

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?