

COMMISSION ON OUTREACH AND INTERNATIONAL AFFAIRS

Minutes
February 16, 2012
3:30-4:00 p.m.
210 Burruss Hall

Attendance: Onwubiko Agozino, Jan Helge Bøhn, Carlyle Brewster, Andrea Brunais, Peter Callan (via phone), Jack Davis, John Dooley, François Elvinger, Guru Ghosh, Devi Gnyawali, Justin Graves (on behalf of Naomi Dam), Lori Greiner, Joao Macieira, Ed Jones, Reed Kennedy, Gary Long, John Provo, Llyn Sharp (visiting), Susan Short, Bob Smith

Absent: Mehmet Altin, Kirsten Buhls, Naomi Dam, Christine Fiori, Lenah Nguyen

1. Welcome and Introductions

Gary Long welcomed everyone. Self-introductions were made.

2. Agenda Approval

Gary Long made a call for the approval of the agenda; the agenda was moved to approve; seconded and was approved.

3. Announcements

Gary Long made the call for announcements. Devi Gnyawali announced the Student Event on Saturday, February 18th at 6 p.m. in the GLC, where the Ambassador of Nepal would be visiting and interacting with students. Biko Agozino announced that there is a Caribbean Association gathering this evening in Roberson Hall.

4. Approval of Minutes, December 15, 2011

Gary Long informed the council that the minutes for December 15, 2011 were sent out electronically for updates; and are in the process of approval and will be sent onto University Council and to the University Governance website once approved.

5. Office of Engagement Overview

Susan Short gave a slide presentation regarding the Office of Engagement (**see attached**). She received some feedback from the engagement meeting. She discussed the different areas under engagement (**see attached**).

Susan talked about the Discussion Points that included Defining Engagement; Institutionalizing Engagement; Maximizing Resources; Characteristics of an Engaged 21st Century Global Land-Grant University. Discussion included eliminating silos; and members talked about the Workforce Development at its role with Virginia Tech.

6. Chairman's Report

Gary Long reported on the Outreach Council meeting of January 31, 2012; which included "What Engagement looks like in the 21st Century. Discussion also included the Scholarship of Engagement and Engagement of Scholarship; and the Inn incentive funds.

7. Vice-Chairman's Report

Kim Rhodes reported that the individual award winner for the Alumni Award for Outreach Excellence has been selected and the letters will go out and the winner will be announced at the next meeting once the winner has been notified. The pool for the team awards was not strong this year, therefore there will be no

team award given this year. Those on the selection committee include: Christine Fiori, Gary Long, Andrew McCoy, Elizabeth Gilboy, Carlyle Brewster, and Susan Short.

8. Reports

a. Virginia Cooperative Extension (VCE)

Ed Jones reported that there is an in-service program for Extension a month from now that will include workshops for Extension Faculty. The General Assembly may be approving additional funding for Extension Agents; and there are some people across the Commonwealth that are not satisfied with the Attorney General's report on Extension.

b. University Council on International Affairs (UCIA)

Reed Kennedy reported about the UCIA meeting that occurred on Monday, February 13, 2012. He spoke of a new system for initiating MOUs. This system is an electronic/web processed program with electronic signatures. Ian Leuschner heads up that process. Eric Miller, Director of Education Abroad will be moving to China; the search is on for a replacement. Last year there were some pilot programs to address Education Abroad issues. The process includes working through conduct issues whereas faculty can eliminate out of the selection process based on conduct. Part of the application packet that students receive and sign off on includes the conduct agreement. The Presidential Honors Global Scholars program at CESA seems to be going really well. The results of the International Awards process yielded 16 submissions for Discovery, Learning and Engagement.

9. Commission Board Member Comments

John Dooley announced that if anyone is available, Ray LaHood, U.S. Secretary of Transportation, will be on campus Friday at Assembly Hall at 10 a.m. to discuss safe driving initiatives. John also announced that 2012 marks the 150th anniversary of the Morrill Act; which was established for Land Grant program activities.

The meeting adjourned at 3:29 p.m.

FUTURE COIA MEETINGS (all meetings from 3:30-4:30 p.m. locations listed below)

March 15, 2012-**CHANGE IN REGULAR VENUE-210 Burruss Hall**

April 19, 2012-325 Burruss Hall

May 3, 2012-325 Burruss Hall

Respectfully submitted,

Kim Rhodes
Recording Secretary

Engagement Programs

In step with the university's mission of learning, discovery, and engagement, the Office of Engagement fosters greater economic opportunities and quality of life for the citizens of Virginia and beyond. The engagement program offerings provide lifelong learning opportunities for youth, undergraduate and graduate students, scholars, practicing professionals, and adults.

