

ENGAGING FOR EXCELLENCE AND IMPACT

Outreach and Engagement



The evolving competitive marketplace of public education rewards adaptable organizations that effectively respond to critical societal needs with new knowledge and learning opportunities. Oregon State University, a Land-Grant university, enjoys a reputation of providing value earned from 150 years of service to society.

Our future DEMANDS ENGAGEMENT

At OSU, our statewide presence coupled with our practical, problem-solving research, development of innovative technologies, and extended learning opportunities can uniquely position us to meet the real-world needs of people. Our expanding commitment to outreach and engagement enhances the University's relationship to those we serve. The understanding generated from this enhanced relationship will continue to make OSU research and teaching more relevant and competitive. Seeking and applying knowledge increases our accountability to stakeholders and secures an enduring role that will be recognized and rewarded by enthusiastic partners. The future success of our university is enhanced by our expanding ability to engage.





Mission

With the complementary missions of learning, discovery, and engagement, Oregon State University is a powerful force for moving the country forward in the 21st century. In keeping with this national presence and building upon the strengths of Oregon's Land-Grant institution, University Outreach and Engagement's mission derives its purpose from the Oregon State University mission.

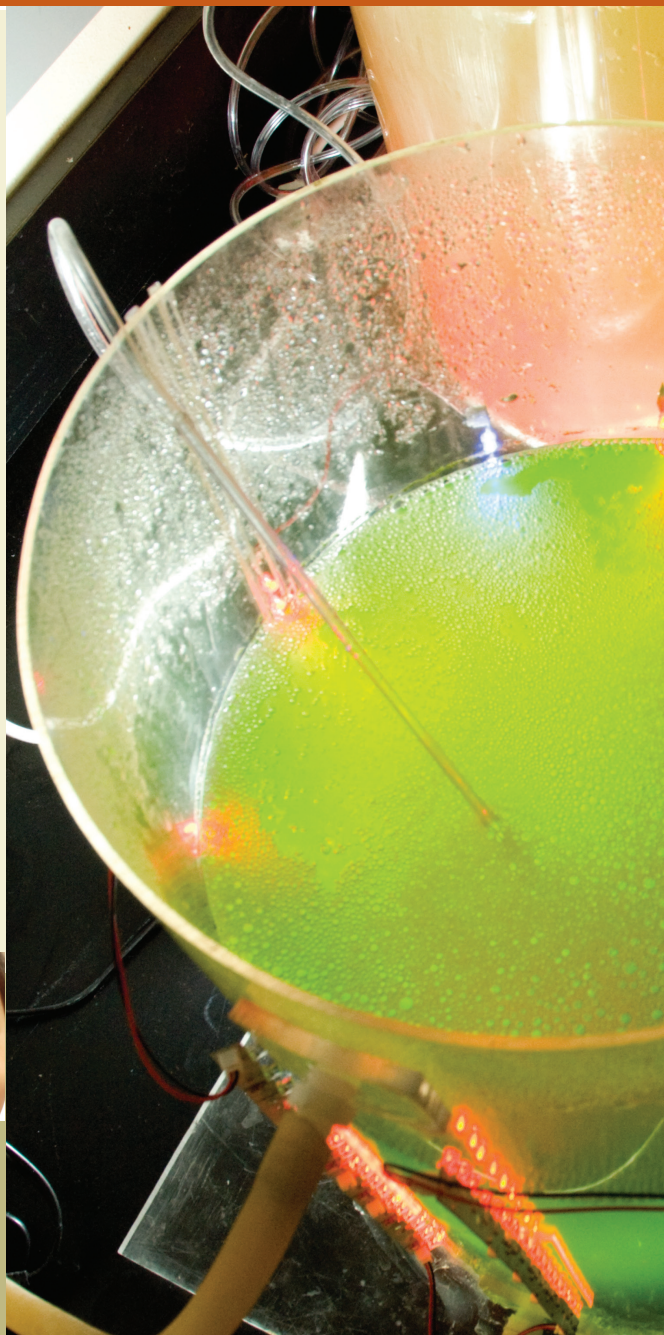
“As a land grant institution committed to teaching, research, and outreach and engagement, Oregon State University promotes economic, social, cultural and environmental progress for the people of Oregon, the nation and the world. This mission is achieved by producing graduates competitive in the global economy, supporting a continuous search for new knowledge and solutions, and maintaining a rigorous focus on academic excellence, particularly in the three areas Signature Areas: Advancing the Science of Sustainable Earth Ecosystems; Improving Human Health and Wellness; and Promoting Economic Growth and Social progress.”

