

# Innovation and Leadership for Engagement

*The Scholarship of Outreach and Engagement:  
What Is It and Why Does It Matter?*

**An Annual Conference Sponsored by:**

The Pennsylvania State University  
University of Wisconsin-Extension  
The Ohio State University  
The University of Georgia  
Michigan State University  
North Carolina State University  
The University of Alabama  
University of Kentucky  
Purdue University

**OCTOBER 7-9, 2008**

HOSTED BY THE PENNSYLVANIA STATE UNIVERSITY  
UNIVERSITY PARK, PENNSYLVANIA

[www.outreachscholarship.org](http://www.outreachscholarship.org)

## STEERING COMMITTEE



**Craig Weidemann**

Vice President for Outreach  
The Pennsylvania State University



**Bobby Moser**

Vice President for University Outreach  
The Ohio State University



**Christine Quinn**

Vice Chancellor and Provost  
University of Wisconsin-Extension



**Art Dunning**

Vice President for Public Service and  
Outreach  
The University of Georgia



**Hiram Fitzgerald**

Associate Provost, University Outreach  
and Engagement  
Michigan State University



**James Zuiches**

Vice Chancellor for Extension,  
Engagement, and Economic  
Development  
North Carolina State University



**Samory Pruitt**

Vice President, Community Affairs  
The University of Alabama



**Philip Greasley**

Associate Provost, University  
Engagement  
University of Kentucky



**Victor Lechtenberg**

Vice Provost for Engagement and  
Interim Vice President for  
Government Relations  
Purdue University



## FROM VICE PRESIDENT CRAIG WEIDEMANN



I'd like to issue a warm Penn State welcome to the 2008 National Outreach Scholarship Conference.

Over the next few days, we will have an opportunity to advance a dialogue that, inspired in part by Ernest Boyer's "Scholarship Reconsidered: Priorities of the Professoriate," has been underway for more than a decade. In 1998, a small group of Penn State faculty and administrators

formed a learning community to engage in dialogue about recognizing and documenting outreach scholarship in the University. One result was the development the following year of the first Outreach Scholarship Conference, "The Scholarship of Engagement for the 21st Century."

The lively discussions sparked by that conference resonated within the profession and at individual institutions. Penn State's President Graham Spanier chaired a group of higher education leaders in deliberations that resulted in 1999's seminal Kellogg Commission on the Future of State and Land-Grant universities report "Returning to Our Roots: The Engaged Institution." A number of colleges and universities, including Penn State, grappled with ways of weighing engaged scholarship in tenure reviews. And Jim Ryan, Penn State's Vice President for Outreach and Cooperative Extension, Bobby Moser, Ohio State's Vice President of Agricultural Administration and University Outreach, and Kevin Reilly, Chancellor of the University of Wisconsin-Extension formed the Outreach Scholarship Partnership and agreed to host the 2001 conference "Learning, Discovery, and Engagement: Creating an Outreach Culture" at Penn State.

We all owe a debt to these pioneers who understood that if engaged teaching, research, and service were to be valued within academe, they needed to rest on a solid foundation of scholarship. Much has happened since then, and we strongly believe that the critical attention this conference has brought to bear on key challenges and opportunities has led to wider recognition for engaged scholarship.

Now the National Outreach Scholarship Partnership has been expanded to include: The University of Georgia, North Carolina State University, Michigan State University, The University of Alabama, the University of Kentucky, and Purdue University. At this year's conference, we will reflect on the public mission and work of our academic institutions—along with the scholarship that underpins that work—and we will suggest strategies to strengthen institutional support for engagement and public scholarship.

By the way, I hope you notice that we have made every effort to make this conference "green." Penn State has made a real commitment to sustainability with efforts to reduce greenhouse emissions, improve the energy efficiency of its buildings, and buy "green" energy. In fact, more than 20 percent of the University's electrical energy needs will be supplied through renewable resources for the next five years. At this conference, you'll see few if any handouts, with materials being posted to the Web or incorporated into this program, which has been printed on paper that was produced from sustainably managed trees and printed with plant-based ink. Even the pencils in your conference packets are made of recycled materials. I urge you to see more by joining us on a tour of Penn State's green initiatives.

Welcome again to "Innovation and Leadership for Engagement," the ninth annual National Outreach Scholarship Conference.

Sincerely,

**Craig Weidemann**

Vice President for Outreach  
The Pennsylvania State University



*Ongoing recycling efforts related to the Newspaper Readership Program at University Park have raised \$74,859 for a student recycling scholarship.*

# National Outreach Scholarship Partnership

## Implementation Committee

### The Pennsylvania State University

Ted Alter, Professor of Agricultural, Environmental, and Regional Economics

Janet Patterson, Senior Conference Planner, Outreach

### The Ohio State University

Karen Bruns, Leader, University Outreach and Engagement, OSU CARES/Extension

### University of Wisconsin-Extension

Mary Grant, Associate Dean

Ann Keim, Special Assistant to Vice Chancellor, UW Colleges

### The University of Georgia

Melanie Baer, Senior Event Coordinator, Georgia Center for Continuing Education

William Crowe, Director, Georgia Center for Continuing Education

Trish Kalivoda, Associate Vice President for Public Service and Outreach

### The University of Alabama

Edward Mullins, Professor Emeritus, Journalism, and Associate Director of Communications, Center for Community-Based Partnerships

### North Carolina State University

R. Dale Safrit, Professor and Extension Specialist, 4-H Continuing Professional Education

### Michigan State University

Burton A. Bargerstock, Co-Director, National Center for the Study of University Engagement, and Director, Communication and Information Technology, University Outreach and Engagement

### University of Kentucky

Connie Robertson, Business Officer, University Engagement

### Purdue University

Candiss Vibbert, Associate Vice Provost for Engagement, Burton Morgan Center for Entrepreneurship

### University of Oklahoma

### University of New Hampshire

Tami Moore, Assistant Professor of Education Leadership, Oklahoma State University

Lisa Townson, Extension Specialist, Program Development & Evaluation, University of New Hampshire



## Penn State 2008 Planning Committee

### Co-Chairpersons

Ted Alter, Professor of Agricultural, Environmental, and Regional Economics

Janet Patterson, Senior Conference Planner, Outreach

Cathy Antes, Staff Assistant, Outreach Marketing

Anthony Atchley, Professor and Head of Graduate Programs in Acoustics, College of Engineering

Talat Azhar, Senior Marketing Research Manager, Outreach

Anthony D'Augelli, Associate Dean for Undergraduate Education and Professor, Human Development and Family Studies, College of Health and Human Development

Lisa Clapper, Conference Planner, Outreach

Lisa Davis, Director, Pennsylvania Office of Rural Health, Health Policy and Administration

Christopher Dufour, Senior Conference Planner, Outreach

Michel Haigh, Assistant Professor, Advertising and Public Relations, College of Communications

William Kleiner, Southeast Regional Cooperative Extension Director

Susan Leway, Director of Outreach, College of Health and Human Development

Kathy Liebrum, Conference Staff Assistant, Outreach

Lynne Melander-Moore, Director, Continuing Education and FOCUS Project, Outreach

Mindy Meyers, Marketing Associate, Outreach

Chriss Schultz, Conference Planner and Youth Coordinator, Outreach

Nathan Trick, Senior Information Consultant, Instructional Communications Systems, University of Wisconsin-Madison

Craig Weidemann, Vice President for Outreach

Margo Williamson, Conference Services Manager, Penn State Hospitality Services

Lakshman Yapa, Professor of Geography, College of Earth and Mineral Sciences



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## Conference Purpose and Objectives

### CONFERENCE PURPOSE

The purpose of the 2008 National Outreach Scholarship Conference is to provide an opportunity for constructive, critical reflection regarding the public mission and work of higher education, the scholarship underpinning this work, and how institutional support for engagement and engaged scholarship can be strengthened.

### CONFERENCE OBJECTIVES

To foster debate and further understanding of the public mission and work of higher education.

To highlight exemplary stories of engaged scholarship and practice across the disciplines.

To give voice to community perspectives and expectations regarding community engagement and engaged scholarship.

To showcase contemporary research and practice focused on the scholarship of engagement.

To examine the status of institutional support for engagement grounded in scholarship and to identify institutional development agendas to strengthen that support.



*Sierra Magazine has named Penn State one of America's Top 10 "Coolest" Schools for its efforts to stop global warming.*

Continuing from page 3

1:20-2:20 p.m.

## **The Engaged Scholar and the Research University: Value, Conflict, and Mission Focus**



**Lou Anna K. Simon**, *President, Michigan State University*

Lou Anna K. Simon is the 20th president of Michigan State University, leading the university's transformation from Land-Grant to world-grant. Simon served as provost and vice president for academic affairs from 1993-2004, acting as interim president in 2003.

The MSU Board of Trustees appointed her president in January 2005. Michigan State's Boldness by Design strategic positioning initiative, announced by Simon in 2005, MSU's sesquicentennial year, challenges the university to redefine itself-and in the process the modern model of the Land-Grant university-as the premier world-grant university, what a Land-Grant institution must be for its students, its state, its nation, and its world in the 21st century.

Dr. Simon's commitment to the Land-Grant tradition of applying knowledge and resources to benefit society locally and around the globe is reflected in her own personal involvement in key initiatives, particularly in the areas of economic development and international engagement. In the area of international engagement, Simon is a member of the American Council on Education (ACE) Commission on International Initiatives and the Partnership to Cut Hunger in Africa Executive Committee.

**PRESIDENTS HALLS III AND IV**

4:00-5:00 p.m.

## **Sustaining Communities: A Collaborative Approach to University/Community Engagement**



**The Honorable Raymond A. Skinner**, *Secretary, Maryland Department of Housing and Community Development*

Governor Martin O'Malley appointed Mr. Skinner as Secretary of the Maryland Department of Housing and Community Development in February 2007. In this position, which he also held from 1998 to 2003, he serves as

Chief Executive Officer of the department and manages Maryland's housing finance, mortgage insurance, community development, and building code programs. Prior to his appointment, he was President and CEO of The Skinner Group LLC, a consulting firm providing services in affordable housing finance, community and economic development, and government relations.

Mr. Skinner has over 30 years of professional experience in urban planning, affordable housing and community revitalization and has been an active leader in the field. He has held leadership positions with the National Council of State Housing Agencies (NCSHA), the National Housing Conference (NHC), the National Association of Housing and Redevelopment Agencies (NAHRO), and the Council of State Community Development Agencies (COSCDA). Mr. Skinner holds a bachelor of science degree from The Pennsylvania State University and a master's degree in City Planning from the University of Pennsylvania. He has also been awarded a Certificate in Real Estate Development and completed the Program for Senior Executives in State and Local Government at Harvard University.

**PRESIDENTS HALLS III AND IV**



Wednesday, October 8

8:30–9:30 a.m.

## Innovation in the Networked Economy



**Albert Vicere**, *President, Vicere Associates, Inc., and Executive Education Professor of Strategic Leadership, The Smeal College of Business Administration, Penn State*

Al Vicere is Executive Education Professor of Strategic Leadership for The Smeal College of Business Administration at The Pennsylvania State University.

He holds bachelor's, master's and doctoral degrees from Penn State and served for nearly 12 years as the Smeal College's Associate Dean for Executive Education. He was the founding director of Penn State's Institute for the Study of Organizational Effectiveness (ISOE), and has earned a number of MBA "Excellence in Teaching" awards for his courses on strategic leadership.

In addition to his faculty duties at Penn State, he is President of Vicere Associates, Inc., a consulting firm whose global client list includes 3M, AMD, Anheuser-Busch, BASF AG, BP/Amoco, LM Ericsson, First Data Corporation, Hallmark, Hewlett Packard, IBM, McDonald's, McGraw-Hill, Merck, Motorola, National Australia Group, PricewaterhouseCoopers, Samsung, Saudi Aramco, and UBS.

