicants; Report from Council
- 2) Discussion about the proposed change in scheduling for MWF classes. A motion was made and seconded that the proposed MWF change would not materially affect the Outreach function of the University. The motion passed.
- 3) Marcia Harrington distributed copies of the "Must Statements" for the Self-Study. The memo asked that changes be back to Marcia by March 21. Chair Swecker asked that more time be given to allow Commission members to take the material with them and bring changes/suggestions back to the April 15 meeting. Marcia indicated that would not be possible due to the timeframe. It was agreed that each member would review the statements and within one week get their suggestions to Chair Swecker and he will consolidate the suggested changes into one copy. Dates will be solicited to try to reschedule the April 15 meeting to an earlier date so that this task may be accomplished.
- 4) Dean Eyre reported that the meeting of the Dean's Council did not have sufficient time at their last meeting to adequately discuss the future of the Commission on Outreach. He would like to take this issue back to Council at one of their future meetings.
- 5) The Provost has asked that the Commission on Outreach put their definition of outreach on hold at this time. This issue will be revisited in the future. Terry Swecker will discuss with Dixon Hanna on the future of the resolution.
- 6) The University Council has received a resolution from Student Affairs related to fines for overdue library books which the faculty have. A motion was made and seconded that the Commission on Outreach supports the suggested change. The motion passed.
- 7) A new chair for the Commission needs to be selected for 1997-98. Nominations are welcome!
- 8) Ted Settle indicated that four COTA fellows have been selected and will be forwarded to the Provost. Thanks to those from the Commission who served in the selection process.

The next meeting is scheduled for Tuesday, April 15, 1997, but may be changed depending on the availability of each member to discuss the "Must Statements".

The meeting adjourned at 10:00 a.m.

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FINAL MINUTES OF COMMISSION ON OUTREACH

April 4, 1997

9:00 a.m.

1028 Pamplin Hall

Members Present: Terry Swecker, Peter Eyre, Kevin Fenton, Marcia Harrington, Lee Skabelund, Linda Leffel (for Ted Settle), Judith Jones (for Clark Jones), Ann Hertzler, Deb Williams, Jim Parkhurst, Doug McAlister

Members not Represented: Jim Littlefield, Norm Marriott, Dawn Barnes, David Danner, Eldridge Collins, Sharon Diggs, Patrick Liverpool, Judi Lynch, Bill Murphy, Fred Krimgold, Greg Boardman

- 1) The meeting was convened and chaired by Terry Swecker. The agenda was presented and accepted.
- 2) The Commission reviewed with Marcia Harrington each "Must Statement" and suggested changes will be incorporated.
- 3) Nominations were requested for a new chair for 1997-98. Terry Swecker was nominated and he agreed to serve another term if he is nominated by his faculty to serve on the Commission on Outreach. A recommendation was made to ask for administrative support assistance from Dixon Hanna.

Please note that this was the last regular meeting of the Commission until Fall.

The meeting adjourned at 10:45 a.m.

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