

**proposal for a new
OUTREACH & ENGAGEMENT
Community of Practice
to the
Commission on Futures and Markets**

Scope: The Outreach & Engagement Community of Practice convenes individuals who are interested in exploring and considering the applicability of the concepts of outreach and engagement to their institutional environments.

Working definition: Outreach and engagement is the mutual exchange of intellectual resources and expertise between the university and its much broader external community of government agencies, businesses, nonprofit organizations, community groups, and individuals.

Objectives:

- (1) Examine the increased national emphasis on outreach and engagement, addressing these and other questions: What is outreach and engagement? What are the political, social, psychological, and economic drivers behind this thrust? How is it defined? What are people doing when they are active in outreach and engagement? How do you organize an institutional agenda related to outreach and engagement? What is the associated set of products and services? What is the role of partnerships? Who delivers it? How are faculty engaged and committed to this work? What is the role of scholarship in outreach and engagement? How do you evaluate and reward participation by faculty and staff? How do you finance it, including should it be solely self-financing like Continuing Education? How do you measure it? How do you assess its impact? Who cares and whom do you tell? How do you sell it internally within the institution and externally to the greater community? How do you train people in outreach?
- (2) Increase UCEA membership by including individuals from outside continuing education but within outreach and engagement: international development, distance education, economic development, public broadcasting, technology transfer, public service, cooperative extension (agents and faculty), research parks, and off-campus and extended campus centers.
- (3) Identify new products and services for continuing educators to expand their business associated with an emphasis on outreach and engagement.
- (4) Study the impact of shifting roles, responsibilities, and products and services for continuing educators with this new emphasis on outreach and engagement.
- (5) Develop future leaders in outreach and engagement.
- (6) Encourage research and collaborative relationships with those in UCEA and other associations and organizations that are interested in outreach and engagement, e.g., NASULGC, the American Association for Higher Education with its conference on Faculty Roles and Rewards, and the National Campus Compact.

- (7) Become the association ‘home’ for discussions and resources about outreach and engagement across all universities, four year colleges, and community colleges: large and small, urban and rural, public and private, land grant and non-land grant.

Rationale:

- a. UCEA member are experienced in working with off-campus communities, with assessing needs of external audiences, with using technology to reach out beyond the campus, and with external programming.
 - b. Apart from Cooperative Extension in land grant institutions, Continuing Education is usually the largest unit within outreach and has the longest history of interacting with the external marketplace.
 - c. Several UCEA members are currently spearheading national outreach and engagement efforts, e.g., NASULGC’s dissemination efforts with publications and annual conferences, the Commission on Outreach and Technology Transfer, and the Council on Extension, Continuing Education, and Public Service; national conferences at Michigan State University (1995), the University of Georgia (1999), Pennsylvania State University (1999), the University of South Florida (2001), and the joint effort by Pennsylvania State University, Ohio State University, and the University of Wisconsin (2001); and the W.K. Kellogg supported Clearinghouse for the Scholarship of Engagement.
- (8) Plan, encourage, and implement actions to realize the recommendations that will flow from the activities of this Community of Practice.

Target Audience:

- (1) individuals currently holding positions in outreach and engagement
- (2) individuals whose jobs are evolving to include more outreach and engagement responsibilities and activities
- (3) individuals involved in developing comprehensive partnerships with business and government organizations

Signatures: See attached list of individuals who responded “yes” electronically to (1) the creation of a new Community of Practice for Outreach and Engagement and (2) the alignment of this Community of Practice with the Commission on Futures and Markets.

Management: The Executive Committee will consist of the following positions: chair, chair-elect and program chair, secretary, treasurer, listserv convenor, and three members-at-large.

Regular electronic and print communication: A listserv convenor for the Community of Practice will develop an electronic listserv for the members. The individuals on the listserv will need to be updated and revised as members make their Community of Practice choices through the renewal of their annual dues. The listserv keeps the membership informed of items of current interest, promotes discussion on topics of interest, and promotes the programming at the UCEA annual meeting and other national venues.

Plans to promote interaction/sharing and evaluation:

Interaction/sharing: (1) Host program sessions on outreach and engagement at the annual meeting, e.g., ‘outreach and engagement for beginners’ and ‘outreach and engagement for current practitioners.’ (2) Members of the Executive Committee will correspond regularly via email and conduct periodic conference calls to conduct the business of the Community of Practice. (3) The listserv will be a regular vehicle to share interesting messages on a variety of topics, promote discussion on issues of concern, and solicit and disseminate information about the Community of Practice. (4) Promote or co-sponsor sessions at related conferences, when appropriate.

Evaluation: The Community of Practice will measure the level of activity on the listserv, use of the listserv, participation in programming at the annual meeting, number of members in the COP, new professional relationships initiated and existing professional relationships strengthened, and increased membership to UCEA from non-continuing education sources.