Dr. Vicere has published over eighty articles and professional papers in leading journals. His books include "Leadership by Design," published by Harvard Business School Press, and "The Many Facets of Leadership," published by FT Prentice-Hall. He was awarded the 2003 Walker Prize by the Human Resource Planning Society for his article "Leadership in the Networked Economy," and his research has been honored with two Literati Club Awards for Excellence. He also was a recipient of the Institute for Management Studies' Distinguished Faculty Award, was named one of the "12 Gurus of Executive Education" by Business Horizons, and was listed among the 10 top leadership development coaches in the book, "The Art and Practice of Leadership Coaching."

Active in a number of professional and academic organizations, Dr. Vicere has served on the Boards of Directors of the Human Resource Planning Society, the International University Consortium for Executive Education (UNICON), the International Consortium for Executive Development Research (ICEDR), and the Institute of Executive Education. He also serves on the editorial boards of Strategy & People (USA) and The Journal of Management Development (UK).

**PRESIDENTS HALLS II, III, AND IV**

10:15–11:15 a.m.

## Social Embeddedness



**Kimberly Loui**, *Assistant Vice President and Executive Director, Office of University Initiatives, and Special Adviser to the President, Arizona State University*

Kimberly Loui is Assistant Vice President and Executive Director of University Initiatives at Arizona State University, and is special advisor to the president of ASU, particularly in the development and communication of ASU's vision to be a "New American University." ASU, one of the largest universities in the United States, in one of the fastest growing metropolitan areas, plays a unique role as a driver of social advancement and economic development in its region.

Ms. Loui is a leader in ASU's commitment to be socially embedded with communities, and is the executive producer of ASU's online connection with communities. She is also on the board of University Public Schools, Inc., a nonprofit affiliated with ASU. The first University Public School will open fall 2008 in Mesa, Arizona.

ASU has expanded its entrepreneurship efforts, and Ms. Loui is the principal investigator for a multi-year, multi-million dollar grant in this area. She is working with a team of ASU faculty and administrators to create a pathway to entrepreneurship for students in every major and expand research in innovation.

*Continued on next page.*



At Columbia University, Ms. Loui was the Director of Program Integration, working with the executive vice provost on digital media, technology transfer and science policy issues.

She began her career at the Washington, DC-based Center for Science in the Public Interest; and at the Center for Science, Technology and Congress at the American Association for the Advancement of Science. Ms. Loui holds a master's degree in Public Administration in Science and Technology Policy from Columbia University's School of International and Public Affairs, and a bachelor of science degree, Phi Beta Kappa, in Molecular and Cellular Biology from the University of Arizona.

**PRESIDENTS HALLS II, III, AND IV**

**Thursday, October 9**

**8:30–9:30 a.m.**

## **What About Democracy?**



**David Mathews, President,**  
*Charles F. Kettering Foundation*

David Mathews is president of the Charles F. Kettering Foundation. He served as Secretary of the Department of Health, Education, and Welfare in the administration of President Gerald Ford. Between 1969 and 1980, he was president of The University of Alabama.

At Kettering, he has steered the

Foundation's research toward studying the role of the public in our political system. Nonpartisan and nonpolitical, Kettering's research focuses on how to make democracy work as it should. David Mathews has written widely on such subjects as southern history, public policy, and international problem solving. His most recent books are "Reclaiming Public Education by Reclaiming Our Democracy, Why Public Schools? Whose Public Schools?" and "Politics for People." He serves on the board of a variety of organizations, including the Gerald R. Ford Foundation, National Issues Forums Institute, and Public Agenda.

**PRESIDENTS HALLS II, III, AND IV**

**10:45–11:45 a.m.**

## **21st Century Outreach in the Land Grant Tradition**



**John Shutske, Associate Dean**  
*and Program Director for*  
*Agriculture and Natural Resource*  
*Extension, College of Agricultural*  
*and Life Sciences (CALS), University*  
*of Wisconsin*

John Shutske is also a professor in the University of Wisconsin–Madison's Department of Biological Systems Engineering and maintains an appointment

in the School of Medicine and Public Health. He leads the initiative to connect the work of CALS faculty in addressing specific community and industry needs through Cooperative Extension's network of county Extension Agents and college programs.

Before accepting his new position in July 2008 at UW, Dr. Shutske served as the Agricultural Health and Safety Specialist within the University of Minnesota's Extension Service and senior faculty member in the Department of Biosystems and Agricultural Engineering for 18 years. His activities examined issues of workplace, equipment, and system design for safety, control of occupational health hazards, property protection, homeland security, food system preparedness and response, and biosecurity for livestock operations and food processing facilities. He is the author on more than 200 technical papers, educational bulletins, and abstracts, as well as 29 journal articles in the peer-reviewed scientific literature.

He received his doctoral degree from Purdue University in biological and agricultural engineering.

**PRESIDENTS HALLS II, III, AND IV**



# Conference Schedule

The Emerging Engagement Scholars Workshop will begin on October 5 and conclude at noon on October 7.

The conference will begin at 9:30 a.m. on October 7 with special program opportunities and the opening plenary session at 1:00 p.m. The conference will conclude at 1:00 p.m. on Thursday, October 9. Unless noted otherwise, conference sessions, functions, and meetings will be held at the Penn Stater Conference Center Hotel.

## Sunday, October 5, 2008

2:00–5:00 p.m.

### **Registration for Emerging Engagement Scholars Workshop**

CONFERENCE LOBBY

4:45 p.m.

Transportation for Emerging Engagement Scholars departs the Penn Stater Hotel lobby entrance for the Nittany Lion Inn

5:00–9:00 p.m.

### **Emerging Engagement Scholars Private Dinner and Master Class**

THE NITTANY LION INN ALUMNI LOUNGE

Transportation will return to the Penn Stater Hotel at the conclusion of the program



## Monday, October 6

7:00–9:00 a.m.

### **Registration for Emerging Engagement Scholars Workshop**

CONFERENCE LOBBY

7:45–8:45 a.m.

### **Emerging Engagement Scholars Private Breakfast**

ROOM 106

9:00 a.m.–5:00 p.m.

### **Emerging Engagement Scholars Workshop**

ROOMS 104 AND 106

### **Lunch in Gardens Restaurant**

6:00 p.m.–9:00 p.m.

### **Emerging Engagement Scholars Private Dinner and Panel Discussion**

ORCHID ROOM AND DEANS HALL 2

5:15 p.m.

### **National Outreach Scholarship Partnership Implementation Committee Member Meeting and Private Dinner**

TAVERN RESTAURANT, STATE COLLEGE

Transportation will depart from the Penn Stater Hotel lobby entrance at 6:00 p.m.



*PennFuture, an environmental advocacy group celebrated the partnership between the Eco-Action student organization and Office of Physical Plant for blazing the trail towards a cleaner and healthier Pennsylvania.*

8:00–8:30 a.m.

## **Emerging Engagement Scholars Private Breakfast**

ROOM 106

8:00 a.m.–6:00 p.m.

## **Conference Registration and Information Desk**

CONFERENCE LOBBY

8:30 a.m.–noon

## **Emerging Engagement Scholars Workshop Continues**

ROOMS 104 AND 106

8:00 a.m.–noon

## **National Outreach Scholarship Conference Partnership Steering Committee Meeting (Private Breakfast, 7:30 a.m.)**

SENATE 3

9:00 a.m.–2:00 p.m.

## **Poster Presenters' and Exhibitor Setup**

The poster frames are numbered and assigned to presenters. The presentation material will remain on display until the close of the conference. Exhibitor tables are marked with the name of the organization.

CONFERENCE LOBBY

9:30–11:30 a.m.

## **Experience Common Ground Lobby Talk Workshop**

Presented by Penn State Public Broadcasting

OUTREACH BUILDING LOBBY

Located on Innovation Drive to the left as you exit the Hotel Conference Lobby and Courtyard. Refer to map on page 43.

We invite you to attend a Common Ground Lobby Talk and to enter into a televised discussion about an issue of relevance to living in the world today. The group will determine the actual topic. We invite you to stay, after the Lobby Talk itself, and learn about the Public Service Media Initiative, how Lobby Talks are pulled together, and how engagement is at the intersection of public media and higher education. Presenters for the after-session will include various members from the Public Service Media Study Group-faculty who have moderated the discussions and participated in the working groups, and staff who have worked to make these collaborative productions successful. You must be registered for the workshop and the conference to participate.

9:30–11:30 a.m.

## **Penn State Energy Initiatives and Green Tour**

Join Penn State's Evan Pugh Professor of geosciences, Richard Alley, who served on the Nobel Peace Prize-winning United Nations Intergovernmental Panel on Climate Change, for a discussion about climate change science and outreach. Next, tour a student-led green building project and learn about other energy initiatives at Penn State in education, research, and service with colleagues from Penn State's Center for Sustainability and the College of Agricultural Sciences. You must be registered for the tour and the conference to participate. We will start boarding the bus at 9:20 a.m.





1:00 p.m.

## Conference Opening

Craig Weidemann, Vice President for Outreach

## Welcome Remarks

Graham Spanier, President, Penn State University

PRESIDENTS HALLS III AND IV

1:20–2:20 p.m.

## Keynote Address:

*The Role of the University in the 21st Century*  
Lou Anna K. Simon, President, Michigan State University

Lou Anna K. Simon, President, Michigan State University

PRESIDENTS HALLS III AND IV

2:30–3:00 p.m.

## Poster Presentations and Networking

Please see full descriptions on pages 34–39.  
Presenters are available for discussion.

PRESIDENTS PRE-FUNCTION, CONFERENCE LOBBY, AND  
COURTYARD

3:00–3:45 p.m.

## Concurrent Session Presentations

For room locations, please refer to concurrent session  
descriptions and schedule on pages 18–20.

PENN STATER CONFERENCE ROOMS

3:45–4:00 p.m.

## Poster Presentations and Networking

PRESIDENTS PRE-FUNCTION, CONFERENCE LOBBY, AND  
COURTYARD

4:00–5:00 p.m.

## Keynote Address: *Sustaining Communities: A Collaborative Approach to University/Community Engagement*

The Honorable Raymond A. Skinner, Secretary, Maryland  
Department of Housing and Community Development

PRESIDENTS HALLS III AND IV

5:30–9:00 p.m.

## President's Private Dinner and Concert

By invitation

THE SCHREYER HOUSE

Transportation departs from Penn Stater Hotel lobby  
entrance at 5:15 p.m.

6:00–7:30 p.m.

## Welcome Reception

PENN STATER CONFERENCE CENTER HOTEL TERRACE

7:00 a.m.–6:00 p.m.

## **Conference Registration and Information Desk**

CONFERENCE LOBBY

7:15–8:15 a.m.

## **National Outreach Scholarship Conference Partnership Steering and Implementation Committees Meeting and Private Breakfast**

SENATE 3

7:15–8:30 a.m.

## **Buffet Breakfast and Networking**

If you are interested in getting together with other participants with similar interests, mark a table sign with a topic and invite others to join you. Markers and blank table signs are available at the Hall entrance.

PRESIDENTS HALLS II, III, AND IV

7:15–8:15 a.m.

## **Energy and the Environment Special Interest Breakfast**

SENATE 2

Please select your breakfast in Senate Lounge 1 and carry it to the Special Interest session room.

Join members of Penn State Outreach's Energy and the Environment Thematic Initiative Team for an informal discussion about ways to engage with communities to sustain support for energy education, science, technology, and policy.



8:30–9:30 a.m.

