

COMMISSION ON OUTREACH

September 13, 1999

Minutes

Present: Clark Jones, Doug McAlister, Nancy Metz, Dave Barrett, Linda Leffel (for Ted Settle), Linda Gray, Samuel Johnson (telecon), Irene Leech presiding

Absent: S. K. De Datta, Ted Settle, Peter Eyre, Jim Johnson, Joe Marcy, Susan Sumner, Marie Paget, Daniel Schneck, Terry Swecker, Janet Prillaman, Rachel Shanklin, Peter Sforza

Guest: Greg Boardman

1. Welcome and Introductions

Irene Leech called the meeting to order at 8:30 a.m.

2. Agenda Approval

The agenda was approved as presented.

3. Approval of Minutes, June 2, 1999

The Minutes of June 2, 1999 were approved as presented.

4. Old Business

á University Outreach Excellence Award

The final draft of the University Outreach Excellence Award was distributed and approved. A selection committee will be appointed by the chair and a date determined for nominations.

á Center Review

The Board of Visitors requested a review of Centers. The memorandum from Peggy Meszaros dated March 15, 1999, regarding Implementation of Centers Policy was distributed to Commission members. A letter has been sent to Center Directors to determine whether their Centers are instruction, research or outreach. In some areas these decisions may need to be made by the Deans. University Centers which fall under outreach need to be reviewed by the Commission and will be made a top priority item this year. The new Centers list should be available for the next Commission meeting.

á Consultants' Report

Clark Jones would like the Commission on Outreach and the Outreach Council to review the consultants' recommendations at their next meeting prior to Peggy Meszaros' proposed meeting with the Deans and Vice Provosts to discuss this topic.

5. New Business

á Topics to Address This Year

It was suggested that time should be spent to overview outreach with target groups and colleges by scheduling 10-15 minute sessions to be part of regular meetings. Presenters will be encouraged to use fact sheets and summaries. Target groups will include the colleges, Virginia Cooperative Extension, Continuing Education, Center for Technological Advancement, Distance and Distributed Learning, International Research

and Development, Public Service Programs and Economic Development. Irene Leech will work out a schedule to start this at the November meeting.

á Tenure and promotion guidelines need to be reviewed. Outreach teaching needs to be recognized as teaching (rather than service) and a system for evaluating outreach teaching should be developed. A sub-committee of the Commission on Outreach reviewed promotion and tenure guidelines, but the recommendations that were made have not yet been adopted. This was mentioned in the consultants' report.

á Discussion of Future Meeting Dates, Procedures

It was decided that three, two-hour blocks would be proposed to Commission members to finalize a common time for meetings. When members cannot attend a meeting, they may send substitutes. It is important that all groups be represented at each meeting.

The meeting adjourned at 10:00 a.m.

Recorded by: Linda Price

COMMISSION ON OUTREACH

October 14, 1999

Minutes

Present: Judith Jones (for Dave Barrett) Shawn Breck, S. K. De Datta, Linda Gray, Jim Johnson, Samuel Johnson (telecon), Clark Jones, Irene Leech, Joe Marcy, Ellen Agee (for Doug McAlister), Mary McFerren (telecon), Nancy Metz, Marie Paget, Rita Rufty (for Janet Prillaman-telecon), Linda Leffel (for Ted Settle), Peter Sforza, William "Terry" Swecker, Jr.

Absent: Peter Eyre, Daniel Schneck, Rachel "Tina" Shanklin, Susan Sumner

Guest: Greg Boardman

1. Welcome and Introductions

Irene Leech called the meeting to order at 3:00 p.m.

2. Agenda Approval

The agenda was approved as presented.

3. Approval of Minutes, September 13, 1999

September 13, 1999 Minutes were approved as presented. There was discussion about approving minutes electronically. Since there was concern about faculty who may be out of town, and thus may not be able to vote electronically, it was agreed that minutes will be approved at the next meeting date.

4. Old Business

Discussion of Consultants' Recommendations

Recommendations on Outreach and Continuing Education at Virginia Tech, Consultants' Study - September 1999 were distributed and discussed. Clark Jones reported that he has met with the Outreach Council to discuss these recommendations and that college deans will review this document at a future date. He intends to engage in a strategic action process to identify actions and goals to promote outreach by seeking participation from Commission on Outreach, Outreach Council, Cooperative Extension, Outreach Directors, and Clara Cox and Catherine Doss from Public Service Communications. Irene Leech will identify representatives from Commission on Outreach to attend these sessions. The target date for completion of this review is the end of this calendar year.

