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 Group

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.

<u>Meetings for 2016</u>

(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

OUTREACH & INTERNATIONAL AFFAIRS

OFFICE of ENGAGEMENT PROGRAMS

AT A GLANCE

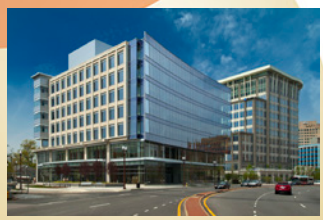
- More than **1,200 Engagement programs** delivered this year – the commonwealth's leader in continuing and professional education offerings to more than 27,000 participants annually.
- Facilities include **Commonwealth Campus Centers, The Reynolds Homestead, The Inn at Virginia Tech and Skelton Conference 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.

Carnegie Foundation
Elective
Community Engagement
Classification

FY 2015

- **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**.

VirginiaTech
Invent the Future®

Guru Ghosh, Vice President for Outreach and International Affairs

Susan E. Short, Associate Vice President for Engagement

www.outreach.vt.edu

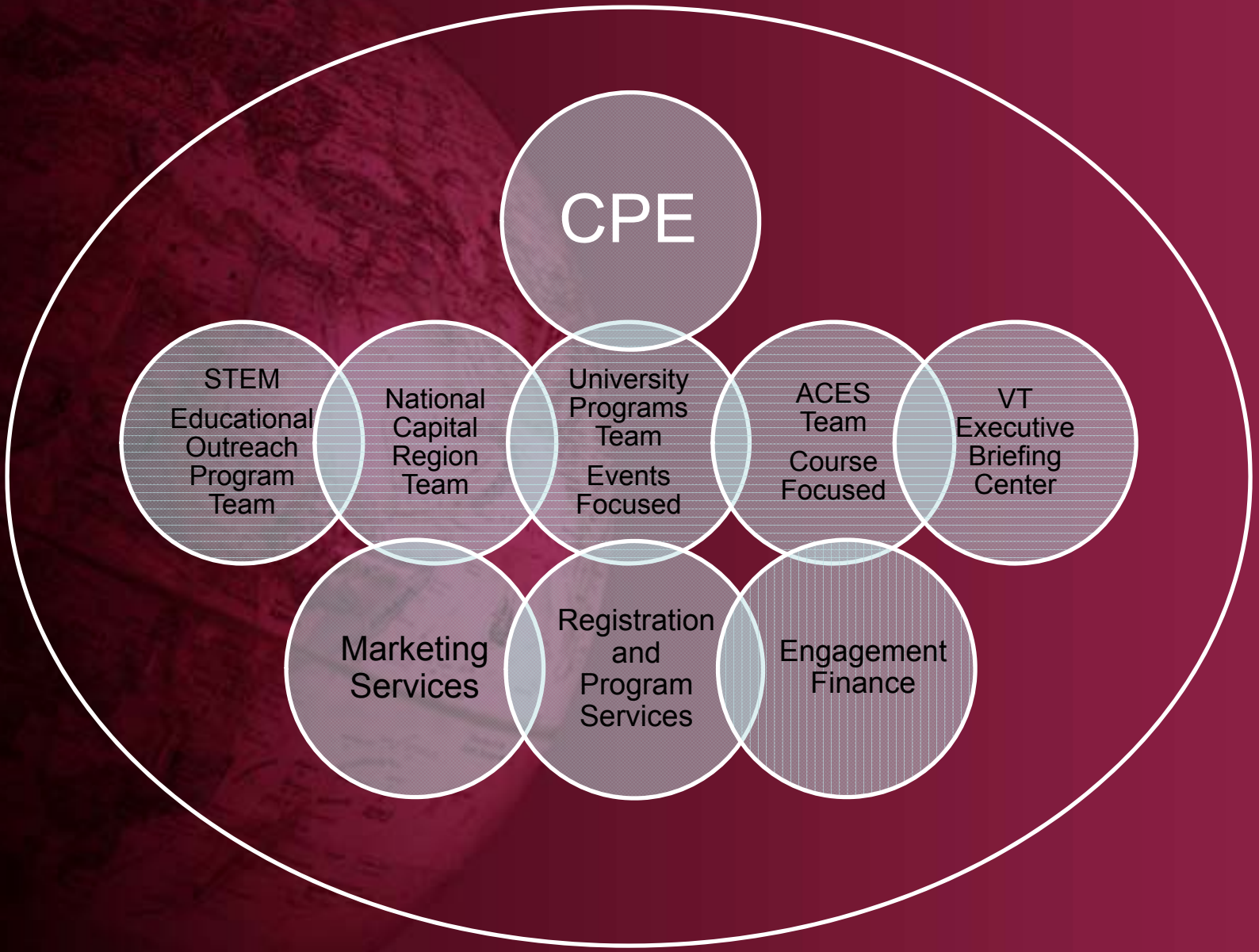
Virginia Tech
Continuing and Professional Education

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


CPE
STEM
Educational Outreach Program Team
National Capital Region Team
University Programs Team
Events Focused
ACES Team
Course Focused
VT Executive Briefing Center
Marketing Services
Registration and Program Services
Engagement Finance

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

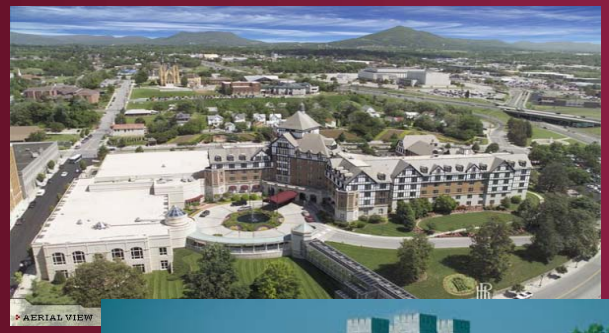
- Academic, research, and administrative university faculty and staff
- Federal and State government agencies
- Corporations and small businesses
- Nonprofit/NGOs
- Professional associations
- Expert individuals and community leaders

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