## **Keynote Address: *Innovation in the Networked Economy***

Albert Vicere, President, Vicere Associates, Inc., and Executive Education Professor of Strategic Leadership, The Smeal College of Business Administration, The Pennsylvania State University

PENN STATE PRESIDENTS HALLS II, III, AND IV

9:30–10:15 a.m.

## **Poster Presentations and Networking**

(Presenters are available for discussion)

PRESIDENTS PRE-FUNCTION, CONFERENCE LOBBY, AND COURTYARD

10:15–11:15 a.m.

## **Keynote Address: *Social Embeddedness***

Kimberly Loui, Assistant Vice President and Executive Director, Office of University Initiatives, and Special Adviser to the President, Arizona State University

PRESIDENTS HALLS II, III, AND IV

11:15–11:30 a.m.

## **Poster Presentations and Networking**

PRESIDENTS PRE-FUNCTION, CONFERENCE LOBBY, AND COURTYARD



# Conference Schedule

11:30 a.m.–12:15 p.m.

## Concurrent Session Presentations

For room locations, please refer to concurrent session descriptions and schedule on pages 21–23.

PENN STATER CONFERENCE ROOMS

12:15–12:30 p.m.

## Poster Presentations and Networking

PRESIDENTS PRE-FUNCTION, CONFERENCE LOBBY, AND COURTYARD

12:30–1:45 p.m.

## Awards Luncheon

Recognition of five 2008 Outreach Scholarship W. K. Kellogg Foundation Engagement Award regional recipients and national finalists for the C. Peter Magrath University Community Engagement Award

PRESIDENTS HALLS II, III, AND IV

1:45–2:00 p.m.

## Poster Presentations and Networking

PRESIDENTS PRE-FUNCTION, CONFERENCE LOBBY, AND COURTYARD

2:00–2:45 p.m.

## Concurrent Session Presentations

For room locations, please refer to concurrent session descriptions and schedule on pages 24–26.

PENN STATER CONFERENCE ROOMS

2:00–3:00 p.m.

## Presentations by two of the 2008 Outreach Scholarship W. K. Kellogg Foundation Engagement Award regional recipients and national finalists for the C. Peter Magrath University Community Engagement Award.

See descriptions on pages 15–16.

DEANS HALL 2

### An Extraordinary Partnership between Arizona State and the City of Phoenix

Arizona State University

Western Region

Debra Friedman, Vice President, Downtown Phoenix Campus, and Dean, College of Public Programs

### Think, Work, Serve: Outreach & Engagement at Tennessee State University

Tennessee State University

1890/1994 Land-Grants

Dr. Melvin N. Johnson, President, Tennessee State University

Dr. Clyde E. Chesney, Extension Administrator, Tennessee State University, Cooperative Extension Program

Dr. Javiette Samuel, Assistant Professor, Tennessee State University, Cooperative Extension Program

Dr. Deena Sue Fuller, Tennessee State University, Office of Service Learning and Civic Engagement



*Penn State places 4th in the 2007 Department of Energy International Solar Decathlon. 200 solar-powered homes were on display on the National Mall in Washington, DC.*

2:45–3:15 p.m.

## **Poster Presentations and Networking**

(Presenters are available for discussion)

**PRESIDENTS PRE-FUNCTION, CONFERENCE LOBBY, AND  
COURTYARD**

3:15–4:00 p.m.

## **Concurrent Session Presentations**

For room locations, please refer to concurrent session descriptions and schedule on pages 26–28.

**PENN STATER CONFERENCE ROOMS**

3:15–4:15 p.m.

## **Presentations by two of the 2008 Outreach Scholarship W. K. Kellogg Foundation Engagement Award regional recipients and national finalists for the C. Peter Magrath University Community Engagement Award.**

See descriptions on pages 16–17.

**DEANS HALL 2**

### **A Comprehensive and Collaborative Approach to Urban Revitalization**

The Ohio State University  
North Central Region  
Doug Aschenbach, Interim President, Campus Partners  
Steve Sterrett, Community Relations Director, Campus Partners

### **Rethinking Urban Poverty: The Philadelphia Field Project**

The Pennsylvania State University  
Northeast Region  
Lakshman Yapa, Professor of Geography, College of Earth and Mineral Sciences  
Pastor Clarence Washington, Millennium Baptist Church, West Philadelphia  
Vanessa A. Massaro, Graduate Student, Department of Geography, University of Arizona

3:15–4:45 p.m.

## **Socratic Dialogue**

How are we to understand the nature, meaning, value, and significance of American higher education's core public purposes and work in this new century? Following a Socratic dialogue format, the participants are invited to offer their perspectives on, and answers to, this question.

Facilitated by Scott Peters, Associate Professor of Education, Cornell University, and Ted Alter, Professor of Agricultural, Environmental, and Regional Economics, Penn State University.

**PRESIDENTS HALL I**

4:00–4:30 p.m.

## **Poster Presentations and Networking**

(Presenters are present for discussion)

**PRESIDENTS PRE-FUNCTION, CONFERENCE LOBBY, AND  
COURTYARD**

4:30–5:00 p.m.

## **Presentation by a 2008 Outreach Scholarship W. K. Kellogg Foundation Engagement Award regional recipient and national finalist for the C. Peter Magrath University Community Engagement Award.**

See description on page 17.

**DEANS HALL 2**

### **CenteringPregnancy Smiles™**

University of Kentucky  
South Region  
Robert E. Kovarik, D.M.D., Chair, Department of Oral Health Practice, College of Dentistry  
LeAnn Todd, Director, Center for Women's Health

# Conference Schedule

4:30–5:15 p.m.

## Concurrent Session Presentations

For room locations, please refer to concurrent session descriptions and schedule on pages 28–29.

**PENN STATER CONFERENCE ROOMS**

5:45 p.m.

Transportation to Reception Begins

Buses will depart from the Penn Stater Hotel lobby entrance, and run in cycles on the quarter hour.

6:00–7:30 p.m.

## Reception

**HINTZ FAMILY ALUMNI CENTER, PENN STATE CAMPUS**

Dinner-on-your-own in downtown State College

Transportation between downtown and The Penn Stater Hotel lobby entrance will be provided with the last pick-up from Downtown at 10:00 p.m. Please refer to shuttle bus route and stop on pages 42–43, and pick up a restaurant guide at the Registration/Information Desk in the Conference Lobby.

7:00–8:00 p.m.

## NASULGC and National Outreach Scholarship Conference Partnership Meeting

**VOLUNTEER CONFERENCE ROOM, HINTZ FAMILY ALUMNI CENTER, PENN STATE CAMPUS**

8:15–9:45 p.m.

## NASULGC and National Outreach Scholarship Conference Partnership Dinner Meeting

**STATE ROOM, ALLEN STREET GRILL, STATE COLLEGE**

**Thursday, October 9**

7:00 a.m.–2:00 p.m.

## Conference Registration and Information Desk

**CONFERENCE LOBBY**

7:15–8:30 a.m.

## Buffet Breakfast and Networking

If you are interested in getting together with other participants with similar interests, mark a table sign with a topic and invite others to join you. Markers and blank table signs are available at the Hall entrance.

**PRESIDENTS HALLS II, III, AND IV**

7:15–8:15 a.m.

## Special Interest Breakfasts

Please select your breakfast in Senate Lounge 1 and carry it to the Special Interest room.

### An Update from 2007 Conference . . .

#### Penn State Outreach Innovation—Making Friends with Chaos: Allowing Innovation

Facilitated by Craig Weidemann, Vice President for Outreach, and Ted Krichels, Associate Vice President for Engagement and General Manager, Penn State Public Broadcasting, Penn State.

**SENATE 2**

#### Emerging Engagement Scholars

The Emerging Engagement Scholars initiative increases the knowledge of advanced graduate students and early career faculty about community engaged scholarship across disciplines. Join EESW Coordinators Lisa Townson and Tami Moore and annual EESW alumni to explore how to effectively communicate the results of your research to public, academic, and other external audiences.

**SENATE 3**



# Conference Schedule

8:30–9:30 a.m.

## Keynote Address:

*What About Democracy?*

David Mathews, President, Charles F. Kettering Foundation

PRESIDENTS HALLS II, III, AND IV

9:30–9:45 a.m.

## Poster Presentations and Networking

PRESIDENTS PRE-FUNCTION, CONFERENCE LOBBY, AND  
COURTYARD

9:45–10:30 a.m.

## Concurrent Session Presentations

For room locations, please refer to concurrent session  
descriptions and schedule on pages 30–33.

PENN STATER CONFERENCE ROOMS

10:30–10:45 a.m.

## Poster Presentations and Networking

PRESIDENTS PRE-FUNCTION, CONFERENCE LOBBY, AND  
COURTYARD

10:45–11:45 a.m.

## Keynote Address: *21st Century Outreach in the Land-Grant Tradition*

John Shutske, Associate Dean and Program Director for  
Agriculture and Natural Resource Extension, College of  
Agricultural and Life Sciences, University of Wisconsin-  
Madison

PRESIDENTS HALLS II, III, AND IV

11:45 a.m.–12:15 p.m.

## Closing and Invitation to the 2009 Outreach Scholarship Conference hosted by The University of Georgia, Athens, Georgia

PRESIDENTS HALLS II, III, AND IV

12:15–1:15 p.m.

## Lunch

PRESIDENTS PRE-FUNCTION AND PRESIDENTS HALLS II, III,  
AND IV



12:15 p.m.

## Emerging Engagement Scholars Meeting

SENATE 3

## National Outreach Scholarship Partnership Implementation Committee Wrap-up Meeting

SENATE 2

12:15–1:15 p.m.

## CIC Committee on Engagement Meeting

ROOM 213

12:15–2:30 p.m.

## Birds-of-a-Feather Session

Join us for an informal, interactive session to share insights  
and explore questions raised during the conference and  
how to continue the engagement dialogue through active  
communities of scholars. No pre-registration is required,  
and the session is open to everyone. Pick up your box lunch  
and drink, and come to Room 208.

ROOM 208

## Small Group Meetings

LOCATIONS AS ARRANGED BY INDIVIDUAL GROUPS

12:15–2:15 p.m.

Poster presenters and exhibitors remove materials from  
frames, tables, and displays

# 2008 Outreach Scholarship W. K. Kellogg Foundation Engagement Award Regional Recipients and National Finalists for the C. Peter Magrath University Community Engagement Award

Community outreach initiatives at Arizona State, Ohio State, Penn State, Tennessee State and the University of Kentucky have been selected as recipients of the 2008 Outreach Scholarship W.K. Kellogg Foundation Engagement Award and are national finalists for the 2008 C. Peter Magrath University Community Engagement Award that is presented annually by NASULGC, a Public University Association.

Established in 2006, the Kellogg Outreach Scholarship and Magrath University Community Engagement Awards recognize four-year public universities that have redesigned their learning, discovery and engagement functions to become sympathetically and productively involved with their communities. Winners of the Outreach Scholarship Awards receive a prize of \$6,000 and move on to compete for the C. Peter Magrath University Community Engagement Award.

The C. Peter Magrath University Community Engagement Award, made possible by a grant from the W.K. Kellogg Foundation, includes \$20,000 and a trophy. The award is named for C. Peter Magrath, president of NASULGC from 1992-2005 and a leading advocate for public universities embracing the concept of outreach and community engagement.

Presentations by finalists, judging, and selection of the Magrath award winner will occur during the National Outreach Scholarship Conference, Oct. 7-9, 2008 at Penn State with announcement of the national winner during the NASULGC annual meeting, November 9-11, in Chicago.

