Engagement Leadership Council  
December 3, 2015 (2:00-3:15 p.m.)  
Gateway Center: 902 Prices Fork Road - Suite 120  
Meeting Highlights

Participants:

- Kristy Collins - Virginia Biocomplexity Institute  
- Ann Craig - ICTAS  
- Jon Helge Bohn, Chair, Commission on Outreach & International Affairs  
- Ed Jones – Virginia Cooperative Extension  
- Karl Markgraf, Associate Vice President for International Affairs  
- Penny McCallum – Commonwealth Campus Centers  
- Patrick Miller - College of Architecture and Urban Studies  
- Susan Short, Associate Vice President for Engagement  
- Debbie Stout – College of Liberal Arts & Human Sciences  
- Beth Tranter, Associate Vice President for Research  
- Brenda van Gelder – Information Technology  
- Scott Weimer, Continuing & Professional Education

Welcome and Announcements  
Susan Short
The group completed introductions.

Office of Engagement FY15 Program Highlights  
Susan Short
Susan provided the group with an overview of FY15 Engagement unit programming efforts and results. (See attached)

Highlights included:

- The delivery of more than 1,200 Engagement unit programs that generated more than $3.5M in revenue.
• COTA offered 65 incentive grants that generated almost $4.5M in gross sales revenue for The Hotel Roanoke & Conference Center.
• The Language and Culture Institute served more than 1,600 students at Blacksburg, Radford, and Fairfax locations.
• Engagement units secured over $14M in sponsored activities and over $75,000 in gifts and/or donations.
• The university celebrated renewal of the community engagement classification from the Carnegie Foundation for the Advancement of Teaching and was recognized by APLU as an Innovation & Economic Prosperity university.

Continuing and Professional Education Program Overview
Scott Weimer
Scott provided a comprehensive overview of the Continuing and professional Education program portfolio and support services. (See attached)

Engagement Scholarship Consortium
Susan Short
Susan reminded the group that the ESC 2016 conference will be hosted by the University of Nebraska-Omaha and encouraged group members to share widely with their colleagues.

2016 ESC Conference – October 11-12, 2016 – University of Nebraska Omaha
Visioning the Future of Engaged Scholarship: Reciprocity, Mutual Benefit, and Impact
(video - https://engagementscholarship.org/conference/esc-2016-meeting)

Susan is working with Patrick Miller to secure a panelist for the upcoming CAUS symposium. If possible, they will coordinate an across campus event in relationship to engagement and publication opportunities.

Commission on Outreach and International Affairs (COIA) Group
The group reviewed COIA issues that were previously developed and provided the following comments:

• An engagement piece needs to be added.
• Areas to consider include: access – providing a pipeline to prepare youth to be successful at VT; our land grant competitiveness – helping citizenry to become competitive and how we can accentuate these components.
• What are the expectations for global engagement? We need expertise to open Virginia industry to global markets.
• Global is “home” as well. What’s the “domestic” component of our efforts?
• How can we articulate interest in the engagement component of our mission statement?
• What does the Commonwealth need from the university to accomplish statewide initiatives and goals? How can we contribute?
• Our charge is to focus on 15-20-30 year plans. What will our experience be?
• We need to serve “underserved people” (e.g., address poverty, hunger).
• What does Outreach and International Affairs look like in the Commonwealth? We must be flexible, nimble, agile, and responsive in the delivery of learning (rapid response – engagement).

Program Updates
Kristi Collins reminded the group about Kids Tech.
Patrick Miller suggested having a future ELC meeting at CDAC (Community Design Assistance Center). Susan will follow-up with Elizabeth Gilboy.

The meeting adjourned at 3:20 p.m.

Meetings for 2016

(All meetings will be held from 2-3:15 p.m. at 902 Prices Fork Road, Suite 120, unless otherwise noted):

March 3, 2016
June 2, 2016
September 1, 2016
December 1, 2016
• More than **1,200 Engagement programs** delivered this year – the commonwealth’s leader in continuing and professional education offerings to more than 27,000 participants annually.

• Facilities include **Commonwealth Campus Centers, The Reynolds Homestead, The Inn at Virginia Tech and Skelton Conference Center, The Hotel Roanoke and Conference Center, the Executive Briefing Center – Arlington, and the Catawba Sustainability Center.**

• Approximately **$500,000** in instructional payments to faculty in support of their engagement program efforts during the past year.