With over 450 projects, engagement programs provide trusted expertise in all aspects of program design, management, and delivery. Faculty and staff provide access to learning environments including world class hotels and conference centers, high technology classrooms, and laboratories. To learn more about engagement programs and the many services we offer, please contact the representatives listed below.

Center for Organizational and Technological Advancement | www.cota.vt.edu

COTA offers unique educational programs for professionals and organizations looking for creative solutions to today's challenges. By drawing on the knowledge and experience of leaders in universities, business, industry, government, and communities, COTA Fellows, and Virginia Tech faculty, COTA develops inventive programs in engineering, sciences, business, education, and public affairs.

Susan E. Short, Director
email: sshort@vt.edu
phone: 540-231-9497

Center for Student Engagement and Community Partnerships | www.vtsevt.edu

The CSECP coordinates community partnerships, student leadership, service, and experiential activities and develops faculty and partner capacity for community engagement. These initiatives are intended to enhance student outcomes, integrate service and community experiences into the curriculum, and support the needs of Virginia Tech communities.

Gary Kirk, Director
email: garykirk@vt.edu
phone: 540-231-7935

Continuing and Professional Education | www.cpe.vt.edu

CPE annually reaches more than 33,000 professionals through short courses, certificate programs, conferences, research symposia, workshops, and custom-developed educational programs for business, government, and community organizations.

Scott Weimer, Director
email: weimers@vt.edu
phone: 540-231-7887

Jennifer Carter, Assistant Director
Northern Virginia
email: carterja@vt.edu
phone: 571-858-3006

Institute for Policy and Governance | www.ipg.vt.edu

The Institute for Policy and Governance builds strategic relationships between the university and community by linking academic research and outreach efforts to address significant public policy issues. This university-level institute was created to blend theory with practice by providing a variety of policy-related services.

Max Stephenson Jr., Director
email: mstephen@vt.edu
phone: 540-231-7340

Language and Culture Institute | www.lci.vt.edu

The LCI offers language programs and cross-cultural training for personal, academic and professional development, serving Virginia Tech faculty and staff, prospective and admitted students, the broader New River Valley community, and government and business clients. The institute hosts the Department of State's Hubert H. Humphrey Fellowship and Fulbright English language programs. The LCI's Intensive English program annually serves hundreds of students from more than 50 countries in Blacksburg and Northern Virginia.

Don Back, Director
email: dback@vt.edu
phone: 540-231-6963

Andrea Todd, Assistant Director
Northern Virginia
email: todda@vt.edu
phone: 703-538-3751

Office of Economic Development | www.econdev.vt.edu

The Office of Economic Development links the intellectual and physical assets of Virginia Tech with the needs of business, state, and local governments and community organizations across the commonwealth and throughout the world.

John Provo, Director
email: jprovo@vt.edu
phone: 540-231-4004

Talent Search and Upward Bound | www.ubts.vt.edu/

TS and UB are designed to encourage and prepare students to pursue college educations. The programs provide tutoring and help in areas such as English, mathematics, science, foreign language, SAT prep, ACT prep, study and test-taking skills, career planning, time management, communication, and problem solving.

Thomas Wilson, Director
email: tgwilson@vt.edu
phone: 540-231-6911

Youth Science Cooperative Outreach Agreement

Virginia Tech serves as the lead in this national, Army-funded consortium that offers science, technology, engineering, and mathematics (STEM) programs for youth from kindergarten through college. The goal is to increase the number of STEM graduates to address the projected shortfall of scientists and engineers in the nation.

Donna Augustine, Consortium Director
email: donna.augustine@vt.edu
phone: 540-231-6120

 Virginia Tech
Invent the Future®

OUTREACH & INTERNATIONAL AFFAIRS

Commonwealth Campus Centers and Facilities

Hampton Roads Center I

www.hrc.vt.edu

The Virginia Tech Hampton Roads Center offers an array of educational services to meet the needs of working professionals in the Hampton Roads region of the commonwealth.

Melissa Lubin, Director
email: mmlubin@vt.edu
phone: 804-662-7288

Reynolds Homestead I

www.reynoldshomestead.vt.edu

The Reynolds Homestead features the birthplace and boyhood home of R.J. Reynolds, a Continuing Education Center, and a Forest Resources Research Center.