## Panel of Judges

Stan Albrecht, President, Utah State University  
Charles Steger, President, Virginia Tech University  
John Byrne, President Emeritus, Oregon State University  
David Wilson, Chancellor, University of Wisconsin Colleges and UW Extension  
Mary Evans Sias, President, Kentucky State University

## Regional Award Reviewers

Nancy E. Franklin, The Pennsylvania State University  
Roy G. Arnold, Oregon State University  
Carolyn B. Brooks, University of Maryland Eastern Shore  
Patricia A. Book, Kent State University  
Art Dunning, The University of Georgia  
Craig Wollner, Portland State University  
Michael J. Tate, Washington State University  
Karyn Malinowski, Rutgers, The State University of New Jersey  
L. Washington Lyons, North Carolina A&T State University  
Karen S. Bruns, The Ohio State University  
Philip Greasley, University of Kentucky  
John E. Dooley, Virginia Tech University  
Michael R. Smith, University of North Carolina at Chapel Hill  
Hiram E. Fitzgerald, Michigan State University  
Bobby D. Moser, The Ohio State University

## Regional Winners and National Finalists

*"These five projects exemplify the broad principles of outreach and engagement with the community and surrounding region embraced today by the public university community. We salute these outstanding initiatives that stand as model engagement programs for colleges and universities nationwide."*

—Peter McPherson, President of NASULGC

## Arizona State University

Arizona State University captured the West regional award for "An Extraordinary Partnership Between Arizona State University and the City of Phoenix." The award recognizes the unique partnership between the university and the city that has led to the development of ASU's Downtown Phoenix campus. In 2006, Phoenix voters passed an \$863 million bond issue that included \$223 million to build the first phase

*Continued on next page.*



Penn State continues to require LEED certification for all major projects. Three projects that have been certified: School of Architecture and Landscape Architecture (Gold), the Forest Resources Building (Silver), and the new Rec Hall Fitness Center (Silver).

of the downtown campus. Some 3,500 students currently attend classes downtown in more than 40 undergraduate and graduate degree programs, with plans to accommodate more than 15,000 by 2020. ASU faculty and students at the Downtown Phoenix campus are actively working in myriad areas including providing healthcare services, hands-on science programs for high school students, urban planning studies on the future mass transit system, best practices in local government, and intensive parent education and advocacy training.

Debra Friedman, University Vice President and Dean,  
College of Public Programs

## Tennessee State University

Tennessee State University captured the 1890/1994 Land-Grants award for "Think, Work, Serve: Outreach & Engagement at Tennessee State University." Under the direction of the Center for Service Learning and Civic Engagement and the Cooperative Extension Program, TSU strives to serve as a bridge connecting the needs of the community with the resources of the university. The university is at the forefront of service learning and extension engagement in the state, serving as the lead institution for the Tennessee Campus Compact. Service learning has become a significant component in a wide range of upper level courses including dental hygiene, social work, psychology, education, engineering, urban geography, public speaking, English, neurological physical therapy, and nursing. In the past three years, more than \$1.8 million in grant funds have been expended for academic and teaching purposes and another \$437,000 for the Cooperative Extension Program.

Tennessee State University is a comprehensive, urban, coeducational Land-Grant institution. It aims to distinguish itself nationally as a campus that creates interdisciplinary approaches to generating and communicating knowledge that meaningfully contributes to the well being of society. Collaborative work in and with communities is consistent with the goal that it is a model university, providing leadership to others in all facets of integrating outreach with teaching and research, and engaging educators, staff, and students in activities that benefit communities as well as themselves.

Dr. Melvin N. Johnson, President, Tennessee State University  
Dr. Clyde E. Chesney, Extension Administrator, Tennessee State University, Cooperative Extension Program

Dr. Javiette Samuel, Assistant Professor, Tennessee State University, Cooperative Extension Program

Dr. Deena Sue Fuller, Tennessee State University, Office of Service Learning and Civic Engagement

## The Ohio State University

"A Comprehensive and Collaborative Approach to Urban Revitalization," a project of The Ohio State University, claimed the North Central regional award. Since 1995, Ohio State's Campus Partners for Community Urban Redevelopment project has been leading the effort to revitalize the neighborhood around the university's campus, seeking to address crime and disinvestment and improve the quality of student life off campus. Employing both academic and institutional resources, the university elevated neighborhood planning and consensus building, leveraged investment by the public, private and non-profit sectors, and engaged with partners in a series of projects to address numerous challenges. Today, the Weinland Park neighborhood has reached a tipping point where strategic investments have triggered an upward spiral of renewal.

Doug Aschenbach, Interim President, Campus Partners  
Steve Sterrett, Community Relations Director, Campus Partners

Joyce Hughes, President, Weinland Park Community Civic Association

Julius Jefferson, Vice President, Weinland Park Community Civic Association

Isabel Toth, President, Community Properties of Ohio Management Services

Boyce Safford, Director, Columbus Department of Development

Mark Wagenbrenner, Developer, Wagenbrenner Development Company

Eric Wagenbrenner, Developer, Wagenbrenner Development Company

Michele Sanderson, Director, Schoenbaum Family Center, The Ohio State University

Randal Morrison, Executive Director, Godman Guild Association

Susan Colbert, Extension Educator, Ohio State University Extension





## The Pennsylvania State University

The Pennsylvania State University captured the Northeast regional award with "Rethinking Urban Poverty: The Philadelphia Field Project." Since 1998, Penn State geography professor Lakshman Yapa has conducted a service learning course focused on the poor neighborhoods of West Philadelphia, working in collaboration with the Parkside Community Development Corp. and the Millennium Baptist Church. "Rethinking poverty" reframes challenges in a way that unlocks the capacity of people to discover solutions at scales correlated to their own power. Accordingly, more than 60 student-run projects have addressed critical needs in the area such as access to credit, transportation and sound nutrition. The course has also served as a catalyst for change within Penn State, including the launch of a Laboratory for Public Scholarship and Democracy, an interdisciplinary minor in Civic Engagement, and changes in tenure and promotion policies to recognize service learning.

Lakshman Yapa, Professor of Geography, College of Earth and Mineral Sciences, and Director of "Rethinking Urban Poverty"

Pastor Clarence Washington, Millennium Baptist Church, West Philadelphia

Vanessa A. Massaro, Graduate Student, Department of Geography, University of Arizona

## University of Kentucky

The South award was presented to the University of Kentucky College of Dentistry for "CenteringPregnancy Smiles™." With nearly 20 percent of pregnancies in rural Kentucky resulting in preterm births and low birth-weight babies, the UK College of Dentistry, Trover Health System and the Hopkins County Health Department collaborated to implement a new prenatal care model, adding oral health education and dental care to existing group prenatal care. The new care protocol significantly reduced preterm and low birth-weight births for participating women, significantly improving the infant's health while saving an estimated \$1.5 million in healthcare costs for premature infants in the test group.

### University of Kentucky Faculty - developed and coordinated the project

Robert Kovarik, DMD, Associate Professor, Division of Dental Public Health, College of Dentistry

Jeffrey Ebersole, Ph.D., Professor, Director of the Center for Oral Health Research (COHR)

Judy Skelton, Ph.D., Associate Professor, Division of Dental Public Health, College of Dentistry

John Novak, DDS, Professor, Associate Director for Clinical Research, COHR

James Ferguson MD, Professor and Chair, Department of Obstetrics and Gynecology, College of Medicine

Nancy Harrington, Ph.D., Professor, Division of Health Communications, College of Communications

### Trover Health System, Madisonville, Kentucky

Robert Brooks, Vice President for Research and Education

LeAnn Todd, Director, Center for Women's Health

### Hopkins County Health Department, Madisonville, Kentucky

Jack Morris, Director

Sara Womack, Registered Dental Hygienist

### Individual Community Leader

Daniel Martin, MD, retired physician, who currently serves on several community boards

## **The Civically Engaged Scholar in Historical Perspective: The Case of Progressive Era New York City**

ROOM 104

The session will involve a discussion of the book, "Civic Engagement: Social Science and Progressive Era Reform in New York City" (University of Pennsylvania Press, 2007), and will highlight civic engagement in historical perspective, placing emphasis on how civically engaged students and faculty were central to the development of the modern research university in the areas of race, poverty, labor, and politics and more. Please see University of Pennsylvania Press' website: <http://www.upenn.edu/pennpress/book/14293.html>.

John Louis Recchiuti, Professor of History, Mount Union College

## **Birth of a Mission: Community Engagement at Penn State Hershey**

DEANS HALL 2

While engagement with community has always been understood to be part of the overall mission of the PSHMC/PSCOM, Community Engagement was recently acknowledged as a fourth mission area. Goals were adopted; a team was charged to develop the framework, structure, strategy, and budget. The work of the community mission team will be presented by addressing the following: What principles serve as foundation for the mission? How can organizational culture be modified to embrace engagement? What resources and partnerships are required to establish the mission? Participants will share experiences from their institutions to expand the breadth and depth of the discussion.

Luanne E. Thorndyke, Associate Dean for Professional Development, Penn State Hershey Medical Center, The Pennsylvania State University, College of Medicine

## **An International and Inclusive Review of Family Group Decision Making**

ROOM 211

Family group decision making (FGDM) is increasingly applied in child-serving agencies such as child welfare, youth justice, and schools in the United States and elsewhere. The aim is to place kinship groups at the center of planning that draws upon local knowledge to safeguard children and their families. Given the diverse cultures and settings in which FGDM is carried out, a systematic review utilizing criteria that exclude many program evaluations is likely to overlook important contributors to success. Using examples of studies, participants will examine how an international review of FGDM utilizes a holistic, inclusive, and systematic approach.

Joan Pennell, Professor, North Carolina State University

## **Engaging Military Partners: Strengthening Connections to Communities**

ROOM 205

In the current Global War on Terror, deployments have impacted families and communities who are geographically dispersed from the installations and bases where support systems for active-duty military personnel are found. Reaching out through Cooperative Extension to support these families supports the Land Grant mission of serving all the citizens, but it is not an easily accomplished task. Understanding military culture and protocol, partnering with newly formed organizations, and networking to create positive experiences for military families and children combine to challenge existing frameworks of engagement. This presentation will focus upon building collaborations with new audiences to create high-impact programs.

Harriett Edwards, Assistant Professor & Extension Specialist, North Carolina State University

## **A Collaborative Model of Engaging and Empowering African-American Youth**

ROOM 106

The mission of North Carolina Agricultural and Technical State University Cooperative Extension 4-H Youth Development is to provide training and curricula that support positive youth outcomes. The positive and challenging aspects of connecting NCA&TSU's higher education infrastructure and Cooperative Extension with African-American communities reveals three focus areas: 1) intersection and interface; 2) pipeline issues; and 3) accessibility to opportunities for limited resource African-American youth. Through discussion and activity, participants will be introduced to the collaborative model framework and BEST LIVS as strategies for strengthening institutional and community relationships that engage and empower youth.

Gloria Warren, 4-H Youth Development Specialist, North Carolina Agricultural and Technical State University Cooperative Extension

Chantel Lumpkin, Assistant Professor, Child Development, Early Education and Family Studies, North Carolina A&T State University

Meeshay Williams-Wheeler, Assistant Professor, Child Development, Early Education and Family Studies, North Carolina A&T State University

Donald Mebane, Extension Agent, 4-H Youth Development & Community Resource Development, Cooperative Extension Program, North Carolina A&T State University

## **Building a Portfolio of Measures to Inform Strategic Planning**

ROOM 202

We will focus on findings from a portfolio of national and institutional assessments measuring impact of engagement initiatives and creating a picture of institutional engagement that will inform strategic planning. We will include findings from a 2008 service learning benchmark study of faculty engagement, results from a 2007-08 pilot of a service learning course assessment instrument, institutional results from the National Survey of Student Engagement and Faculty Survey of Student Engagement. Copies of assessment instruments will be provided to participants for feedback.