• More than **$1 million** in program surplus revenue distributed annually to colleges and departments for essential expenditures such as graduate assistants, travel, and equipment purchases.

• **The Center for Organizational and Technological Advancement (COTA)** offered 65 incentive grants that generated almost **$4.5M in gross sales revenue** for **The Hotel Roanoke & Conference Center.**

• **TRiO** programs provided services to 800 middle and high school participants in southwest and central Virginia.

• **The Office of Economic Development** experienced a **24% growth** in new sponsored research and led the Hampton Roads showcase that paired high impact Virginia Tech researchers with private sector partners and corporate leaders.

• **The Language and Culture Institute** served more than 1,600 students in Blacksburg, Radford, and Fairfax.

• **The Executive Briefing Center at the Virginia Tech Research Center – Arlington** served almost 17,000 participants through 322 program bookings and generated over **$480,000.**

• **The Inn Incentive program** awarded funding to 10 diverse projects during FY15. These allocated funds generated a five to one business return to the Inn.

• The delivery of over 1,200 programs resulted in generation of more than **$3.5M** in revenue and served more than 150,000 individuals.

• Engagement units secured **$14,095,080** in sponsored activities and **over $75,000** in gifts and/or donations. The largest sponsored research project in the unit was the **Army Education Outreach STEM initiative ($7,973,100).**

• Virginia Tech’s national engagement involvement included: **renewal of the community engagement classification** from the Carnegie Foundation for the Advancement of Teaching; **recognition by APLU** as an Innovation & Economic Prosperity University; **membership in the international Engagement Scholarship Consortium;** and delivery of the **Engagement Academy for University Leaders** through COTA.

**FY 2015**

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**Virginia Tech**

*Invent the Future*

Guru Ghosh, Vice President for Outreach and International Affairs

Susan E. Short, Associate Vice President for Engagement
Virginia Tech
Continuing and Professional Education
CPE Today – Ready for the Future

• An partner for educational program planning, development, and delivery

• Dedicated to serving Virginia Tech’s multifaceted learning, discovery, and engagement missions

• Responsible for organizing and facilitating 300 non-credit, technical assistance, and contract graduate credit programs annually that serve 27K+ students/participants
Our Mission Includes:

- Fostering advanced research dissemination to support workforce development
- Providing program design, marketing, finance, and logistics to internal and external partners
- Facilitating access to the intellectual resources of VT for professional learners
Sample of CPE Programs

- IUPAC World Polymer Congress
- VDH Training for Waterworks Operators
- AFRL Manufacturing Processes Training
- Alliance for Biking and Walking TAP
- Advanced Wood Adhesion Short Course
- VT-KPEA Global Engineering Program
- Collaborating Across Borders Conference
- Transatlantic Institute for Assessment in Higher Education
- Virginia Science Festival
CPE & the Strategic Plan

• Inspiring creativity, curiosity, and critical thinking for the adult professional learner – experiential learning models

• Embarking on E-learning and distance learning in the noncredit environment

• Contributing to the development of global citizens, capable of competing in a networked world – international program development efforts
We Partner … and Help Create

- Targeted courses and educational experiences in Project Management, Infrastructure, Energy, Healthcare, Manufacturing, and what’s emerging

- Research driven, advanced technical skill building offerings to foster development of the workforce

- Memorable events through our CPE professional management and marketing creative services

- An impactful STEM-related portfolio of programs serving students and teachers around the country
Our Clients and Partners

- Academic, research, and administrative university faculty and staff
- Federal and State government agencies
- Corporations and small businesses
- Nonprofit/NGOs
- Professional associations
- Expert individuals and community leaders
We Innovate … and Help Educate

- Short Courses, Specialized Training, and Workshops
- Non-credit, CEU/Certificate Courses (F2F and online)
- Academic and Professional Conferences, Symposia, and Summer Schools
- Technical Assistance Programs (TAPs)
- Contract Cohort Graduate Credit Courses
We Facilitate … and Help Convene

- Our campuses, centers, venues and partner properties have become destinations for intensive learning opportunities and professional development experiences.
Opportunities for Collaboration

• Build a Constituency of Today’s Learners
• Convene and Lead Discourse
• Generate New Sources of Revenue
• Make An Impact