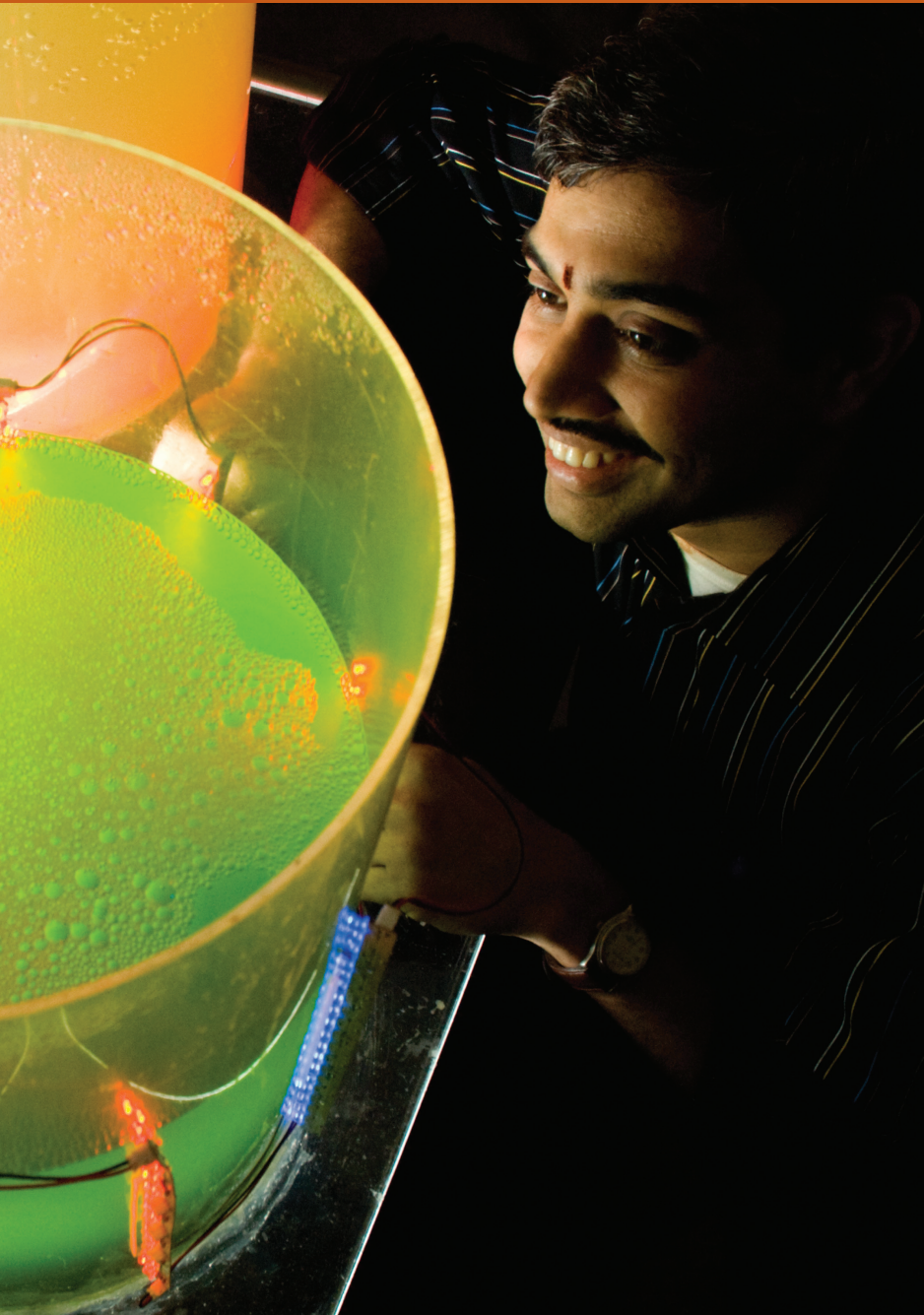
Outreach and Engagement at Oregon State University enhances access to enrichment and problem solving through reciprocal relationships for the exchange of knowledge and resources in partnership with individuals, communities, business, industries, government, and educational institutions.



