

**OUTREACH COUNCIL
MINUTES
September 24, 2002**

Attendance: Dee Whittier, Deputy for Bob Martin; Doug McAlister; Edmund Henneke; George Crofts; Hap Bonham; Jim Blair; Jim Johnson; John Crunkilton; John Dooley; Neysa Call; Roger Avery; Tim Franklin; Valerie Giddings

Absent: Beth Fisher; Bob Dunay; Bob Martin; Clara Cox; Eric Pappas; Judith Jones; Ted Settle

Handouts: *University Outreach & International Affairs Organizational Plan; University Outreach & International Affairs Directory*

1. Welcome
John Dooley welcomed all to the September meeting and introduced John Crunkilton as the representative from the College of Agriculture and Life Sciences.

2. College Issues and Announcements
 - College of Engineering (Ed Henneke)
 - a. The announcement on the National Institute of Aerospace, with NASA Langley, will be made soon.
 - b. Information was given to the council about service contract courses with industry for credit. In a recent ruling, in addition to travel and faculty time expenses, tuition must be included, making costs unreasonable for companies to pay. This was agreed to be a critical issue that needs to be addressed at a future council meeting.

 - College of Agriculture and Life Sciences (John Crunkilton)
 - a. The Farm Family Showcase was a huge success again this year, with the three-day event drawing an estimated 38,000 people. Exhibitors are already showing an interest for next year.

 - Research Division (Jim Blair)
 - a. Discussions between several state agencies and institutions to develop a medical record database, which could turn out to be an excellent Outreach activity, are in progress. Of the major medical providers, Carilion is showing an interest. The legal and ethical issues need to be resolved first, in order for this project to be successful. Other involvement from Virginia Tech includes Dave Sebring with the Virginia Bioinformatics Institute and Dennis Kafura with Computer Science.

 - College of Human Resources and Education (Valerie Giddings)
 - a. The Malawi project is currently in its second year of operation. The project's Masters Program was developed to give leadership and to train additional teachers. The program will end in 2005. The Business Therapy Program has been initiated. It received exposure at the Farm and Family Showcase this year.

 - Pamplin College of Business (Hap Bonham)
 - a. The new director of the Management Professional Development Program, Barry Moore, is currently making a significant transformation to the character of the

program. It was agreed to invite Barry Moore to attend a future council meeting to discuss his efforts.

- Graduate School (Roger Avery)
 - a. The Graduate School will still work closely with University Outreach in the area of the extended campus centers. Extended campus centers will be a topic of discussion at the next Outreach Council meeting.

- College of Veterinary Medicine (Dee Whittier)
 - a. The search for a Director of Outreach programs that specifically targets Continuing Education for veterinarians is underway. The position has been advertised and applications are being received.
 - b. Dr. Bob Martin was announced as a COTA Fellow.

- Outreach Program Development (Doug McAlister)
 - a. Restructuring of the program units within Outreach Program Development is currently in process. Suggestions and advice were welcomed.

- Southside Outreach Initiative (Tim Franklin)
 - a. Groundbreaking of the Institute of Advanced Learning and Research was in July. Construction is due to be finished in a year. A newly appointed board will assemble on September 30th.
 - b. A consultant was hired to do a strategic business plan for the conference center.
 - c. e-DAN, which is led by Nancy Franklin, is steadily progressing.
 - d. The EDA has expressed an interest in helping to fund additional research space for the institute.
 - e. Other research activities currently underway are two with the College of Engineering, one with VBI and one with Horticulture.

- College of Natural Resources (Jim Johnson)
 - a. The five programmatic areas of Outreach Programs in the College of Natural Resources were discussed. Concerns of the capability to respond to the Outreach programs and opportunities have been weak, due to the loss of young, talented, aggressive people. The new Natural Resources' section in the EDAC Bureau is interested in developing a relationship between American schools of Forestry Natural Resources and counterpart schools in Africa. Council members were invited to visit the Wood Magic Show on October 1st and 2nd.

- Virginia Bioinformatics Institute (Neysa Call)
 - b. VBI has two pending grants that have outreach features (the first is for teacher training and workshops and the second would fund undergraduate and high school students in research experiences at VBI).
 - c. It was agreed that as VBI expands its total program scope, its opportunities to connect its Outreach efforts with the Outreach efforts of the colleges is going to be important.

3. Executive MBA Program

Hap Bonham gave the council an overview of the Executive MBA Program, which will be delivered in Northern Virginia. Companies are recruited for this

program, instead of students. The program is built on the concept of modules—each of which would carry two hours of credit. The program consists mainly of discussion and casework instead of lectures. The university will allow differential tuition to be charged. The enrollment count will be twenty-five to a class and it will be taught as a cohort. If successful, the program may expand to the Richmond area.

4. University Outreach Reorganization

Information was provided on the recent restructuring of University Outreach and International Affairs. There was considerable discussion on the particulars of the restructured units and how they will support the outreach activities of the colleges. Council members were encouraged to provide input as specifics of the restructuring continue to progress. Expressed concerns included the status of program service fees, Continuing Education, the K-12 Outreach Initiative, and the Cranwell Center. Several council members raised the question about where does Extension connect to the restructured organization.

Respectfully submitted,
Holly Meadows
Recording Secretary