University Standing Committee on

**Extension, Engagement, and Economic Development**

# 232 McKimmon

**September 12, 2014**

**2:00-3:30pm**

## MINUTES

**Committee Members Present:** Andres Behnke, Percy Hooper, Alice Warren, Jane Hoppin, Autumn Belk, Angkana Bode, Mohan Ramaswamy, Willa Casstevens, John Muth, Mark Megalos, and Jenna Jeffrey, scribe.

**Review and Approval of April** **Minutes** – Minutes approval delayed till next meeting, changes from Bhupender Gupta via email were added.

## Overview of 2013 – 2014 Committee Report and Goals Discussion:

* Engagement Scholarship Consortium – Oct 7-8 2014: Engaged scholars go and present their work – some bring students with them. They come back with a better understanding of what it’s like to be an engaged scholar and are able to share what they’ve learned with other students and the surrounding community.
  + Those interested in submitting, this year’s deadline has passed, but next year could be an option. Will update committee on how that meeting goes at next meeting.
* Seed Grant Panel: Middle of October – Marie Griffin (previous USCOEEED Chair) put together a seed grant panel of past winners that can explain how to go into PINS and assist with basic grant writing techniques. Committee members need to promote this panel within their respective colleges to encourage new applicants.

**What do we want to get out of this committee?**

* Describe your goals in terms of Outreach Service, Impact on Youth and what makes you a “National Treasure” or unique to this committee.
  + How the veteran community interacts with NC State.
  + Would like to reach out to the university from within to spark sustainable change,
  + Would like to focus on Engagement activities geared towards our students; recognize campus units that engage themselves with the community and produce results.
  + Expand our use of the county extension agencies in the 100 counties for more community-based social-oriented outreach programs; they would be a wonderful venue for that and they are already working – get some of the state-level folks involved and use extension offices as a base to make sure we are aligned with their efforts.
  + What are we doing to present NC State to APLU, other nation-wide programs, etc.? Need to align those representations and remain consistent across programs.
  + Working with College of Sciences - potential ‘center’
  + How to promote, get recognition through free non-communicated channels to help make people more aware of what we do in extension/outreach and engagement.
  + Bring in Brad Bohlander and the university ‘branding’ initiative.
    - What kind of social media is our communications office as a university as a whole offering us?
    - There is a Social Media class being held at McKimmon Center.
    - What is there for us that we can use to talk about our research/programs/student impact?
  + People don’t know what the university does or can do for them in the community. Need to increase an awareness that the university has a ‘stewardship’ over the community and is continuously giving so community members see the university as a resource and a ‘helper’. We need a one-stop-shop for the community to go to with issues, etc.
  + How can we pull that NC State pride and branding into all of these things we are doing, so the students and the faculty feel that pride as well as the surrounding community.
  + Would like to see more youth program alignment – bring together faculty to ensure it is a coordinated effort.
  + Encourage you to go to the O&E homepage – organized by categories and contains information about outreach and engagement activities. Contact Paul Zimmerman to add events/information.

**Task Force and Committee Timelines:**

* Opal Mann Green Engagement and Scholarship Award Subcommittee *– Due by Mid Oct* 
  + Need to identify a person to represent our university. Percy and Andrew will be on the committee along with previous winners and outside members. The winner of this award is often pushed forward for the Kellogg/MaGrath Award.
* Kellogg/MaGrath Award Subcommittee – *Due by* *Jan 25th* 
  + Who will serve on this committee? *ANDREW BEHNKE*
  + It has been suggested that the committee put forth the same applicant as last year with some sprucing up of his proposal. There are regional and national winners.
* Extension and Engagement Seed Grant *– Due by Mid February, Announced Late March*
  + All of the USCOEEED will be part of this committee. RFO will be announced before Christmas break to be submitted in late January/Early February. We have a scoring process that we will use in our break out committees and make choices at our early March meeting. Will need a planning committee for the awards banquet where these awards are presented.
* Rep on the Celebrating the Engaged University Planning Committee *– Mid April* 
  + Work with the people who plan the awards ceremony. This event is where a lot of the awards across the campus are given, not just the ones for which the USCOEEED votes. Will need someone from this committee to help plan this year’s event.
* Board of Governor's Award for Excellence in Public Service Subcommittee – *Due by May*
  + Who will serve on this committee? *ANDREW BEHNKE*
  + Need a few of us – We will submit one name representing NC State to the university system as a whole. We have a process set up to make this more efficient each year. Submitted to all the deans of the colleges, they submit ideas of people who should be considered, we chose who submits packages.. etc.
* Scholarship of Engagement Subcommittee – *All year*
  + Who will serve on this committee? *SUSAN BARCINAS, JANE HOPPIN, WILLA CASSTEVENS*
  + Engage faculty/staff at all levels to develop more engagement and *awareness* of engagement. These committees take place all year long meeting about once a month.
* High Impact Undergraduate Education Subcommittee – *All year*
  + Who will serve on this committee? *AUTUMN BELK, MOHAN RAMASWAMY*
  + Led by Bhupender Gupta last year and he would like to continue to be involved in this charge. Three/four USCOEEED members should work on this task force
    - How are we reaching out to our undergraduate students to engage them in our work?
    - How do we give them credit for the work they are doing?
    - Should we make it a requirement that they have to do some sort of outreach activities as a part of their course load or a part of a particular course?

## Office of Outreach and Engagement

* O&E initiatives for this year, strategic plan
  + The Strategic Plan has been altered significantly and a restructuring of O&E is in process. The goal is to move away from a hierarchical organization and more of an engaged, interactive environment.
* Innovative and Economic Prosperity University Designation and Award by APLU
  + NC State was designated in mid-July as an innovative and economically prosperous university – one of 14 across the country.
  + We then became eligible for apply for four awards: 1. Innovation, 2. Talent, 3. Place and an overall award for best in all categories.
  + O&E will find out about the four specific awards in early November at the APLU Annual Conference.

Meeting Schedule & Calendar

* Shared for the first semester, we will revisit the schedule towards the end of the semester to confirm that this meeting time/location/day of the week work well for all committee members.

*Meeting Adjourned.*