Julie Walters Steele, Director
email: jws@vt.edu
phone: 276-694-7181, ext. 23

Richmond Center I

www.richmond.vt.edu

In addition to a large graduate programming portfolio, the Richmond Center offers a variety of workshops and customized certificate programs to serve the needs of organizations in the private sector, as well as those of state and local governments.

Melissa Lubin, Director
email: mmlubin@vt.edu
phone: 804-662-7288

Roanoke Center I

www.vtrc.vt.edu

The Roanoke Center serves the region by delivering a wide variety of educational offerings and services, including graduate programs, workshops, and customized training programs.

Kay Dunkley, Director
email: kdunkley@vt.edu
phone: 540-767-6100

Southwest Virginia Center I

www.swvac.vt.edu

This center offers an array of educational services to meet the needs of working professionals in the southwest region of Virginia.

Penny McCallum, Director
email: pmccal5@vt.edu
phone: 276-619-4311

The Hotel Roanoke and Conference Center I

www.hotelroanoke.com

This historic hotel is connected to a high-tech conference center that offers 63,000 square feet of flexible meeting space. A covered walkway leads to downtown Roanoke where visitors will find a farmer's market, galleries, a professional theater, shops, and restaurants.

Gary Walton, General Manager
email: gwalton@hotelroanoke.com
phone: 540-985-5900



The Inn at Virginia Tech and Skelton Conference Center I

www.innatvirginiatech.com

Located in the heart of campus, this 193,000 square foot facility sits on 25 lush acres. The 700-seat ballroom, 10 conference rooms, and 147 guest rooms and suites make it one of the premier facilities in the mid-Atlantic region.

Tom Shaver, General Manager
email: tshaver@vt.edu
phone: 540-231-8000



Virginia Tech Research Center - Arlington I

www.ncr.vt.edu/Arlington

Located on the second of the facility's seven floors, the conference center features nine meetings rooms. The space includes a tiered-seating lecture hall, a versatile multipurpose room, and a demonstration/visualization room with a 20-foot, ultra-high-resolution projection screen.