Shannon Wilder, Director, Office of Service Learning, The University of Georgia

Su-I Hou, Associate Professor and DrPH Graduate Coordinator, College of Public Health, The University of Georgia

## **Incentives and Support to Encourage the Scholarship of Engagement**

ROOM 204

University cultures are shaped by unique characteristics that include institutional mission, values, climate, resources, and historical perceived barriers to change. These characteristics impact faculty members' involvement with engagement scholarship. Many universities are, today, encouraging faculty members to practice the scholarship of engagement by providing incentives to faculty members such as grants, faculty development programs, awards, and special recognitions. This session will focus on identifying the many different incentives that universities have developed, the common characteristics of these programs and activities, and the impact of them on faculty members.

Karen Bruns, Leader, University Outreach and Engagement OSU CARES/Extension, The Ohio State University

Trish Kalivoda, Associate Vice President Public Service and Outreach, The University of Georgia





## **Distributed Regional Engagement: The Next Wave of Shared Opportunity?**

**ROOM 208**

Dramatic shifts in the economy associated with the rise of globalism are leaving many regions, especially those not near universities, behind. Research universities are uniquely suited to assist regions to develop a base of innovation, a pool of talented people, and ubiquitous electronic connectivity. How can universities logistically address holistic engagement with distant regions, cultivate political goodwill, and meet the scholarship needs of faculty members? This presentation draws upon dissertation research investigating the "distributed engagement" work of six Land-Grant universities, focusing on in-depth case studies associated with The University of Georgia and Virginia Tech and their partnerships with economically distressed regions.

Nancy Franklin, Director of Strategic Initiatives,  
The Pennsylvania State University

## **Interdisciplinary Service Learning Projects: Connecting Scholarship, Teaching and Service**

**ROOM 203**

This presentation highlights the activities within The North Star Project that join faculty and students across academic disciplines with a community college and local historians to (1) facilitate cross-discipline teaching, (2) encourage multi-disciplinary scholarship while (3) providing academic credit for service to the community through the creation of public history materials relevant to Rochester's role in the Underground Railroad.

In addition to a presentation of the North Star Project, attendees will engage in a question and answer period during a review of the interdisciplinary model handouts. Furthermore, attendees will determine their action steps to create locally based interdisciplinary, research-teaching-service learning teams.

Marie Watkins, Director, Center for Service Learning,  
Nazareth College

Doot Bokelman, Art History Professor, Nazareth College

Timothy Kneeland, Associate Professor, Nazareth College

Timothy Weider, MSW, Adjunct Faculty, Monroe Community  
College, Nazareth College

David Anderson, Community Scholar in Residence,  
Nazareth College

## **Collaboration and Communication: Engaging Communities in the Design Process**

**ROOM 218**

In this panel session architecture and landscape architecture faculty and students from Clemson University, the Clemson Assistant City Administrator, and the Municipal Association of South Carolina Field Services Manager will present successful examples of community collaborations. Through improved communication and participatory processes, design scholarship can reach more people and improve public acceptance of projects. Of particular focus in this session will be the critical role that students play in the engagement process by working directly with multiple community members. The importance of fostering an atmosphere of collaboration and open communication also greatly enhances the engagement activities.

Jori Erdman, Associate Professor, Clemson University

MaryBeth McCubbin, aLINEments Director, Clemson  
University

Chip Boyles, Field Services Manager, Municipal Association  
of South Carolina



Wednesday, October 8

11:30 a.m. – 12:15 p.m.

## Disciplinary Influences on Faculty Engaged Scholarship in Land-Grant Institutions

ROOM 104

Significant attention in higher education has been given to engaged scholarship as a means for faculty to work with community partners, addressing societal issues while maintaining the tenets of scholarship recognized by their discipline. However, little empirical research has been done to explore how various disciplines express and experience rewards for engaged scholarship. This workshop presents findings from a national study of Land-Grant faculty's discipline, perspectives, and experiences with engaged scholarship and how they feel rewarded and recognized for this work. Participants will engage in discussion about the findings: surprises, affirmations, and congruencies observed at their own institutions.

Lisa Townson, Extension Specialist, Program Development & Evaluation, University of New Hampshire

## Community Visioning: A Case Study from Barnesville, Georgia

ROOM 105

The Community Visioning Process is based upon principles that maximize group participation in creative, problem-solving ways through the engagement of a broad spectrum of community members. The process is designed to produce strategies for change and a plan of implementation that can be embraced by the entire community, as diverse community members created the strategies and plan. The strategies will serve as the basis for coordinating investments addressing both the immediate and long-term community needs. The Barnesville case study will be showcased through a multi-media presentation, followed by a group visioning exercise to more fully engage the audience.

Danny Bivins, Public Service Assistant, Fanning Institute at The University of Georgia

Leigh Askew, Public Service Assistant, Fanning Institute, The University of Georgia

Langford Holbrook, Public Service Associate, Fanning Institute, The University of Georgia

## Who Owns Engagement?

ROOM 106

Engagement assumes shared ownership between a community and a University, yet within these broad constructs are real people with multiple, and sometimes conflicting, agendas, timelines, and expectations. Unpacking assumptions about ownership of engagement projects, especially at research universities, creates opportunities for new thinking and potentially more sustainable models. Drawing from experiences from a Kellogg Foundation-funded, multi-year initiative, this session explores how staff, in tandem with faculty, can struggle to define roles yet ultimately find alternative ways to nurture and sustain relationships and multiple engagement agendas with communities. Presenters will facilitate an exercise exploring faculty/staff relationships relative to community partnerships.

Wayne Smutz, Associate Vice President for Academic Outreach, The Pennsylvania State University

Lynn Melander Moore, Director, Grants and Contracts and Co-Director, FOCUS Project, The Pennsylvania State University

## **Advancing a New Model for Engagement: UGA's Archway Partnership Program**

ROOM 108

This presentation will discuss the continued development of The University of Georgia's Archway Partnership Program initiated to create a regional portal for improved community access to UGA resources to meet community/economic development goals, but now expanding to provide a critical link to the larger University System of Georgia. The presentation will provide an overview to include philosophical constructs, funding mechanisms, and challenges; but will also provide data on impact to Georgia communities, key partners, student engagement through enhanced student learning opportunities, faculty involvement/engagement, and opportunities for expansion. Panel presentation followed by active discussion with conference attendees.

Dennis Epps, Director of Operations, Archway Partnership Program, The University of Georgia

L. Steven Dempsey, Associate Vice President, Office of the Vice President for Public Service and Outreach, The University of Georgia

Mel Garber, Director, Archway Partnership Project & Extension Special Initiatives, The University of Georgia

## **The Partnership Sufficiency Model: Tools for Success**

ROOM 109

The Partnership Sufficiency Model was first presented at the 2007 Outreach Scholarship Conference. Attendees suggested a follow-up session focused on tools partners could use to determine and build on sufficiency. This session will provide a comprehensive needs assessment toolbox to accompany the Partnership Sufficiency Model. The Model identifies six key partnership concepts (Environment, Shared Vision, Membership, Process/Structure, Communication, Resources) and three types of partnership (competitive, supportive, collaborative). The toolbox provides a series of sequential steps to assist in planning or understanding a partnership. Each step has pivotal questions, points, and concerns with appropriate tools and strategies.

Nancy Nestor-Baker, Director, P-12 Project, The Ohio State University

## **Engaged Scholarship in Engineering: The Case of Nuclear Engineering**

ROOM 204

A presentation of the issues facing engineering outreach and engagement and how nuclear engineering, through collaborations, is establishing and strengthening teacher education in the subject matter. Suggestions as to who should be at the table in planning, what the content of workshops should address, and where university departments can assist in knowledge providence will be discussed. Scenarios of actual issues will be part of the interaction.

Lisa Marshall, Nuclear Outreach Instructor, North Carolina State University

Mohamed Bourham, Interim Department Head and Professor, North Carolina State University

## **A Framework for Evaluating Community Engagement and Scholarship**

ROOM 208

A framework to identify, develop, deliver, and evaluate community engagement and scholarship activities is proposed. This framework includes: relevance, capacity and impact. Relevance refers to the appropriateness/applicability of programs and/or projects to address the critical issues facing the communities. Capacity is the ability of extension, teaching and research faculty to identify, develop, implement and evaluate projects/programs relative to community engagement and scholarship. Finally, impact refers to the effectiveness of community engagement and scholarship efforts to the public good. These three components are weighted relative to their relative contribution: 40% each should be on relevance and capacity and 20% on impact.

Rama Radhakrishna, Associate Professor, The Pennsylvania State University



## **Democratic Strategies Enhance Engagement and Foster Communities of Practice**

ROOM 211

In preparing the Extension, Engagement, and Economic Development response to the UNC Tomorrow Report, the planning team chose to model democratic strategies and set the stage for communities of practice to emerge. This session will review the democratic strategies chosen, discuss the results, and outline what we learned from the process. Success in fostering communities of practice in the six response areas of the report will be compared to previously appointed task forces and committees. Attendees will leave with democratic strategies that were successful, and will be able to contrast teams, communities of interest, and communities of practice.

Patricia M. (Pat) Sobrero, Associate Vice Chancellor, Extension, Engagement, and Economic Development, North Carolina State University

Lisa L. Grable, Education Director, Learning Technologies, North Carolina State University

Margaret G. O'Brien, Industrial Extension, Director, Extension Services, North Carolina State University

Alice S. Warren, McKimmon Center for Extension and Continuing Education/Non-credit, and Assistant Vice Chancellor, North Carolina State University

## **Engagement Lessons Through Disaster Response**

ROOM 218

On May 5, 2007, a massive tornado destroyed Greensburg, Kansas. Requests came immediately for Kansas State University to engage Greensburg to address the physical, social, and emotional devastation. KSU's Center for Engagement and Community organized K-State's response. This disaster has taught us much about the opportunities and challenges of community-university partnerships. We plan to present a PowerPoint that highlights: (1) the devastation of Greensburg, (2) the timeline and development of K-State's response as coordinated by the Center for Engagement and Community Development, (3) the KSU / Greensburg engaged projects; and (4) lessons learned in terms of opportunities and challenges of engaged work.

David Procter, Director, Center for Engagement and Community Development, Kansas State University

Bert Biles, Special Projects Officer, Educational Communication Center, Kansas State University

## **Public Deliberation: The Kettering Foundation's Experience and Opportunities for the Engaged University**

DEANS HALL I

A discussion of the Kettering Foundation's experience in fostering public deliberation over the past twenty-eight years through the National Issues Forums, including the results of research conducted and lessons learned in these efforts to strengthen democracy. Particular emphasis will be focused on forums conducted with college students and the various opportunities for the use of the materials and methods developed.

William V. Muse, Kettering Foundation



*Over the past two years, Penn State's Office of Physical Plant has added 25 bike racks per year to its existing inventory of 600 bike racks and this trend is expected to continue.*

Wednesday, October 11

8:00 a.m. - 12:00 p.m.



## **Interdisciplinary Service Learning: Science Teaching, Research and Service in Undergraduate Education**

ROOM 104

The session will begin with two examples of interdisciplinary service learning projects at The University of Georgia: Entomology Outreach & Service Learning and Insect & Bird Natural History in Costa Rica. Next, there will be a group discussion of best practices for developing, implementing and sustaining domestic and international interdisciplinary service learning projects. Worksheets will be handed out to the audience and participation and ongoing dialogue will be encouraged. Ideas will be generated about using service learning to bridge teaching, research and service. The presentation will conclude with reflection exercises for the participants and discussions about fostering, encouraging and promoting future interdisciplinary service learning projects.

