

**OUTREACH COUNCIL
MINUTES
November 28, 2006**

Present: Childers, Jeri; Dooley, John; Egger, Gene; Faulkner, Susan; Hardcastle, Valerie; Henneke, Ed; McCann, Mark; Mihalik, Brian; Miller, Patrick; Ross, Nancy; Settle, Ted; Short, Susan; Smith, Bob; Smith, Frank; Walters, Bob

1. Welcome and Introductions

John Dooley welcomed members. Self-introductions were made.

2. Announcements

- A proposal to create a new university outreach center is before the Commission on Outreach and International Affairs. The proposed center combines three small college centers, The Institute for Governance Accountabilities, The Institute of Public Policy Research and the Institute for Policy Outreach into one center, which will be called The Institute for Policy and Governance. The first reading of the proposal will be at the Commission on Outreach and International Affairs' December meeting and the second reading will be in January. A revised draft will be sent out.
- Mark McCann informed the council how Extension is trying to grow the university's presence at the state fair. It was suggested that he invite Curry Roberts, the state fair president, to a future Outreach Council meeting. He also announced that Virginia will be the host state next year for the Sunbelt Ag Expo.
- Jeri Childers announced that Mark Bernhard has been hired as the new director of Continuing and Professional Education. Jeri also announced that Outreach Program Development will soon announce a new masters degree program with a client in Engineering. Jeri's staff will be happy to meet with anyone interested in learning more about contract credit programming.
- Brian Mihalik and Karen DePauw will be traveling to Punta Cana on November 29 to explore program options for the Citizen Scholar program.
- VBI just finished the Computational and Genomics National Conference in Baltimore. They also put together an IGEM (International Genetic Engineering Machine) student group from Virginia Tech. It is a competition organized by M.I.T.
- Pamplin College of Business is finalizing a venture with India Institute of Foreign Trade, which plans to bring twenty-two MBA students that are executives with the oil and national gas corporation in India to Virginia Tech and Washington D.C. for a week. Additional work with Merrill Lynch has been planned and Wachovia Corporation has asked the college to possibly develop training for internal auditors.
- Bob Smith announced that Dean Kelly is planning to advertise the position formerly known as Associate Dean for Outreach and Extension. The new permanent position will be called the Associate Dean for Engagement.
- Susan Short will introduce the group to the VT Family Business Forum at the next Outreach Council Meeting.

3. Outreach NOW Conference

Jeri Childers handed out a summary of the 2006 Outreach NOW conference evaluations. Jeri asked that all hold the date of Monday, September 24, 2007, on their calendars for the 2007 Outreach NOW conference. The council was asked for feedback on how the next conference could be improved upon. Some suggestions included:

- Different marketing strategy
- Highlight the awards ceremony and rearrange it in the scheduled to have more attendance and impact
- Adding faculty sessions, perhaps bring Lorilee Sandmann back in expanded format

- Provide networking opportunities

Jeri asked for suggestions of themes and keynote speakers for the 2007 conference. Some ideas were:

- Lee Todd as a speaker with Economic Vitality and Leadership
- Richard Florida to speak of his research in context of engagement.
- Inviting someone from the Kellogg Foundation
- Under the economic vitality theme, change the phrasing to include community vitality

Jeri asked the council to email her with any other thoughts or ideas. Holly Carroll was asked to send an electronic copy of the summary and proposed themes/speakers handout with the minutes of the meeting.

4. University Priorities for 2007 General Assembly Session

Laura Fornash gave the council information on the 2007 General Assembly session. She made the council aware of the following dates:

- December 15 – The Governor will announce his amendment to the 2006-2008 biennial budget
- January 10 – The first day of the session
- January 31 – Hokie day (alumni and current students partner with SGA and the alumni association to go to Richmond and help lobby and advocate the university's initiatives)

The university's initiatives include:

- Base budget adequacy
- The staffing Initiative
- Capital Requests

5. CLAHS Non-STEM K-12 Initiatives

Valerie Hardcastle gave the council information an initiative they are working on in the College of Liberal Arts and Human Sciences that will be different than STEM VT. Currently, they are working on a series of summer workshops, both for students and teachers. Valerie relayed to the council that this activity is not restricted to the College of Liberal Arts and Human Sciences. They are open to anyone that is interested in engaging in this initiative, who has activities that they would like to coordinate with the group.

6. Energy Summit

Ted Settle informed the council about an energy summit that begins on Wednesday, November 29 and will continue through Thursday, November 30. Ted asked for the members' ideas on how to attract the private sector companies to attend these sessions. Suggestions included:

- Increase personal contacts
- Send invitations to the respective advisory boards that would be related to an energy strategy
- Increase the lead time
- Have faculty talk to companies they are currently working with
- Look at some of the manufacturing associations in the state

Ted asked council members to contact him with any results or feedback.

7. Other

- Ted Settle handed out information on a new award NASULGC has that recognizes an institution that is judged by its peers to have significantly advancement of engagement. Ted was asked to follow-up with NASULGC to find out what the process is and to provide the council with that information. Award criteria can be found at: http://www.nasulgc.org/Kellogg/EngagementAward_RFA.pdf
- John Dooley will information the council as soon as he receives word from the Carnegie Foundation about Virginia Tech's submission for voluntary classification.

Respectfully submitted,
Holly Carroll
Recording Secretary