Committee Assignments

Outreach Awards Committee: Linda Gray, chair; Nancy Metz; Peter Sforza; Waldron Kerns; and David Larsen

Promotion and Tenure Committee: Judith Jones and Jim Jones will make a presentation to the Commission and will distribute the revised promotion and tenure document in advance of their presentation.

Center Review

A letter was mailed to directors of Centers to indicate whether Centers carry the designation of undergraduate instruction, graduate instruction, outreach or research. At this time thirty-three Centers responded that their primary functions are outreach. Centers which are designated as university centers will have to be reviewed by the Commission on Outreach. All Centers will go through a five-year review with annual reporting.

Linda Leffel noted that the English Language Institute should not be listed as a Center since it is a program within Continuing Education.

5. New Business

Meeting presentations

Irene Leech distributed a draft schedule identifying dates that Outreach Commission members may make presentations about their respective areas during the monthly Commission meetings. Distance Learning Technologies will be provided for those agents in the field who are not able to attend the meeting in person.

6. Presentation

Greg Boardman gave a presentation about the Center for Organizational and Technological Advancement (COTA). COTA offices are located at the Hotel Roanoke and Conference Center and at the Donaldson Brown Hotel and Conference Center. COTA delivers approximately 50 programs per year with over 10,000 people involved. There are 5 designated fellows in cross-cutting initiatives.

7. Announcements

Clark Jones met with Tom Tillar to discuss funding for outreach awards from the Alumni Association. A motion was made and seconded to change the outreach award name to carry the alumni designation if approved by the Alumni Association. The motion carried. The award would still be listed under the Academy of Outreach Excellence.

Ellen Agee from Public Service Programs gave information about the Economic and Development Assistance Catalog. All colleges are represented in this catalog, and it is distributed to more than 2,500 people which include extension units and economic development officers. It was suggested that the catalog be mailed to community colleges.

Irene Leech adjourned the meeting at 5:00 p.m.

Respectfully submitted,

Linda Price
Recording Secretary

Commission on Outreach
Minutes
December 9, 1999

Present: Judith Jones (for Dave Barrett), Kevin Carlson, S. K. De Datta, Jim Johnson, Samuel Johnson (telecon), Clark Jones, Irene Leech, Joe Marcy, Jim Parkhurst, Janet Prillaman (telecon), Daniel Schneck, Ted Settle, Peter Sforza, Susan Sumner, William "Terry" Swecker, Jr.

Absent: Shawn Breck, Peter Eyre, Linda Gray, Doug McAlister, Mary McFerren, Nancy Metz, Marie Paget, Rachel "Tina" Shanklin

Guests: Greg Boardman, Tom Wilkinson

Irene Leech called the meeting to order at 3:00 p.m.

1. Agenda Approval

Agenda approved as presented.

2. Approval of Minutes, October 14, 1999

October 14, 1999 Minutes were approved as presented. The November 11 meeting was canceled due to discussion items pending.

3. Old Business

Promotion and Tenure Guidelines: Clark Jones explained there are three types of promotions: (1) departmental faculty P & T, (2) parallel process with instructional faculty P & T appointments, and (3) professional faculty with extension appointments. Last year a sub-committee from the Commission on Outreach submitted proposed changes of the Promotion and Tenure Guidelines to the Provost. This year the guidelines are being revised again to incorporate Outreach with the term "service" omitted. Irene Leech presented a handout to discuss potential changes for page 7, Section A of the Promotion and Tenure Guidelines. Judith Jones and Jim Jones will take these suggestions and today's discussion and rework this section. It was agreed that this proposal is ready to go to the Provost with editorial changes from Judith Jones and Jim Jones. Clark Jones will present the revised guidelines to the Deans group in January.

Centers Review: An updated Centers roster dated 12/9/99 was distributed. The Commission will need to review Centers marked as Outreach in the Review Home column. This information was compiled from Centers Directors who designated their Centers as Undergraduate (U), Outreach (O), Research u. The next step will be to determine whether these are Department, Collegiate or University Centers. The Commission on Outreach will only be concerned with the review of University Outreach Centers. The Board of Visitors requested these reviews to assure that centers operate within university guidelines.