Vision

By 2020, the life of each Oregon resident will be demonstrably improved and enriched **by engagement with OSU's innovation, knowledge, and expertise.**





Outreach & Engagement

Under the banner of Outreach and Engagement, our university reaches out to learners and partners and engages in reciprocal relationships that improve lifelong learning. The University's knowledge base is made available for problem solving and enrichment, while at the same time growing and improving with input from our learners, partners, and stakeholders.

Outreach and Engagement is an essential component of a contemporary Land-Grant university. It builds upon historic traditions in serving the state's residents in innovative ways through a statewide presence in local communities and a worldwide presence through courses and programs. Engagement will increasingly be defined by learner and student involvement in community issues as a part of their academic experience and by working relationships among stakeholders. OSU faculty endeavors in discovering, translating, and applying knowledge to provide economic, environmental, and social benefits will further the Outreach and Engagement initiative.



Where We Excel

Oregon State University has distinctive capabilities in the following areas of human need where the University is now engaged.

Innovative economic development

Application of knowledge and innovation that improves the performance and formation of businesses

Rural landscapes and community vitality

Promotion of leadership and change strategies to sustain the future of rural areas and their ability to provide key benefits to all residents

Urban issues

Identification of unique social problems and opportunities to partner with diverse organizations

Human health

Information needed to meet the challenges of health care variability and personal lifestyle choices and to assure the long-term performance and viability of an aging population





Energy

Development of sustainable energy solutions to meet increasing global demand by engaging technologists, community leaders, and the University

Sustaining ecosystems and environmental qualities

Progressive application of knowledge to enhance the quality of water, land, and air and their ability to support productive and sustainable landscapes and ecosystems



Internationalization

Workforce preparation to enable success in a connected world with expanded communication technologies and fewer boundaries to worldwide commerce

K–20 education

Links with K–20 education to strengthen America’s workforce (including preparation in the nationally imperative STEM —Science, Technology, Engineering and Math—area), thus preparing students for using knowledge throughout their lives in an increasingly “flat” world

Public issues education

Information about policy alternatives to guide informed policy development and strengthen democracy through an engaged public

Response to poverty

Services for populations at risk due to unequal distribution of wealth and resource limitations



Security and disaster resilience

Advance work toward preparing for and recovering from disasters in order to mitigate major disruptions in community services



Key Initiatives

University Outreach and Engagement will lead and accomplish the following initiatives over the next five years:

Enhance access to information and learning opportunities that engage communities of learners in Oregon and around the world through access to credit, certification, and applied real-time and distance education.

Develop new interactive and free-choice learning opportunities in Oregon and globally for learners, information seekers, and OSU students, better preparing them for leadership in a global economy.

Build community and business partnerships that directly address pressing economic and social needs of our society.

Partner with colleges and units to increase opportunities for outreach and engagement programs and activities.

Lead statewide urban and rural interdependence initiatives.

Fund faculty teaching and research activities within outreach and engagement.

Create scholarships that enhance access to outreach and engagement programs.

Invest Outreach and Engagement resources to support OSU key thematic areas to directly address economic, social, and environmental needs.

Expand available resources to support outreach and engagement activities.

Use established channels to expand implementation of technology and innovation.





Provide expanded access and support to employ learning technologies for quality online course development across a spectrum of learning opportunities, from noncredit to full degree programs.

Provide training and support for faculty on partnership development.

Provide innovative grant funding for outreach and engagement activities.

Develop Outreach and Engagement funds for infrastructure improvements.



Core Service Offerings

University Outreach and Engagement, as a newly formed division at OSU, offers a core set of services to support outreach and engagement activities and programs. These services create innovative, new outreach and engagement programs across the University—involving colleges and programs—that require integration and coordination at the University level in order to be effective. The service offerings and capabilities are:

Build and provide leadership for statewide programs that improve and expand cultural fluency and competence—spanning age, gender, ethnic, racial, religious, geographic, and cultural differences.