Marianne Robinette, Program Coordinator, The University of Georgia, Department of Entomology

## **Faculty and Community Collaboration in Sustained Community-University Partnerships**

ROOM 105

Participants in this presentation will gain an in-depth understanding of the expressed challenges, opportunities, and mutual benefits experienced by faculty and community partners who lead two-year, multi-discipline, community-university engagement partnerships at a public, Land Grant research university. Interactive discussion will be encouraged toward the findings of the study, especially as related to participant experiences and expressed factors that most impacted community-university partnership leadership, governance, and sustainability (partnership organization, group dynamics, and co-created knowledge products).

Angela Allen, Michigan State University

## **Achieving the Promise of Public Scholarship**

ROOM 106

In 2000, Penn State led a national effort to advance engaged scholarship through a UniSCOPE Learning Community, which published a report challenging the University to "implement a model of scholarship that equitably recognizes the full range of teaching, research, and service scholarship." The Faculty Senate adopted, and acted upon, the report. In March 2008, a report was submitted to the Senate to further strengthen University support for engagement and public scholarship. We will report on the discussion and share actions taken and pending. Participants will discuss how these strategies, as well as those at other institutions, can be implemented.

Ann Taylor, Assistant Director, Dutton e-Education Institute,  
The Pennsylvania State University

Barbara Sims, Associate Professor of Criminal Justice,  
The Pennsylvania State University

Ted Alter, Professor of Agricultural, Environmental, and  
Regional Economics, The Pennsylvania State University

## **University Outreach and Social Entrepreneurs**

ROOM 108

Northern Illinois University's model to engage social entrepreneurs will be presented through three examples in a PowerPoint presentation. Two examples led to decisions in favor of engagement, one led us to decline. The presentation will be followed by a discussion with the social entrepreneurs we work with, and a structured affinity exercise to receive advice from participants for improving the model.

Robert Gleeson, Director, Center for Governmental Studies,  
Northern Illinois University

## **Stakeholder Views of Community Engagement: Challenges and Opportunities**

DEANS HALL I

CAEC members (n=, 1,100) responded to a three-section survey to indicate the importance they place on three functions—linkage, advisory and advocacy—and the extent to which they are actively engaged in contributing to these three functions. Data were collected using procedures suggested by Dillman (2000). Overall, CEAC members perceived all the functions as “important.” The mean values ranged from a high of 4.0 (linkage) and a low of 2.44 (advocacy). However, their contributions to performing these roles were very low. The findings of this study have implications for recruitment, orientation and training of CAEC members.

Daney Jackson, Director of Cooperative Extension,  
The Pennsylvania State University

Rama Radhakrishna, Associate Professor, Agricultural and  
Extension Education, The Pennsylvania State University

Dennis Calvin, Associate Director, The Pennsylvania State  
University Cooperative Extension

John Boateng, Post Doctoral Fellow, The Pennsylvania State  
University Cooperative Extension

## **The Young Women Leaders Program: A Theory-Based Approach to Leadership**

ROOM 204

The session will begin with a discussion of the creation and ten-year development of the Young Women Leaders Program (YWLP). Conceived by clinical psychologist to simultaneously meet the developmental needs of adolescent girls and college women, the curriculum of YWLP is based on psycho-social theories with an emphasis on the constructs of competence, connection and autonomy. The session will close with a discussion of the evaluation mechanisms utilized by the program’s research team and their most recent findings.

Logan Stout, YWLP Outreach and Alumnae Coordinator,  
University of Virginia

## **Revitalizing Rural Grocery Stores**

ROOM 211

In this session, we will explain how USDA Rural Development, Kansas State University, two NGO’s and a group of rural grocery store owners have created an approach to better understand the needs and challenges of rural grocery stores and their customers, and align University resources to help address important business needs.

Participants will learn of the process the project followed, receive resources and tools, and consider ways that they might replicate similar projects in their states.

David Procter, Director, Kansas State University Center for  
Engagement and Community Development,

Ron Wilson, Director, Huck Boyd National Institute for  
Rural Development, Kansas State University and the  
Huck Boyd Foundation

## **Audit and Evaluation: Demonstrating the Worth of Engagement**

ROOM 218

This session will provide an overview of audit and evaluation tools, and will consider distinctions to be found in different frameworks. It will outline the approach we are taking at the University of Brighton, modified from the University of Bradford’s REAP tool, which aims to support and encourage those involved in community engagement activities to critically reflect on and analyse their work. The approach is being tested out in evaluating three Communities of Practice (CoPs), drawn together to demonstrate the worth of collaboratively funded strategic partnerships between universities and their local communities. Bringing about long-term health and wellbeing to local citizens is the specific focus of all three CoPs.

Angie Hart, Professor of Child, Family and Community  
Health, University of Brighton, United Kingdom



## Engagement in a College of Technology: Challenges to Faculty Participation

ROOM 208

The program will begin with a background review of engagement activities at Purdue and will lead into a discussion about the scholarship of engagement. We will introduce several key components of differing definitions of scholarship of engagement and seek attendee dialogue as a starting point. This will be followed by a presentation that includes the key activities by the College of Technology for creating a new culture for the acceptance of the scholarship of engagement, definitions and frameworks used for evaluating scholarship, progress made to date, and the key challenges that lie ahead.

Kathryne A. Newton, Professor and Department Head,  
Department of Industrial Technology, Purdue University

Michael O'Hair, Associate Dean for Engagement, College of  
Technology, Purdue University

Denver W. Lopp, Professor, Department of Aviation  
Technology, Purdue University

## The Higher Education Partnership: Building an Effective Multi-Institutional Consortium

ROOM 104

The Columbus City Schools Higher Education Partnership is a groundbreaking K-12/higher education consortium. Nine higher education institutions are formally linked with one urban district. Higher education partners include a research university and liberal arts, specialty, and community colleges. Without burdensome strictures, the HEP reduces turf issues, reins in fragmentation, and aligns partner initiatives. Its track record shows that institutional turf, trust issues, and differing organizational cultures can be effectively controlled through mutually beneficial research, teaching and service. Now in its sixth year, the HEP is unique. However, it is replicable. The presentation will describe the HEP's structure, challenges, and results.

Nancy Nestor-Baker, Director, P-12 Project, The Ohio State  
University

## Ready, Set, Engage! An Evolving Understanding of What Readiness Means

ROOM 105

Drawing upon seven years of experience working at the engagement interface in rural Ireland, presenters will describe factors including individual, community, and organizational readiness that led to successful community-university collaborations. Engaged learning principles and practices, developed with support from the Bailey Scholars Program, Office of Study Abroad, and USDA Internationalizing Science Education grant, will be illustrated with examples from engaged scholarship based on community-student projects in Ireland. Audience members will be encouraged to use self-assessment instruments co-developed by Michigan State University and Tochar Valley Rural Community Network, Co. Mayo, Ireland to determine their readiness to work at the engagement interface.



Diane M. Doberneck, Research Fellow, National Center for the Study of University Engagement and Adjunct Assistant Professor, Bailey Scholars Program, Michigan State University

Shari L. Dann, Associate Professor, Community, Agriculture, Recreation, and Resource Studies, Michigan State University

## Overcoming Institutional Challenges to Scholarship on Engaged Teaching and Learning

ROOM 106

In higher education, priorities and reward structures typically privilege research over teaching and likewise value scientific (or social scientific) scholarship over the scholarship of teaching and learning. This makes it difficult for faculty to justify devoting significant time to building capacity for community-engaged teaching and associated scholarship. This session uses a case study to illustrate the challenges and then explore how our own institution is working to overcome them, including the creation of a Center for Excellence in Curricular Engagement. Participants in this interactive session will brainstorm options for dealing with such challenges on their own campuses.

Jessica Jameson, Associate Professor, North Carolina State University

Patti Clayton, Director, North Carolina State Center for Excellence in Curricular Engagement, North Carolina State University

## Creating and Sustaining Authentic Partnerships: Voices from Community Partners

ROOM 108

The success of community-campus partnerships is highly dependent on the quality of the relationships built among its members. Creating partnerships in which community and university partners share in decision-making is critical to the success of the relationship. In this session, community and university partners from two diverse urban school districts will discuss specific challenges they faced in developing

and sustaining their engaged partnerships. A theoretical framework for building and maintaining community-based participatory research partnerships will be presented. Panel members will invite attendees to join in a discussion of this model and other factors that contribute to creating enduring partnerships.

Patricia Farrell, Senior Director, University Outreach and Engagement, Michigan State University

Jessica Barnes, Associate Director University Community Partnerships, Michigan State University

James Davis, Director of Student Services, Lansing School District

LaDonna Gamble, Project Director of Bridges to the Future Before and After School Program, Flint Community Schools

## Engagement Through Public Service Media

DEANS HALL I

This presentation explores the relationship between public service media and the land grant mission in the 21st century. We begin by describing the origins of the public service media study group at The Pennsylvania State University. We then discuss the relationship between this effort and the evolving land grant mission, focusing especially on how public service media can help the university connect with stakeholders in unique ways. The paper concludes with suggestions for furthering the engagement agenda.

Ted Krichels, Associate Vice President for Engagement and General Manager, Penn State Public Broadcasting

Susan Squier, Brill Professor of Women's Studies and English

Jeff Bridger, Senior Research Associate, Department of Rural Sociology and Agricultural Economics

Jonathan Marks, Associate Professor of Bioethics, Humanities, and Law, Science, Technology, and Society Program



*Penn State's Beaver Stadium recycling program has been recognized by the National Recycling Coalition (NRC), as the best special event program in the country.*

## **To Be Full Partners: Possibilities for University Community Engagement**

DEANS HALL I

The University of Virginia and the Charlottesville/Albemarle Commission on Children and Families (CCF) co-convened a work group to explore how to support and expand university-community academic partnerships. The work group model, an innovative community approach to planning, produced a new university office tasked with developing academic community engagement programs. This 30-minute presentation will describe the history, development, and accomplishments of the work group, including strategies for moving ideas through the university and the community. Group discussion will focus on how and when to meaningfully engage the community in planning and debate what it means to be "fully partnered."

Megan Raymond, Director of University Community Academic Partnerships, University of Virginia

Dr. Maryfrances Porter, Intervention Team Leader, Charlottesville/Albemarle Commission on Children and Families

## **Public Deliberation and Cultural Change in the Land-Grant University**

ROOM 104

Many problems facing agriculture and natural resources are value-laden and have no easy technical solution. Such challenges necessitate dialogue and deliberation. Yet while public deliberation can be a venue to confront difficult issues, it can also create the context to illicit new challenges, bringing into light the tensions between scientism (the belief in the power of science and technology to solve both technical and moral problems) and civil society. This presentation will discuss the findings drawn from qualitative data that showcase the challenges for integrating dialogue and deliberation into the university culture of a land grant institution.

Wynne Wright, Assistant Professor, Department of Community, Agriculture, Recreation and Resource Studies, Michigan State University

David Cooper, Director, The Public Humanities Collaborative, Michigan State University Extension

Jan Hartough, State Coordinator for Public Deliberation, Michigan State University Extension

Steven Lovejoy, Associate Director, Michigan State University Extension

Frank Fear, Professor and Senior Associate Dean, College of Agriculture and Natural Resources

## **Community-Based Legal Education: A Collaborative Approach**

ROOM 105

This presentation examines the Latino Law Education Project, a collaborative effort between academic and outreach institutions of the University and the practicing bar. The project creates practical information on a variety of legal issues facing Georgia's Latino population. Project presentations are recorded in English and Spanish and distributed to nonprofit legal and social service organizations. The challenges facing the project include finding more effective methods to reach our current target audiences and expanding the project to English-speaking audiences. This presentation will engage the audience to develop new ideas on reaching new audiences and disseminating project information.

