SENATE COMMITTEE ON OUTREACH

Minutes for Meeting #2, October 21, 2014

Members Present:
Bridges, Calvin, Copeland, Harrison, Henry, Kelly, Lamont, Samuel, Weidemann, Winch, Yarnal

Members Absent:
Rybka

Guests:
Laurence Boggess, Development Director, World Campus

- Discussion of the draft of the Engaged Scholarship Informational Report

Careen Yarnal entertained comments and feedback on the Engaged Scholarship (ES) Informational Report that the Committees on Outreach, Undergraduate Education, Student Affairs, and Research hope to bring before the Senate at the December 9 meeting. Specific concerns included expanding the definition of ES to include faculty and grad students, and the role ES will have for those going through the Promotion and Tenure (P&T) process. Careen feels that the charge was to focus on the definition of ES and trying to add to that now would slow the momentum. Careen will take back to the group and ask the subcommittee working on P&T issues to address them in the informational report to the Senate in the Spring.

- Discussion of the World Campus Update Informational Report with input from a faculty perspective

Craig Weidemann and Larry Boggess, the Development Director for World Campus addressed questions and concerns in preparation for the World Campus Update Informational Report at the December 9 Senate meeting. Questions included: what is the role of MOOCS for Penn State? How we can prepare current graduate students to do online learning so that they have an edge on the job market? How will the University’s strategic goal of increasing WC to 45,000 students by 2024 impact programmatic requirements? How can we insure brand integrity in a competitive environment (need for standards, review process)? How can we create a process whereby other units can share or assume a WC program that won’t require administrative involvement on a case by case basis? Can we implement a process for sharing and leading programs across the University that is transparent, strategic, and equitable rather than built on first-to-market?

During this discussion, Terry Harrison noted that the subcommittee on Program Development for Online Classes and the subcommittee on Faculty Resources and Faculty have interests in the current World Campus “revision of rights” (ROR) process and
would like to explore possible options for revision to the ROR process with Craig Weidemann and the Outreach committee in the future.

- Extension Update

Dennis Calvin discussed the report that he will present to the Senate currently scheduled for December. The report will describe the reorganization of Ag Extension and the new business platform Atlas. Extension has branding across its market programs and has re-designed its website and presence to great success. They are able to publicize events statewide, have an integrated e-commerce strategy, and are now providing presentations and e-publications for the non-credit side of Extension.

The meeting was adjourned at 10:10am for discussion amongst subcommittees.

Ann Copeland, recorder