

# University of Idaho

## Outreach and Engagement Council

### *Background and Next Steps*

Our **vision** is that the University of Idaho ...

- Serves the state with a seamless, interconnected system of people, programs, and facilities
- Engages in partnerships to address critical issues in Idaho and worldwide, transforming how students learn in the process
- Advances engaged outreach through recognitions, funding and empowering reward structures

The **mission** of the Outreach and Engagement Council (OEC) is to promote and facilitate outreach, through which the University of Idaho engages in partnerships with constituencies in Idaho and beyond.

The OEC has three primary **responsibilities**.

- The OEC **advises** the President, Provost, President's Cabinet, and Provost Council on internal policies, procedures, and support services to foster outreach and engagement across our statewide system. Consistent with recommendations from the University of Idaho's Strategic Action Team for outreach and engagement, the OEC advises in five specific areas: structure; reward systems; administrative barriers; marketing and communications; and funding. (For specifics, click on "Final Recommendations October 26, 2008" at <http://www.uidaho.edu/provost/strategicactionplan/goal3.aspx>)
- The OEC **builds relationships** between people involved in the University's diverse outreach and engagement activities. These individuals are housed in colleges, Extension, regional Centers, Academic Affairs, Student Affairs, public broadcasting, and other offices, institutes, and centers.
- The OEC **serves as a resource and sounding board** for efforts such as Strategic Innovations, thus helping relevant faculty and staff make connections to work across disciplines and functions.

**Leadership and composition:** The OEC is a regularized body that replaces the Strategic Action Team for Outreach and Engagement created in August, 2006. It is chaired by the Coordinator for Outreach and Engagement, who heads the Office of Outreach and Engagement. The Coordinator is a member of the Provost Council and reports to both the Provost and Director of Extension. The OEC's founding body consists of ten members of the original Strategic Action Team who are transitioning to the OEC to maintain continuous leadership between the two bodies.<sup>1</sup> When fully implemented, the OEC will consist of approximately 20

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<sup>1</sup> Founding body: Beyerlein (Engineering), Eberlein (CALs Extension); Fodor (Education CDHD), Hollenhorst (CNR), Kraut (CBE), Mattoon (CALs), Salant (CALs), Schnepf (CALs Extension), Secrist (UI Boise), Willis (Engineering). New members: Anderson (UI CdA), Dillion (Law), Drown (CAA), Gregson (STEM), Merrell (URO), Williams (Science), Wurr (Academic Affairs).

members, with at least one from every college and representation from the regional Centers, Extension, and other outreach arms of the university. In addition to the founding members, other members will include faculty and staff selected through deans' appointments and targeted recruiting. Formal appointment to the OEC will be made by the Provost. Terms may be one, two and three years in duration, and will be staggered.

**Next steps:** The full council will be convened in early December 2009 and meet monthly. In line with the council's primary responsibilities, these topics have been recommended to the council as priority actions:

- Develop metrics that allow us to measure the scale and breadth of university outreach
- Continue work on incentive system through faculty affairs committee
- Provide Goal 3 feedback on plans developed by Strategic Innovation teams
- Map current Goal 3 work based on review of colleges' strategic plans and new efforts put in motion by President Nellis and Provost Baker, including the Entrepreneurship Working group (Jack McIver), the State Relations group (Chris Murray), STEM (Jim Gregson), and the Strategic Innovation Steering Committee (TBD)
- Develop calendaring system to communicate inside and outside the university about outreach activities

## Outreach and Engagement Framework



### What is engagement?

**Within the university – the mutually beneficial overlap of disciplines and functions**

**Outside the university – mutually beneficial partnerships with constituencies at the local, national and global level.**