Betty Hudson, Public Service Associate, Carl Vinson Institute of Government, The University of Georgia

Alex Scherr, Associate Professor and Director of Civil Clinics, School of Law, The University of Georgia

Elizabeth Taxel, Third-year law student, School of Law, The University of Georgia

Anna Boling, Carl Vinson Institute of Government, The University of Georgia





## **A Multi-Institutional Model for Current and Future Faculty Member Engagement**

ROOM 106

More than ever, it is difficult for faculty members and graduate students who are preparing for academic careers to integrate engaged scholarship into already demanding work. This presentation discusses what has been learned thus far in the pilot or early phase of collaboration among four major research universities for purposively supporting scholarly engagement activity. The panel plans to reflect on academic issues of research methodology, promotion and tenure, and the practical elements of doing integrated research, teaching, and service. Audience discussion surrounding the existing project and its future development and direction will be an integral part of the format.

Audrey Jaeger, Assistant Professor of Higher Education,  
North Carolina State University

Susan J. Bracken, Assistant Professor, Department of Adult  
and Higher Education, North Carolina State University

Lorilee Sandmann, Associate Professor, The University  
of Georgia

## **Communicating an Integrated Future of Public Engagement**

ROOM 108

This presentation, delivered informally in a group discussion format, will outline and evaluate several of the aforementioned initiatives (re: coursework and requirements, research and creative work, service opportunities and professional development, administrative support, etc), as well as the questions and challenges they raise (i.e. judging and defining public scholarship, integrating these commitments into the college's strategic plan, their relationship to the tenure and promotion process, their association with political agendas, etc.), concluding with an inclusive discussion of how this process of rethinking and redirecting our professional initiatives intersects with the distinct culture(s) of the academy.

C. Michael Elavsky, Assistant Professor, The Pennsylvania  
State University

## **PROSPER Learning Communities: Strengthening University-Community Partnerships**

ROOM 218

The PROSPER (PROmoting School-Community-University Partnerships to Enhance Resilience) multi-level partnership model is locally led by Extension educators and builds community capacity to deliver evidence-based family and youth interventions. To provide continuing professional development for the extension educators, solve problems and reflect on current practice, learning communities were established. This model of professional development is unique in that it evolves over time with sustained participation from participants who all have similar project responsibilities, concerns and issues. This session will describe the development, format and content of the learning communities and share findings from a study regarding success of the model.

Claudia Mincemoyer, Associate Professor, The Pennsylvania  
State University

Anthony Santiago, Family Life Extension Specialist, Iowa  
State University

Karen Thomas, Extension Educator, The Pennsylvania State  
University

## Faculty Engagement: A Conceptual Model of Factors Related to Engagement

DEANS HALL 2

This session will highlight a current study underway at The Ohio State University. The study examines faculty participation in engagement activities. It provides precise definitions and measurement parameters for faculty engagement. Additionally, it builds upon research that has considered the organizational, personal and professional variables related to the service-oriented involvement of faculty by developing and testing a faculty engagement model (FEM). Early in the session, participants will be asked to comment on the conceptualization of faculty engagement developed for, and used in, this study. Next, the FEM will be explored. The FEM serves as the conceptual model for the study and explores the personal, professional and institutional dimensions that are hypothesized to influence faculty participation in engagement. The researchers will share this model with the audience and engage attendees in a conversation on the important personal, professional and institutional factors that were postulated to impact faculty engagement participation. After presenting the FEM, the researchers will share the results of the Survey of Faculty Engagement (SFE) (to be conducted in January of 2008), which has been designed to test the FEM through an exploratory factor analysis. Moreover, results based on a stepwise multiple regression will also be presented so participants learn more about the nature, strength and direction of the relationships among the dependent variable (summation of hours of participation in engagement-oriented activities) and independent variables (personal, professional and institutional factors).

Amy Wade, Assistant Director of Early College Outreach and  
Doctoral Candidate, The Ohio State University

## Ensuring Successful Engaged Scholarship: The Intersection of Theory and Practice

ROOM 104

The presenter will give a brief overview of the theory behind planning, implementing, and evaluating successful engaged scholarship. This will be followed with a four step process where participants will learn about the steps and tools for implementation. The steps include: mapping intended scholarship, determining main scholarship questions, gathering and analyzing scholarship data, and telling the engagement story.

Nancy Franz, Professor/Extension Specialist Program  
Development, Virginia Cooperative Extension

## Managing Outreach Engagement: The History Teaching Institute at Ohio State

ROOM 105

The History Teaching Institute (HTI) serves as the primary outreach unit of The Ohio State University's Department of History, sharing expertise and working with teachers to develop curriculum and to incorporate best practices of using technology in the classroom. By coordinating efforts through the HTI, the department is able to manage outreach engagement and work with different internal and external partners. HTI staff working on Teaching American History grant projects will discuss how to recognize the cultures of different institutions, including school districts, educational service centers and cultural institutions, and to clarify and address the partnering institutions' expectations.

Kristina Markel, Project Director, The Ohio State University,  
Department of History

Stuart Hobbs, Director of History Teaching Institute,  
Department of History, The Ohio State University

Deanna Wade  
Amy Wade  
Amy Wade

## **Factors Influencing Community Engagement: Results from a Needs Assessment**

ROOM 106

The purpose of this three-state study was to use needs assessment results to identify factors that help community engagement in LFS programming. Findings of this study have implications for other Extension programs also. Findings revealed several factors influencing community engagement: characteristics of the community, programming support, organizational barriers, and demographic characteristics of programmers. This presentation will showcase a detailed model/framework depicting each of these factors and their role in community engagement. Involvement of other organizations, the role of mass media, implications for further research for LFS programming, and other Extension programs will also be discussed.

Joan Thomson, Professor, The Pennsylvania State University

Dr. Rama Radhakrishna, Associate Professor of Agricultural & Extension Education, Department of Agricultural and Extension Education, The Pennsylvania State University

## **Transforming Middle School Mathematics/Science Outreach for the 21st Century**

ROOM 205

Presentation on the project will include elements of building a partnership with rural middle school districts, using economic indicators to guide curriculum development, and design of research around work with middle school mathematics and science teachers. In addition, discussion will include building relationships with business partners and vendors. We will ask attendees for input on issues we have faced and ask for sharing on research techniques. Using online elements for dissemination, support, and professional development will also be presented.

Lisa Grable, Director, Office of School Services, College of Education, North Carolina State University

Margaret Blanchard, Assistant Professor, College of Education, North Carolina State University

Rebecca Reed, Principal Consultant, Ahlgren Associates



## **From Concept to Practice at an Engaged University**

ROOM 219

The University of North Carolina system recently completed a statewide effort to engage stakeholders in the process of defining its role and programs. As the NCSU liaison to the system effort, I had a role in defining the questions, organizing the listening forums, generating responses to the survey, and developing the North Carolina State University response. The workshop will be an interactive exercise. By asking questions of the participants, and then comparing team answers to the UNC case, we will develop a "best practice" process, a checklist of what works and what did not work so well, and a timetable for actions.

James Zuiches, Vice Chancellor, North Carolina State University



*Penn State was named to the U.S. Environmental Protection Agency's (EPA) list of Top 10 colleges and university Green Power Partners. The University was recognized for its voluntary purchase of 17,600 megawatt-hours (MWh) of green power.*





## **Obstacles to Outreach in Research Institutions: A Panel Discussion**

**DEANS HALL I**

This will be a panel discussion about the obstacles faced by administrators and faculty in research institutions in encouraging outreach/engagement activities if they take time away from primary research duties. The panel will include individuals from institutions with successful, innovative outreach activities and government agencies that encourage and fund them. After a short presentation by each panelist, the attendees will engage in a question and answer session.

Barbara Houtz, Director of Outreach, Eberly College of Science, The Pennsylvania State University

William Valdez, Director, Workforce Development for Teachers and Scientists, Department of Energy, Office of Science

Robert McGahern, Director, National Defense Education Program, Department of Defense, Office of the Director of Defense Research and Engineering

Bruce Fuchs, Director, Office of Science Education, The National Institutes of Health, Office of the Director

Thomas Magnanti, Dean, College of Engineering, MIT

## **University-School Partnerships: A Tool for Effective Public Engagement**

**ROOM 204**

With their tremendous pool of intellectual talent and resources, colleges and universities can be influential in promoting positive social change (e.g., improving local schools). Often, university and college administrators are called upon to provide the vision and direction needed in order to enable universities to form partnerships capable of accomplishing societal change. As a "New American University," Arizona State University has used innovative initiatives and partnerships to become deeply engaged with Arizona's culturally and economically diverse population. This presentation will highlight major factors that affect partnerships at the school, university, and community levels and will generate collaborative discussion about university-school partnerships.

Eugene E. Garcia, Vice President for Education Partnerships, Arizona State University

Mehmet "Dali" Öztürk, Executive Director, Research & Evaluation, Office of the Vice President for Education Partnerships, Arizona State University

Amanda Burke, Associate Director for Education and Education Policy, Office of University Initiatives, Office of the President, Arizona State University

## **Panel on Enhancing Engineering Education, Research, and Engagement Through Partnerships**

ROOM 208

The proposed panel session will describe efforts of the Penn State College of Engineering to improve engineering education and research through new approaches to engagement with its educational, industrial and governmental communities. Presenters will discuss outcomes associated with efforts to improve engineering education through creation of articulated 2+2+2 pathways involving multiple Institutions spanning secondary through associate and baccalaureate levels and beyond, and to improve engineering research through partnerships involving faculty members, staff, and undergraduate and graduate students in short and long-term engagements aimed at addressing technology problems and opportunities of government agencies and industry.

John Mason, Associate Provost and Vice President for Research, Auburn University

Nadine Barrie Smith, Associate Professor, Bioengineering, The Pennsylvania State University

Paul Hallacher, Director, Research Program Development, The Pennsylvania State University

James Myers, Director of Facilities Engineering Institute, The Pennsylvania State University

## **Communities of Practice: Making it Happen**

ROOM 211

Placing users and practitioners at the heart of research provides us with a way of knowing more about and improving the disadvantage experienced by marginalised social groups. A Community of Practice (CoP) is a dynamic mechanism for making this happen. This session, while outlining the generalisability of CoPs, will highlight how a particular example, focused on learning and applying the messages of resilience for disadvantaged children and families, is rising to the challenge of partnership working across traditional agency boundaries, engaging parents and carers in research and service development, with extracts from a recently completed film that finds new ways to give service users, including children, identity and a voice.

Angie Hart, Professor of Child, Family and Community Health, University of Brighton, United Kingdom

Kim Aumann, Director, Amaze

*The assigned frame numbers are noted after each title.*

## **Changing Academic Culture to Embrace Community Engagement**

### **POSTER FRAME 1**

A commonly cited barrier to sustaining faculty involvement in communities is the failure of promotion and tenure systems to adequately recognize faculty for community-based research, teaching and service. Funded by the U.S. Department of Education, the Community-Engaged Scholarship for Health Collaborative was created to increase support for community-engaged scholarship in health professional schools. The Collaborative was comprised of schools across the fields of allied health, dentistry, medicine, nursing, pharmacy and public health seeking to change institutional culture locally and nationally. This presentation will discuss recommendations and challenges identified. The attendees will be engaged through one-on-one interaction and handouts.

Homa Amini, Program Director, Pediatric Dentistry, The Ohio State University



## **Framework for University Outreach and Engagement Outcome Evaluation**

### **POSTER FRAME 2**

The university engagement can be continued only if the outcomes are obvious to key stakeholders and secure their continuous support. This poster will explain how to develop a system for the evaluation of outreach and engagement outcomes. It helps viewers to identify a framework for the development of an evaluation system. The framework includes identification of key stakeholders of university engagement, their information needs, potential outcome indicators, quality of outcome indicators, collecting and analyzing data and communicating results to build strong universities for effective outreach and engagement.

