

# **UCEA Community of Practice**

## **Status Report**

Spring 2003

**Community of Practice:** Outreach & Engagement

**Chair:** Ted Settle, Director, Economic Initiatives & Marketing Research, Virginia Tech (540-231-9496, settle@vt.edu)

**Technology Communications Manager:** Cliff Moore, Assistant Director, Extended University Services, Washington State University (509-335-5454, moorecc@wsu.edu)

**Annual Conference Program Contact:** Mary Grant, Associate Dean, University of Wisconsin-Extension (608-265-9247, grant@conted.uwex.edu)

### **I. Membership**

Current Membership: 117 (as of 12/26/02); started with Board approval of the new COP in April 2001

Describe any activities to increase and/or retain members in the Community of Practice, and to promote the Community within the Association overall.

- (1) The COP Chair sent 4-6 email messages to a list of 30-40 individuals involved in developing the COP and others who expressed interest in the new COP, and to the COP listserv, generally providing an update on the activities of the COP, including program plans for the 2003 Annual Conference.
- (2) The COP Chair sent email welcome messages to new members of the COP.
- (3) Tony Basil hosted a COP-sponsored breakfast session at the 2002 Outreach Scholarship conference at Ohio State University.
- (4) Wayne Smutz provided support from Penn State University to enable COP members to participate in a threaded discussion by Ted Settle on defining and operationalizing outreach and engagement and an on-line chat with Bobby Moser, Vice Provost for University Outreach at Ohio State University, as a follow-up to the Outreach Scholarship conference. 3 of 4 participants in the threaded discussion and 9 of 12 of the participants in the follow-up to the conference were non-UCEA members, demonstrating the marketing value of developing a relationship between this COP and the larger engagement community. In total, 15 COP members participated in the Outreach Scholarship learning community.
- (5) At the 2002 annual conference and again with the 2003 annual conference, the two primary program sessions have been and will be conducted in partnership with two other COPs.
- (6) Ted Settle provided the keynote remarks on "Traveling Down the Continuing Education Road and Arriving at Outreach & Engagement" at the UCEA West annual meeting in Anchorage, Alaska and to a meeting of Oregon continuing educators in Portland, Oregon.
- (7) Members of the Executive Committee are discussing the work of the COP with other organizations to explore potential mutual areas of interest, e.g., NASULGC's Council on Continuing Education, Extension, and Public Service and AAHE.

Executive Committee:

Ted Settle (chair), Director, Economic Initiatives & Marketing Research, Virginia Tech

Mary Grant (vice chair), Associate Dean, University of Wisconsin-Extension

Tony Basil, Director, Continuing Education, Ohio State University

Barbara Schneeman, Associate Vice Provost, University Outreach, University of California, Davis

Cliff Moore, Assistant Director, Extended University Services, Washington State University

Don Gentry, Vice Provost for Engagement, Purdue University

Richard Lee, Dean, Graduate Studies & Continuing Education, Univ of Wisconsin, Whitewater

Wayne Smutz, Senior Director, Outreach Program Development, Pennsylvania State University

## **II. Annual Conference 2003**

Describe UCEA 2003 Annual Conference programming planned by the Community of Practice, including program sessions, business meetings, awards presentations, or other activities:

### *Session I*

Civic Engagement: Making a Greater Impact

Session Moderator: Marie Barber, University of Nebraska-Lincoln

Presenters: Don Gentry, Vice Provost for Engagement, Purdue University

Suzanne Morse, Executive Director, Pew Partnership for Civic Change

Cole Campbell, Associate, Kettering Foundation

As more institutions become involved in the outreach and engagement movement, they are increasingly challenged to work with communities in different ways to understand their needs and define new collaborative relationships that integrate approach and delivery. As we work to identify community needs, do we use the same tools and techniques as before, or do other models identify needs and construct a framework for interaction over time? During this session, we will explore three perspectives on alternative and effective ways of identifying needs through working with communities.

This session is co-sponsored by the Quality Assurance Community of Practice.

## *Session II*

### Outreach and Engagement: Making a Greater Impact

Session Moderator: Diana Garland, Associate Director of Academic Outreach, Southwest Missouri State University

Presenters: Richard Lee, Dean, Graduate Studies, Continuing Education & Summer Session, UW-Whitewater  
Don Gentry, Vice Provost for Engagement, Purdue University  
Cliff Moore, Associate Director, Extended University Services, Washington State University  
Wayne Smutz, Associate Director of Continuing Education, Penn State University

Through historic relationships with the marketplace, Continuing Education units are a leading force in the outreach and engagement movement. But, to maximize their effectiveness, they must strengthen existing or build new connections within the university to marshal the broadest array of university resources in community focused initiatives. Participants will learn how successful internal relationships have created deeper and broader relationships in outreach and engagement, expanded their capacity for engagement, and created opportunities for the internal partners. Panelists will share their experiences in making connections with research activities, development initiatives, faculty, and Cooperative Extension.

This session is co-sponsored by the Research Community of Practice.

## *Session III*

### Outreach and Engagement Breakfast Meeting

#### Engagement: The Breakfast of Champions

Session Moderator: Tony Basil, Director, Office of Continuing Education, Ohio State University

Many questions and issues emerge in this evolving area of outreach and engagement. To maximize the opportunity to individuals to track specific issues of personal interest, this session will highlight different discussion topics at different round tables. Each table will have a moderator who will then share the highlights with the entire group. Participants will engage in a lively discussion of a particular question. *Suggested topics include:*

*What do we want to get out of the community of practice?*

*What direction should the community of practice take?*

*What good ideas do you have for the community?*

*How can we enlarge the community of outreach and engagement?*

*What organizations or associations should we connect with?*

### **III. Communications/Listserv**

List the main discussion topics on the Community's listserv during the past six months:

- (1) I am not aware of any listserv discussions through the COP in the past six months. However, members of the COP were invited to participate in at least six threaded discussions and online chat sessions through Penn State's support of the online learning community associated with the Outreach Scholarship conference.
- (2) The Chair sent at least three messages to the listserv with updates on the COP, including program information for the annual meeting in Chicago and opportunities to participate in the COP-sponsored threaded discussion and on-line chat session in the online learning community hosted by Penn State University and associated with the Outreach Scholarship conference at Ohio State University.
- (3) The Chair convened four conference calls with the Executive Committee.
- (4) We dedicated most of the energy for technology communications to building the shell of a successful website for O&E activities.

### **IV. What is the status of your CoP's brochure?**

This O&E COP does not have a brochure. As a new and developing COP, we think a successful website will be more flexible, effective, and easier to maintain.

### **V. Special Projects/Grants**

Please provide an update on special projects either underway or projected for the coming year.

- (1) The COP is exploring the advantages to the COP and to the national office of using the website for the Outreach Scholarship conference (with Penn State as the financial and programmatic supporter) as the home for the O&E COP activities. This option would provide an alternative to developing duplicate efforts and cost on both the O&E presence on the UCEA website and the Outreach Scholarship website.
- (2) The Executive Committee has invested considerable energy in exploring how to operationalize outreach. Specifically, the Committee discussed faculty activities that are outreach and those that are not outreach-related within each of the three traditional missions (instruction, research, and service) of the university. For example, a faculty member delivering regular, on-campus, undergraduate credit courses is involved with traditional instructional activities. But, the same faculty member offering a noncredit short course on the same topic is involved with outreach in the instructional mission. The Committee is now extending its work to define engagement in terms of faculty activity and identify alternative models of engagement. This latter activity will probably result in a presentation at a professional meeting or conference and possibly an article for publication.

### **VI. Additional Comments or Activities**

Please describe additional CoP activities.

none