Perform periodic assessment of societal needs and issues essential for effective outreach and engagement; develop a statewide data center to inform decision making.

Provide expertise in development, delivery, marketing, and evaluation for outreach and engagement programs.



Strategic Goal 1

Access

Provide access to innovative and relevant educational programs, research, and information resources within OSU to meet the broad range of current and future needs of individuals, businesses, and communities in our state, nation, and world.

Strategies

- 1.1 Respond to the needs of new audiences, local and global, seeking educational opportunities by expanding access to OSU programs, courses, and information resources.
- 1.2 Determine needs and provide capabilities and support for mutually beneficial partnership opportunities through comprehensive access to OSU knowledge resources.
- 1.3 Create an easy-to-use process to access OSU's Web-based product offerings and knowledge resources.
- 1.4 Apply appropriate emerging technologies to facilitate learning and communication.

Expand access to OSU programs, courses, and information resources.





Strategies

- 2.1 Identify qualities of partnerships that enable OSU to participate in collaborative solutions to society's pressing problems.
- 2.2 Highlight successful partnerships to create a roadmap—including approaches, processes, and expectations—for building mutually beneficial partnerships.

Strategic Goal 2 Partnerships

Create and expand mutually beneficial and responsive partnerships that enhance the social, economic, and environmental well-being of individuals, organizations, and communities.



Enable OSU to participate in collaborative solutions to society's pressing problems.

Strategic Goal 3 Scholarship

Broaden the scope of research and scholarship that emerges from and contributes to effective outreach and engagement activities.

Strategies

- 3.1 Provide all faculty members—on-campus and off—the information needed to expand or initiate research opportunities that emerge from outreach and engagement.
- 3.2 Provide faculty the resources needed to expand or initiate research opportunities that emerge from outreach and engagement activities.
- 3.3 Develop new opportunities for sharing the scholarship that results from outreach and engagement activities.



Initiate research opportunities that emerge from out each and engagement.



Strategies

- 4.1 Raise awareness and commitment of administrative leaders to attend to, support, and promote outreach and engagement activities and outcomes in their units.
- 4.2 Increase participation of a wider set of units to achieve outreach and engagement strategic goals and outcomes.
- 4.3 Identify new opportunities for faculty, departments, colleges, and units to expand their out reach and engagement activities and outcomes.
- 4.4 Formally pursue qualification for Carnegie status for the purposes of identifying OSU's particular strengths and weaknesses in out-reach and engagement.

Strategic Goal 4 Integration

Integrate outreach and engagement throughout the University with expected outcomes from each college, department, and unit.



Increase participation to achieve outreach and engagement strategic goals and outcomes.

Strategic Goal 5 Culture

Create a widely shared organizational culture that encourages, promotes, and rewards outreach and engagement activities of faculty, staff, and students.

Strategies

- 5.1 Strengthen the faculty reward and recognition system so that it appropriately acknowledges and rewards contributions made in online teaching and other outreach and engagement activities by all faculty.
- 5.2 Raise awareness of outreach and engagement activities by promoting these activities throughout the University community.
- 5.3 Involve undergraduate and graduate students in recognized outreach and engagement activities, locally, regionally, and globally.



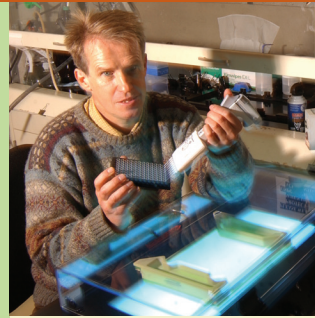
*Involve students in
recognized outreach and
engagement activities.*





Strategic Goal 6 Resources

Expand and increase the financial and human resources that enable success in outreach and engagement across the University.



Strategies

- 6.1 Develop a long-term financial and operating model for outreach and engagement.
- 6.2 Strengthen the gift-based financial support for outreach and engagement activity in conjunction with academic units and the OSU Foundation.
- 6.3 Build a diverse, talented, and effective faculty and support staff to meet the goals of this plan. Establish a strong and sustainable Outreach and Engagement Division and campus-wide Outreach and Engagement program.

Build a diverse and effective faculty and support staff to meet the goals of this plan.

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