CAS Strategic Intent

Revisiting the Outreach & Engagement Strategy
Use our Science Based Base To:

• Foster collaborations across the college and partners to address regional issues and opportunities
• Enhance our communication technology at off-campus locations to expand their service to the surrounding community
• Provide professional development to help faculty and staff deploy more technology-based outreach
• Enhance collaborations with Open Campus, community colleges, and other education partners
• Encourage student service learning with communities
• Engage STEM faculty and 4-H faculty to support NR programs for middle school and high school students
Goals - CAS O&E at OSU

- CAS is Leader in O&E across the university – develop internal and external marketing/communication tools in and outside university
  - Our face-to-face engagement across the state
  - Our integrated approach teaching/research/extension (Ag progress Magazine)
  - EESC news alert from (Gail Wells/Peg Herring)
- Increase OSU awareness of CAS O&E to foster collaboration across university
  - ORIN (OSU Research Impacts Network)
O&E Needs More Visible Support

• Include O&E language in faculty PDs and reward O&E efforts
  • OSU Strategic Plan No. 3 - *Strengthen impact and reach throughout Oregon and beyond.*
  • New AES & Ext. legislatively funded positions include O&E language in their PDs
  • Assistant Dean for O&E position
  • O&E engagement roads scholar program – new OSU faculty visit CAS efforts
• Create real time database that pulls interests, capabilities and locations of faculty to foster collaborations –
  • Aggregated easily accessible spreadsheet
O&E Needs More Visible Support

• OSU institutional board
  • Our SWPS $16 M ask was approved by the OSU governing board
• All SWPS (Extension, Forestry Res. Lab and AES) are close partners to promote O&E to the legislature and the public
• Student involvement in O&E
  • Experiential learning (legislatively supported position at Dean’s office) enhancing student access to all of our resources
  • 18 students currently working with two extension offices to complete two experiential learning projects with Extension faculty (Tillamook and Marion Counties)
  • Internships with branch experiment stations and industry
    • 2015 – 11 (31 applications)
    • 2016 – 18 (42 applications)
• Dept. of Ag Ed & Ag. Sc. – jointly developing an O&E minor for possible launch in 2020
O&E Needs More Visible Support

• Policy now in place to allow Extension faculty to teach OSU classes (up to one class/year).
• Promotion and elevation of PACE courses as an avenue to enhance promotion and tenure through scholarship and promote revenue generation to reach newer audiences
  • More streamlined process to manage pace course submission and access to markets
  • College’s assessment of PACE revenue to be used to promote and support creation of new courses
  • Extension’s launch of CRM Ideal Logic software (Customer Relations Management) through PACE – creates a strong customer base for marketing of our PACE products
O&E Needs More Visible Support

• Professional development for faculty needing to deploy technology based outreach
  • The OSU Extension iTeam – part of the national eXtension (3/8 members from Ag)
  • i’s = : Issues, Innovation and Impact (twitter first topic)
• EESC enhanced publishing allows for scholarship that support promotion of faculty
  • Support for community-engaged approaches for new OSU publications
  • Ag college only: new pubs need peer refereed (blind review), yearly updated pubs go through peer reviews – dept. head and/or program leader
  • New EESC pubs have options for ‘apps’ rather than just pdfs
  • All EESC pubs require dept. head or program leader approvals – helping enhance collaboration/ teamwork as well as involving newer faculty
Collaboration with Open Campus

• In 2013 open campus was only in 3 counties in 2016 it is now in 11 locations
  • Partnership courses are Ag based – work with our academic affairs unit
  • Precision Ag certificate program for practitioners and students
  • Klamath & Tillamook example being sought by others in other locations
• STEM with BRR (BioResource Research) faculty & students and 4-H programs for natural resource programs
Areas for Growth

• Enhanced electronic communication capability at branch stations and Ext offices to provide credit, non-credit courses
• New ways to reward for community engaged scholarship
• Offer international learning experiences for faculty and students
• Business consulting models for students to participate in service learning to connect O&E and applied research in communities
• Have students serve as “scientists in residence” to take curricula to schools for two weeks – recruitment tool for CAS
Areas for Discussion

• What have we left out that needs highlighting?
• Where do we need to put more emphasis?
• What opportunities are we missing?
• How can we expand O&E portfolio to meet the needs of student experiential learning expectations/requirements?
• Are there new goals we need to pursue?