

**OUTREACH COUNCIL
MINUTES
November 30, 2004**

Present: Avery, Roger; Blair, Jim; Bonham, Hap; Childers, Jeri; Cox, Clara; Crunkilton, John; Felker, Susan; Gittens, Brian; Hughes, Teresa; Henneke, Ed; Lambur, Mike; Ross, Nancy; Settle, Ted; Schubert, Robert; Short, Susan;

Participants were welcomed and new members Susan Short, Jeri Childers and Brian Gittens were introduced.

1. New Directions for Outreach Program Development

Jeri Childers shared her observations of Outreach Program Development with the council. She discussed filters she focused on – alignment of the work with the colleges, quality, and the vitality of the programs in their portfolio. She requested the councils input on the needs of the colleges and in developing a plan of action. An open house in the new facilities on University Boulevard is scheduled for January. Council members will receive invitations. Meetings are being scheduled with the faculty of the Commonwealth Campus Centers around the state, so work may begin in communities and serving the needs of those across the state.

2. Research Forum Showcase

On November 3rd and 4th Ted Settle hosted economic developers across the state to showcase the university's research. This event may continue on an annual basis. Council members were asked to share their faculty's success stories.

Ted Settle was contacted by Virginia Business Magazine. The writer is preparing a story on the university's role in commercialization and economic development. The writer would like to talk with faculty and the companies that have benefited from VT's research and technical assistance. Ted Settle asked council members for the names of faculty who have helped companies.

3. Update on new hotel and conference center

Teresa Hughes discussed the ongoing marketing effort of the Inn at Virginia Tech and Skelton Conference Center with the council. Some of the new marketing efforts are a three piece postcard mailing, tent cards placed in the Donaldson Brown Hotel and Conference Center and the Hotel Roanoke and Conference Center guest rooms, logos for Preston's and the Continental Divide, and a billboard on US Route 460.

Construction is close to being on schedule. The new hotel should open as planned on July 10, 2005.

4. Outreach and International Affairs Magazine

Outreach and International Affairs will be producing an annual magazine, which will be devoted to the outreach efforts both in the United States and Abroad. The editorial board is searching for a name for the magazine and the Outreach Council was asked to give input. The council was asked to submit any ideas for feature stories and names for the magazine to Susan Felker. Council member Roger Avery questioned the need for another magazine and pointed out that this goes against the trend in academic units.

The first issue of the magazine will be ready this spring.

5. Roanoke Chamber Business After Hours

Susan Short presented to the council the Roanoke Chamber of Commerce's Business after hours program. This event will take place March 3, 2005, 5:00-7:30 at the Hotel Roanoke and Conference Center. Members of the Outreach Council were urged to attend as well as submit names to Susan Short of those who may be interested in exhibiting. The council suggested having additional outreach representation at the event. Susan will provide the council with a list of names of the business/participants attending the event. Update: The date for the event has been changed to March 1 to avoid the conflict of the COE's Research Expo in the National Capital Region as identified by Dr. Henneke

6. Other Items

Jeri Childers informed the council about a national conference coming up this fall at the University of GA on outreach scholarship and engagement. The council will receive a brochure on the conference and Jeri encouraged all to attend.

Respectfully submitted,
Holly Carroll
Recording Secretary