University Outreach Excellence Awards:

The due date for nominations for University Outreach Excellence Awards is December 10, 1999.

4. New Business

Outreach Strategic Action Retreat: Those attending the retreat were Outreach Council (associate deans), Extension (Judith Jones), Outreach Directors, sampling from Commission on Outreach, and extended campus directors. The evening of the 29th Charles Steger and Peggy Meszaros

were in attendance as well as John Randolph and Greg Brown who gave presentations. Two follow-up meetings are set for December 14 and January 11. Irene Leech suggested that everyone should read "The Engaged University". It is on the internet and Linda Price will send information for the URL. It was suggested that the President of Penn State should be invited to visit Virginia Tech.

Research Resolution: A copy of the research resolution from the Commission on Graduate Studies and Policy was distributed and discussed. No action was taken.

5. Presentations

Presentations were made by Dr. S. K. DeDatta from International Research and Development, and Tom Wilkinson from Institute for Distance and Distributed Learning.

6. Announcements

Fornash Relocation - Ted Settle reported that Laura Fornash has officially moved to the Richmond office effective December 1, 1999 to begin an outreach effort. She has been a key person working with the Masters in Information Technology program. The position may be backfilled in Northern Virginia by July 1, 2000. In the meantime, Laura will work both positions.

A marketing outreach director will be formally introduced at a later date.

Respectfully submitted,

Linda Price
Recording Secretary

COMMISSION ON OUTREACH
MINUTES
February 10, 2000

Attendance: Dave Barrett, Shawn Breck, Peter Eyre, Jim Johnson, Irene Leech, Doug McAlister, Nancy Metz, Marie Paget, Janet Prillaman (telecon), Daniel Schneck, Ted Settle, Peter Sforza

Absent: Kevin Carlson, S. K. De Datta, Linda Gray, Samuel Johnson, Clark Jones, Joe Marcy, Mary McFerren, Jim Parkhurst, Tina Shanklin, Susan Sumner, Terry Swecker

Guests: Tom Wilkinson, Greg Boardman

1. Agenda Approval

The agenda was approved as presented.

2. Approval of Minutes, December 9, 1999

The minutes were approved as presented.

3. Strategic Action Plan

Doug McAlister gave an overview of the February 9, 1999 Action Agenda handout which included the mission, positioning, organizational structure, evaluation and marketing defining timelines, responsibilities, and performance measurements for the Strategic Action Plan.

4. Promotion and Tenure Guidelines

Clark Jones has presented proposed changes to the Promotion and Tenure Guidelines to the Provost, Dean's Council and Commission on Faculty Affairs. "Public Service" wording was changed to "extension" and "outreach" within the document. There was a suggestion to add "refereed journals" to page 7, section A, number 3 which was endorsed by Commission members.

5. University Outreach Excellence Awards

Nancy Metz, a member of the University Outreach Excellence Awards Committee, reported there were two women and five men nominated this year. The seven nominees were from the Center for Interdisciplinary Studies, Fralin Biotechnology Center, Department of Computer Science, Department of Civil and Environmental Engineering, Department of Industrial and Systems Engineering, Department of Chemistry, and Department of Mechanical Engineering. Criteria focused on a coherent track record, and letters of declination stated how faculty could strengthen vitae. The question was raised whether directors or administrative faculty should be considered for this award. In the past directors were not considered since they were in administrative positions and, therefore, paid accordingly. There were also comments that individuals should be evaluated on their impact in their roles as teaching faculty not only as administrators.

6. Resolutions A & B

Resolutions were presented for discussion to add two ex officio members to the Commission on Outreach. Resolution A - Greg Boardman, Director, Center for Organizational and Technological Advancement; and Resolution B - Tom Wilkinson, Director, Institute for Distance and Distributed Learning

Motions were made and seconded for approval of the two resolutions. These will be forwarded to University Council for first reading.