Faren McNabb, Conference Manager
email: fmcnabb@vt.edu
phone: 571-858-3030



OUTREACH & INTERNATIONAL AFFAIRS

Office of Engagement Overview

*Commission on Outreach and International Affairs
Thursday, February 16, 2012*

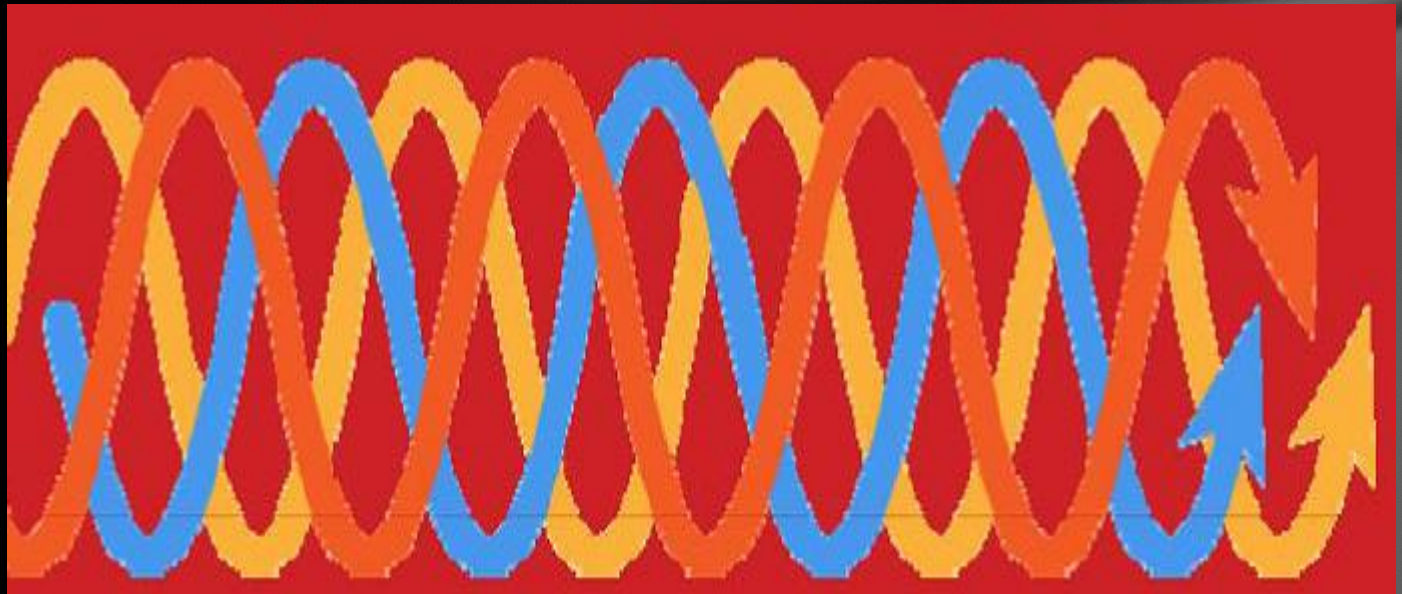
THE OFFICE OF ENGAGEMENT

*Fostering greater economic opportunities and quality of life for
the citizens of the Commonwealth and beyond*

An Engagement Model

Learning, Discovery, Engagement: *Engagement is the interface between the university and communities for the advancement of economic well-being and betterment of the human condition*

Learning
Discovery
Engagement



Discussion Points

- **Defining Engagement**
- **Institutionalizing Engagement**
- **Maximizing Resources**
- **Characteristics of an Engaged 21st Century Global Land-Grant University**

Engagement Defined

(Regardless of place) Engagement is the interface between the university and communities for the advancement of economic well-being and betterment of the human condition

Institutionalizing Engagement

How do we as an institution integrate our three part mission and eliminate silos? How do we integrate the scholarship of engagement?

Maximizing Resources

How can we maximize our magnificent institutional assets that promote and advance an integrated system of engagement?

What does engagement look like at a 21st century global land-grant university?

The Student Experience

Workforce Development

Community Development

VT Global Presence

The Student Experience

Characteristics/traits: diverse (across US, cultures, eco-backgrounds), understand a world view, engaged with learning, research, service ... gain a great appreciation and respect for different cultures (by words and actions)

Programmatic priorities: engagement activities, service learning, study abroad, curriculum infused with global perspective, student leadership opportunities – global leadership skills, commitment by institution to foreign language instruction . . . Students have a study abroad experience even if they stay within the Commonwealth (and perhaps without leaving Blacksburg) . . . Using technology to interact with students around the world (projects), work with faculty to internationalize/globalize teaching; use of emerging technologies

Performance metrics/impacts: what should students be able to do and know what they do with that knowledge; do they make a difference in communities after leaving Blacksburg; (behavioral and attitudinal changes – use current assessments while on-campus); numbers (study abroad and communities) – connect outputs to outcomes/impact

Resource needs: redirect existing resources; utilization of technology; (costs related to study abroad – length of degree completion)

Workforce Development

Characteristics/traits: academics, experiential learning (on the job – service based), training (program development/extension), research (broad workforce issues)

Programmatic priorities: undergraduates and graduate student service to society; increase university's ability to respond; new opportunities; increase faculty engagement opportunities; interdisciplinary engagement (internal and external partnerships); access for non-traditional students; reducing curriculum/delivery time to respond to emerging technologies or global conditions

Performance metrics/impacts: strengths and weaknesses of students from employer perspective; % of students with intercultural experiences; examine tenure process (reward and recognition) – create incentives; OSP tracking

Resource needs: private sector engagement; collaborative partnerships for funding opportunities/proposals

Community Development

Characteristics/traits: effective communication with communities (what's happening); repositories of information – integrated system – easily accessed; info readily available to diverse communities (include all domains); informed constituents (internal and external); educate local communities of value added by VT global

Programmatic priorities: community education regarding value added of a global VT (loop back to local communities); user-friendly media outlets; utilization of venues for summer experiences; best practices (understand other models + impacts)

Performance metrics/impacts: # program participants (satisfaction levels); level of interests; development (financial – ambassadors for university)

Resource needs: Use of social media – emerging technologies; development of a volunteer tiered network (silver, bronze, gold); business model with a revenue stream; financial return to units; corporate partnerships

Global Presence

Characteristics/traits: study abroad; internationalization of curriculum; strategic partnerships around exchange; service abroad; research centers; collaborations (faculty)

Programmatic priorities: communicating what's available within the institution; champions for international work (resources provided); reward faculty in tenure and promotion process; language instruction for students and faculty; securing mechanisms for collaborative research

Performance metrics/impacts: numbers; secure stakeholder perceptions (those served + faculty involved) – focus groups, surveys (multiple perceptual measures – outcomes/outputs; articles – contributions to scholarship; third party reviews (juries) – faculty and students

Resource needs: political support (institutional support) – why it is significant within culture of the institution; small grants (OIREED) – need additional financial incentives

Observations/Comments