

**COMMISSION ON OUTREACH AND INTERNATIONAL AFFAIRS
MINUTES
December 11, 2003**

Attendance: Jennifer Abel (telecon), Scott Baker (telecon), Mike Bertelsen for S. K. De Datta, John Dooley, Joe Eifert, Brian Calhoun for Judith Jones, Doris Kincade, Mike Lambur, Gary Long, Glenda Scales, Mike Schroder, Robert Shaffer, Judith Shrum, Barry Moore for Richard Sorensen, Lance Matheson for Rodney Thompson, Tom Wilkinson

Absence: Carolina Aguilar, Linda Burcham, Robert Dunay, Judi Lynch, Susanna Rinehart, Ted Settle, Brant Snyder

Guest: Susan Felker

1. Welcome and Introductions

Doris Kincade welcomed new and continuing members, and she asked for self-introductions.

2. Agenda Approval

The agenda was approved as presented.

3. Approval of Minutes, November 20, 2003

The November 20, 2003 Minutes were approved electronically and have been forwarded to University Council for approval.

4. Chairman's Report

At the last meeting of University Council, the formalization of certificates at the graduate level was approved. Six of the nine required graduate hours have to be taken for a grade at Virginia Tech.

The President has requested Commission chairs to meet again next semester. Doris Kincade will report on the Commission's definition of outreach and the Commission's work toward revamping the governance documents. Additional items that need to be reported, may be forwarded to Doris Kincade.

5. Action Items

- **First Reading: COIA Resolution 2003-2004 A, Resolution for Change in Membership of the Commission on Outreach and International Affairs**

A copy of the COIA Resolution 2003-2004 A to request changes in the University By-Laws for the membership of the Commission on Outreach and International Affairs was distributed, and discussed. The need for the resolution is based on the restructuring of the Office of Outreach and International Affairs. In addition, the last paragraph of the resolution addresses the request that was made in May 2003 to change all wording instances of "Commission on Outreach" or "Commission on Public Service and Extension" to "Commission on Outreach and International Affairs."

A third paragraph was added to the resolution to reflect the title changes of *ex officio* membership due to reorganization.

There was discussion about the number of *ex officio* positions on the Commission on Outreach and International Affairs, and the history of the *ex officio* membership with the reorganization of the Office of Outreach and International Affairs. This resolution notes five *ex officio* positions to include 1) Vice Provost for Outreach and International Affairs; 2) Associate Provost, International Affairs; 3) Director, Cooperative Extension; Director, 4) Economic Development; and 5) Director, Outreach Program Development. This listing reflects the present scope of the Commission.

- **First Reading: COIA Resolution 2003-2004 B, Resolution for Change in Charge of Commission on Outreach and International Affairs**

A copy of the COIA Resolution 2003-2004 B to request changes in the University Council Constitution for the charge of the Commission on Outreach and International Affairs was distributed, and discussed.

The following changes were recommended for wording of the Commission's charge. The word "Professional" needs to be removed from the second sentence, to be consistent with other sentences, and the second sentence is to read

Concerning the engagement of the University in service, outreach, and international

The word "and" should be inserted in the third sentence to read

programs. Areas for consideration include: Cooperative Extension, continuing and professional

6. Follow-up Presentations and Discussion on Defining Outreach at Virginia Tech

As a follow-up from Ted Settle's presentation of the three case studies from Virginia Tech, Penn State and Purdue at the November Commission meeting, Mike Lambur discussed his outreach model showing the university mission areas as teaching, research, and outreach. In this model "Outreach" is shown as a component of the teaching and research mission areas, and "Service" is shown as a component that crosses the teaching, research and outreach mission areas.

Following additional discussion of the models, Mike Lambur, Ted Settle and Gary Long were asked to work as a committee to incorporate the ideas from the Commission members and to finalize a conceptual model. They will report to the Commission at the February meeting. The next step in this process of defining Outreach is to determine how this model will be used to further the charge of the Commission and to guide Outreach at VT, including cultural and policy changes.

7. Information Items

- **OPD Survey**

At the Outreach Program Development retreat in May, 2003, a committee named the Marketing and Image Team was formed and charged to develop a marketing plan for Outreach Program Development (OPD). OPD contains the program areas of Continuing and Professional Education, Donaldson Brown Hotel and Conference Center, Hotel Roanoke and Conference Center, Service Learning Center, Upward Bound/Talent Search, the English-Language Institute, and Center for Organizational and Technological Advancement. An on-line survey was developed, and a sampling of 600 faculty was sent an e-mail message with a link to the survey, and of those faculty members, 108 responded. A copy of the survey was distributed to the Commission members, and results were discussed. The responses have been useful in terms of feedback of the level of awareness of the various outreach programs, as represented by the 108 faculty. These results can contribute to the development of the outreach model at the university.

- **UCIP Report**

The following agenda items are pending due to the UCIP meeting being canceled last week; therefore, further actions will be reported at a future Commission meeting.

- Alumni Award for Excellence in International Education
- Alumni Award in International Outreach and Research
- Resolution for Administrative Responsibilities for Research Abroad
- By-Laws

Key Points to Share from this meeting:

- Commission members should continue to visualize the outreach model, and comments and other ideas should be emailed to Mike Lambur, Gary Long, and Ted Settle.
- Commission members should encourage their constituents to prepare letters and applications for the awards given by the Commission and the Colleges to recognize publicly the terrific Outreach and International Affairs activities at the university. Materials will be due March 19, 2004 for the Commission Outreach Awards.

Respectfully submitted,

Linda Price
Recording Secretary