7. University Budget Request for Biennium

Peter Eyre shared handouts that were generated from the University Budget Office showing Critical Operating Issues for the 2000 Legislative Session and Critical Capital Issues for the 2000 legislative Session for Virginia Tech, dated January 17, 2000. A third handout from the Council of Presidents showed the most pressing issues in higher education for 2000-2002 and Biennial Budget Requirements for 2000-2002 (Biennial Totals - General Fund Only). Dave Barrett also shared budget update for Cooperative Extension.

8. Presentations

Ted Settle gave a presentation on Continuing Education.

Respectfully submitted,

Linda Price
Recording Secretary

COMMISSION ON OUTREACH

MINUTES

March 9, 2000

Attendance: Dave Barrett, Kevin Carlson, S. K. De Datta, Clark Jones, Irene Leech, Doug McAlister, Mary McFerren (telecon), Nancy Metz, Janet Prillaman, Daniel Schneck, Dave Waterman (for Ted Settle), Susan Sumner, William "Terry" Swecker, Jr.

Absent: Shawn Breck, Peter Eyre, Linda Gray, Jim Johnson, Samuel Johnson, Joe Marcy, Marie Paget, Jim Parkhurst, Peter Sforza, Tina Shanklin

1. Agenda Approval

The agenda was approved as presented.

2. Approval of Minutes, February 10, 2000

The minutes were approved with a change on page 1, number 5, to read "Nancy Metz, a member of the University Outreach Excellence Awards Committee..."

3. Strategic Action Plan

The subcommittee meets on March 17, and the final draft will be ready to share with the senior administration and deans prior to Dr. Steger's convocation. It is anticipated that the document will be available to the university community by the end of March.

4. Promotion and Tenure Guidelines

Clark Jones reported the proposed changes to the Promotion and Tenure Guidelines are under active consideration, and he is optimistic that this will soon be finalized. He complimented the Commission on Faculty Affairs for their helpful comments with the revisions.

5. University Outreach Excellence Awards

It was clarified that Greg Boardman and Harold Kurstedt were chosen for University Outreach Excellence Awards on the merit of their outreach faculty contributions, not on their roles as directors. It was suggested that the guidelines should reflect this award is open to everyone including full-time administrators with the stipulation that an administrator be contacted prior to his or her nomination. There was discussion that some administrators may feel that it would be inappropriate to receive this award due to their position within the university; therefore, nominators should be encouraged to contact the nominee before submitting their names. In the Nomination Guidelines there is a limit of 30 words for the citation; however, this needs to be changed to 200 words since this is the standard in the criteria from the Special Events Office. The committee consisting of Doug McAlister, Lynn Gray, Nancy Metz, Dan Schneck and S. K. De Datta will need to revise the guidelines for next year.

6. Resolutions A & B

Resolutions to add Greg Boardman and Tom Wilkinson as ex officio members to the Commission on Outreach have gone through first reading and is scheduled for second reading at University Council on March 20.

7. University Budget Request for Biennium

Clark Jones shared copies of the 2000-2002 Executive Budget Recommendations with House and Senate Action for Virginia Tech Operating Budget for Education and General and Student Financial Assistance Programs, and Capital Budget. He reported that the General Assembly is scheduled to adjourn March 11.

8. Presentations

There were presentations from Susan Sumner, College of Agriculture and Life Sciences and Irene Leech, College of Human Resources and Education.

Respectfully submitted,

Linda Price
Recording Secretary

COMMISSION ON OUTREACH
MINUTES
April 13, 2000

Attendance: Dave Barrett, Shawn Breck, Sharon Scott (for Kevin Carlson), S. K. De Datta, Peter Eyre, Linda Gray, Jim Johnson, Samuel Johnson (telecon), Clark Jones, Irene Leech, Mary McFerren (telecon), Marie Paget, Janet Prillaman (telecon), Mike Schroder (for Ted Settle), William "Terry" Swecker, Jr.

Absent: Joe Marcy, Doug McAlister, Nancy Metz, Jim Parkhurst, Daniel Schneck, Peter Sforza, Tina Shanklin, Susan Sumner

Guests: Greg Boardman, Tom Wilkinson

1. Agenda Approval

The agenda was approved as presented.

2. Approval of Minutes, March 9, 2000

The minutes were approved as presented.

