

OUTREACH COUNCIL
January 28, 2014; 2:00-3:15 p.m.
325 Burruss Hall
MINUTES

Present: Carlyle Brewster, Andrea Brunais, Tom Campbell, Martin Daniel, Guru Ghosh, Shelly Jobst (for Scott Weimer), Ed Jones, Gary Kirk, Patrick Miller, John Provo, Steve Skripak, Dean Stauffer, Debra Stoudt, Jerald Walz

Welcome and Announcements

Guru Ghosh welcomed the group and made the call for announcements. Guru introduced Shelly Jobst who was representing Scott Weimer, and asked that she describe her new position as Associate Director for Continuing and Professional Education (CPE) operations.

Personnel Updates

Lois Stephens' retirement was announced after nearly 40 years with CPE, and Guru announced that the VP Office of Outreach and International Affairs (OIA) would be moving to the Gateway Center in March.

Carnegie/APLU Classification

Jerald Walz spoke about the Carnegie classification, which is an external validation of the group. The classification that Virginia Tech is seeking is the Community Engagement Classification. Those on the review committee include Gary Kirk, Scott Weimer, David Knight, John Provo, Susan Short, Lynn Sharp and Jerald. The committee met in December and will meet again next week. The due date for submitting the application is April 15, 2014. The intent is to circulate materials through Outreach Council for review and then for the materials to be circulated to the Commission on Outreach and International Affairs for review. Examples of outreach/engagement activities and how they have changed over the past several years will be included in the materials.

John Provo talked about the APLU Classification. Research and University Relations is in the process of working toward the Economically Engaged Certification and developing an internal and external survey to include what should we be doing in this area. The hope is to have the survey within the next few weeks, with April yielding feedback and submittal around mid-May/early June.

Council Program Updates-Distance/Online Learning

Ed Jones brought up the College of Agriculture's on-line Master's program and the hope to grow that program to include Adobe Connect of Polycom access to cut down on travel expenses.

Other Items

Guru Ghosh talked about some priorities in outreach to include intersections between Economic Development; Continuing and Professional Education (CPE); the Women's Center and the Commonwealth Campus Centers.

Guru discussed that he has been looking at some of the priorities and commitments that our unit currently has. He has also been looking at Economic Development and how we can bring areas together to strengthen partnerships.

There is a strong presence with the Catawba Valley Center; and we have been working with the College of Agriculture and ICTAS to make Catawba Valley (377 acres) a sustainability test bed to

include Economic Development partners. The idea is to work with the extension office staff for Roanoke and graduate assistants to help develop this.

Guru talked about globalizing CPE. There are some great opportunities with emerging countries around the world. The hope is to work to bring degree and non-degree programs to on-line access globally.

Guru would like to have a more prominent presence in the National Capital Region (NCR). The regional growth is eminent.

He discussed the idea of globalizing our economic development efforts and the desire to have strong relationships with multi-national businesses.

Guru talked about the need to strengthen the university's presence in Newport News, Hampton Roads and Richmond Center.

Another area of discussion is the need to enhance efforts in Women in Development. Would like to look at that area and how the university efforts and women issues deal with empowerment, leadership, social standing, equity and employment.

Guru concluded that he is looking for robust partnerships in these endeavors. Andrea Brunais has been working with University Relations to run stories to include Women in Gender.

Tom Campbell responded that he is interested in assisting with these areas. ICTAS will be hosting high level groups in the coming weeks to include Mitsubishi February 12th.

Respectfully submitted,

Kimberly Rhodes
Recording Secretary

Tentative Meetings for 2014 (325 Burruss, Hall unless otherwise noted):

March 25	325 Burruss
May 27	325 Burruss
July 29	325 Burruss
September 30	325 Burruss
November 18	325 Burruss