3. Outreach Strategic Action Plan

Clark Jones gave an update on the Outreach Strategic Action Plan. He has shared the plan with Charles Steger, Peggy Meszaros and Minnis Ridenour. The plan includes a vision statement and action steps for 2000-2001. Discussion followed from several members that the plan should be shared with and endorsed by the entire Commission on Outreach membership. Clark Jones agreed to circulate an electronic copy of the plan to members by tomorrow. He would like comments and/or endorsements by next Thursday.

4. Promotion and Tenure Guidelines

Irene Leech and Clark Jones met with Peggy Meszaros about the revised Promotion and Tenure Guidelines. Peggy Meszaros took the document to the Promotion and Tenure Committee, and small modifications were recommended which have been made and sent back to her. Irene Leech said faculty may see the new document by this spring and it can be used next year. She also said Commission members should be proud of their contributions on this document.

5. University Outreach Excellence Awards

In the past outreach awards have not carried the alumni designation. Clark Jones approached Tom Tillar to explore the possibility of adding an alumni designation to the University Outreach Excellence Award which will bring it in harmony with other awards. Tom Tillar has approval from the Alumni Association to provide funding for one award on an annual basis.

6. Resolutions A & B

Resolutions to add Greg Boardman and Tom Wilkinson as ex officio members to the Commission have passed University Council.

7. Presentations

There were presentations from Marie Paget, College of Architecture and Urban Studies; Sharon Scott, Pamplin College of Business; Jim Johnson,

College of Natural Resources; and Terry Swecker, College of Veterinary
Medicine.

Respectfully submitted,

Linda Price
Recording Secretary

COMMISSION ON OUTREACH
MINUTES
May 11, 2000

Attendance: Bill Seay (telecon, for Janet Prillaman), Peter Eyre, Dave Barrett, Kevin Carlson, Irene Leech, Mary McFerren, Ted Settle, Susan Sumner, Greg Boardman, Tom Wilkinson, S. K. De Datta, Joe Marcy, Doug McAlister, Nancy Metz, Jim Johnson, Clark Jones, Jim Parkhurst

Absent: Shawn Breck, Samuel Johnson, Tina Shanklin, Marie Paget, Daniel Schneck, Linda Gray, Peter Sforza, William "Terry" Swecker

Guest: Basil Gooden

Irene asked each person to introduce himself/herself. Mary McFerren was present at this meeting instead of teleconferencing.

1. Agenda Approval

The agenda was approved as presented.

2. Approval of Minutes, April 13, 2000

The minutes were approved as presented.

3. Outreach Strategic Action Plan

The current draft of the Outreach Strategic Plan was presented. Commission members requested that they be given an opportunity to actively review the Vision Statement. The document was sent out electronically to Commission members the day following the April 13 Commission on Outreach meeting, requesting their review of the document to either endorse, endorse with editorials, or do not endorse: Peter Eyre suggested as a next step this document should be endorsed as a resolution by University Council. The Vision Statement was unanimously endorsed.

4. Outreach Invitational Reception

Ted Settle explained this celebration could be used as a way to recognize individuals who are valuable to the outreach mission. The celebration will be combined with strategic action four in the Vision Statement where the Commission on Outreach will provide leadership to create an outreach forum.

5. Promotion and Tenure Guidelines

The revised Tenure and Promotion Guidelines were approved at this meeting.

6. University Outreach Excellence Awards

There were two winners this year for the University Outreach Excellence Awards, Harold Kurstedt and Greg Boardman. Greg Boardman thanked all for the award. It was suggested that formal thank-you letter be sent to the Foundation and the Alumni Association for financially supporting the award this year.

7. Elections

Irene Leech presented the Commission on Outreach membership and those with expiring terms. Irene Leech was elected chairperson, and Susan Sumner was elected as vice chair for 2000-2001 academic year.

8. Meeting Schedule

In the 1999-2000 academic year, the Commission on Outreach met the second Thursday of each month. It was adopted that meetings for 2000-2001 will again be held the second Thursday of each month with the exception of January 18 which is the 3rd Thursday.

9. Presentations

Dave Barrett and Mary McFerren gave presentations on Cooperative Extension.

10. Announcements

It was suggested that a retreat should be planned this summer to discuss the role of the Commission on Outreach to make it more effective. Dave Barrett offered to host this retreat. Irene Leech will appoint a committee.

Respectfully submitted,

Linda Price
Recording Secretary