Jay K. S. U. Jayaratne, Assistant Professor/State Leader for Program Evaluation, North Carolina State University

## **Outreach, Integration and Alignment in Promotion and Tenure (Michigan State)**

### **POSTER FRAME 3**

The poster reports findings from six years of promotion and tenure dossiers at Michigan State University. It highlights similarities and differences in outreach and engagement across departments and such demographics as gender, ethnicity, age, length of service, and appointment type. It demonstrates ways that faculty at Michigan State University integrate outreach scholarship across the missions of teaching, research and service. And it identifies where alignment exists between faculty and administrators in promotion and tenure reporting of scholarly outreach.

Chris Glass, Graduate Research Assistant, National Center for the Study of University Engagement, University Outreach and Engagement, Michigan State University

Diane M. Doberneck, Research Fellow, National Center for the Study of University Engagement and Adjunct Assistant Professor, Bailey Scholars Program, Michigan State University



## **Interprofessional Clinical Outreach: A Formative Learning Experience**

### **POSTER FRAME 4**

The poster presentation will include: 1) description of the interprofessional outreach initiative of nursing, communication disorders, physical therapy, art therapy, music therapy, and social work, with faculty and student learning outcomes; 2) outline of the preparation phase which includes on-campus interprofessional in-services, clinical experiences, and establishment of off-campus partnerships with underserved agencies that value a team approach; 3) challenges that may be encountered in interprofessional outreach; 4) strategies to overcome the challenges; and 5) student, faculty, and agency evaluation of the outreach experience. The interprofessional team of presenters will invite questions and ideas from the conference participants.

Shirley Szekeres, Dean of the School of Health and Human Services, Nazareth College of Rochester

Jennifer Collins, Professor and Chair of Physical Therapy, Nazareth College of Rochester

Lisa Durant-Jones, Assistant Professor of Communication Sciences & Disorders, Nazareth College of Rochester

Linda M. Janelli, Professor and Director of Gerontological Nurse Practitioner Program, Nazareth College of Rochester

## **Building Sustained Community-Campus Partnership, Respect, Trust, and Shared Interest**

### **POSTER FRAME 5**

With the worsening mismatch between resources and needs, maximizing community campus partnership becomes important to realize mutual benefits. This session describes history and mission of Georgia's HIV/AIDS Care and Prevention Initiative. It discusses how community-based input is regularly collected and used to continuously improve the local HIV/AIDS primary care program. Our partnership integrates and utilizes guided service learning opportunities for graduate students to enhance their educational experience while providing valued community services. Respect, trust, and shared interest grow as commitment and partnership deepens. We will share lessons learned on the

factors important to establish and grow an engaged and sustained partnership.

Su-I Hou, Associate Professor and DrPH Graduate Coordinator, College of Public Health, The University of Georgia

## **Interdisciplinary Service Learning in Ukerewe, Tanzania**

### **POSTER FRAME 6**

The service learning program between communities in Ukerewe District and the University of Georgia is a "visionary collaborative experiment." The three Tanzanian communities and four University academic and service units faced challenges including consensus about priorities, local logistics working on sustainable forestry, girls' and women's projects, and language. The positive aspects were reflected in new insights, competencies, and commitment of the UGA team members and "karibu tena" ("come again") messages from the Tanzanians. The poster itself and conversation about the challenges and uniqueness of international engagement through service learning will involve the attendees.

Sharon Y. Nickols, Janette M. Barber Distinguished Professor, The University of Georgia

Rachel J. Hagues, Program Coordinator, The University of Georgia

Lioba Moshi, Professor and Director, African Studies Institute, The University of Georgia



## **Partner for Promotion: An Ohio Collaboration with Pharmacy and Outreach**

### **POSTER FRAME 7**

The Partner for Promotion (PFP) program links final year students from The Ohio State University (OSU) College of Pharmacy with community pharmacists. Along with mentoring from OSU faculty and support from OSU Extension, these pairs work throughout the academic year to identify a need in the community, and then develop an advanced patient care program in the local pharmacy that fills that need. A poster presentation would facilitate sharing of program details as well as outcome data related to skills gained by participants (community pharmacists and students), sustainability of the advanced patient care programs, and collaboration with OSU Extension.

Jennifer Rodis, Assistant Professor of Clinical Pharmacy,  
The Ohio State University College of Pharmacy

Jerry Cable, Director of Experiential Education and Director  
of Outreach, The Ohio State University College of  
Pharmacy

## **The Purdue Pharmacy Kenya Program: Successes and Setbacks**

### **POSTER FRAME 8**

The poster outlines key factors necessary to establish an international partnership in pharmacy practice. Partnership with an established medical exchange program and practice site has been critical to program growth. This engagement program could not have been accomplished without including research and teaching. A description of these will allow for a better understanding of the community partnership created. Successes include full-time faculty member placement, a clerkship training site, and the development of a student buddy system. Challenges include initial funding, departmental support, and political unrest leading to interruptions in service. Information from this experience may assist other programs in development.

Ellen Schellhase, Assistant Professor of Pharmacy Practice,  
Purdue University

## **Changing the Climate and Charting the Course**

### **POSTER FRAME 9**

Boise State University's 2006 mission statement sharpened campus awareness of opportunities available to a large university located in the region's major metropolitan area. The College of Arts and Sciences moved quickly to develop strategies for changing the climate in its eleven diverse departments. This poster outlines specific steps the College took to expand its network of community connections, to support individuals engaged with the community, and to integrate research, engagement, and teaching. A new College mission statement, re-allocation of resources, redesigned guidelines for tenure and promotion, and vibrant discussion of possibilities yielded success and a clear vision of further opportunities.

Martin Schimpf, Dean, Boise State University

Helen Lojek, Associate Dean, College of Arts and Sciences,  
Boise State University

## **Bringing Extension into the Classroom: Comprehensive Planning at WVU**

### **POSTER FRAME 10**

Opportunities to provide education and technical assistance in community development abound in Extension. However, the resources to accomplish this are limited. To improve this situation, students in need of practical experience can be brought into these projects by incorporating service learning into an academic course. This presentation focuses on how that has been done for comprehensive plan development at West Virginia University by discussing the methods and outcomes of this effort. This will be accomplished both by providing examples and by putting participants in the role of "students" to experience first-hand how it has been done.

Michael Dougherty, Extension Specialist/Associate Professor,  
West Virginia University Extension Service

## **Growing an Outreach and Engagement Office at a Medical School**

### **POSTER FRAME 11**

Outreach and engagement programs at many institutions are the result of an evolutionary process. With a few basic building blocks in place, and a University strongly committed to outreach and engagement, it can become a natural trajectory. This poster presentation will trace the development that led to establishing an office of outreach and engagement at the COM at Ohio State, and will provide participants with a visual timeline and opportunities to pick up printed materials and raise questions.

Terry Bahn, Director Outreach and Engagement, The Ohio State University College of Medicine

Daniel Clinchot, MD, Associate Dean for Medical Education, The Ohio State University College of Medicine

Diana Bahner, Coordinator of Outreach and Engagement, The Ohio State University College of Medicine

## **Innovation in Engaging Rural Communities: OSU Rural Studies Program**

### **POSTER FRAME 12**

Oregon State University has invested in an innovative program to develop university-community partnerships focused on rural community sustainability: the Sustainable Rural Communities Initiative. The poster will explore the organizational challenges and successes in two Initiative partnerships. One is the Rural Community Explorer (RSE) web portal that allows easy access to Oregon community-specific demographic and economic data (some community-generated) and to an interactive locally-tailored Community Vitality model that explores relationships between community resources, community actions and community outcomes. The other involves residents in three coastal communities in gathering and interpreting local information about potential community impacts of fisheries management policies.

Bruce Weber, Director, Oregon State University Rural Studies Program

Sally Bowman, Associate Professor and Extension Family Development Specialist, Department of Human Development and Family Sciences, Oregon State University

Lena Etuk, Extension Specialist, Social Demographer, Family Community Development Program, Oregon State University



## **Developing Engaged Scholars: An Executive Distance Education Doctoral Cohort**

POSTER FRAME 13

This session provides an overview of a distance education doctoral cohort that is designed to engage students in scholarship in the areas of adult, higher, and human resource education. This distance education offers courses in a variety of methods to serve the needs of a diverse student body. This broad interdisciplinary approach will share how theory, leadership, and research are integrated in a variety of courses, assignments, and professional activities to engage students as future leaders and researchers. The session will discuss the learning network among students in terms of research that has been conducted that serves their organizations.

James E. Bartlett, II, Associate Professor and Director of Doctoral Cohort, Department of Adult and Higher Education, North Carolina State University

Susan J. Bracken, Assistant Professor, Department of Adult and Higher Education, North Carolina State University

Shannon Kennedy, Doctoral Student, North Carolina State University, and Dean, Community Relations & Development, Cleveland Community College

## **Assessment of Service Learning Across the Curriculum: A Model**

POSTER FRAME 14

The presentation will outline the reasons for, and complications of, conducting service learning assessment. A model developed by the University of North Dakota's Service Learning Program will serve as the basis for discussion. The presentation of this interdisciplinary model will focus on the need to establish criteria for service learning course designation, service and learning goals that are applicable across the curriculum, indicators of these goals, and a selection of both direct and indirect methods of assessing these goals. The presentation will focus specifically on the student aspect of service learning assessment.

Kevin Kainulainen, Service Learning Coordinator, University of North Dakota Center for Community Engagement



## **Impacting Rural Communities: Roles of the Engaged University**

POSTER FRAME 15

By linking the practical experience of local residents with the research expertise of the University, we strengthen the ability of rural communities to leverage resources for long-term sustainability. As partners with a foundation, we are engaged with 18 rural programs that provide parenting education to young children. We translate research into practice by providing leadership for the implementation of evidence-based programs. For rural parenting and leadership programs, we gather evaluation data to demonstrate individual/community outcomes, thus assisting local programs garner new resources. Challenging dimensions of rural community-university partnerships include technology interface, social and geographic isolation, and lack of resources.

Sally Bowman, Extension Family Development Specialist, and Associate Professor, Human Development and Family Sciences, Oregon State University

Lena Etuk, Extension Specialist, Social Demographer, Family Community Development Programs, Oregon State University

## Textile Complex Entrepreneurs

POSTER FRAME 16

The poster presentation will include the methodology of interviews and the compilation of resulting data. Results should indicate the extent to which the university previously understood the immediate textile entrepreneur community. Results will also present a clarification of textile entrepreneur perceptions and expectations of the university. The university should therefore be able to strategically strengthen institutional support upon hearing the voice of the community. Conference participants may be able to utilize this methodology and resulting indicators for analyzing understandings of their own communities.

Erin Powell, Research Assistant, North Carolina State University

Timothy G. Clapp, Director, Textiles Extension Education for Economic Development, North Carolina State University

## A HelpDesk in Action: Improving Community and Cross-Faculty Collaboration

POSTER FRAME 17

The University of Brighton is one of only a few universities in the United Kingdom with an institution-wide community-university partnership programme (Cupp) dedicated to addressing local inequalities while also enhancing learning, teaching and research. The Cupp Helpdesk facilitates enquiries and promotes ongoing links, providing an easily identifiable entry point for those unfamiliar with the university. It also helps to make possible productive partnerships, through referring enquirers to relevant contacts or to researchers, and arranges workshops, briefings, get-togethers and fora. Mutuality in problem solving is assumed, ensuring the process is dynamic and evolving and informed.

Angie Hart, Professor of Child, Family and Community Health, University of Brighton, UK

Kim Aumann, Director, Amaze

## Public Deliberation: The Kettering Foundation's Experience and Opportunities for the Engaged University

POSTER FRAME 18

A discussion of the Kettering Foundation's experience in fostering public deliberation over the past twenty-eight years thru the National Issues Forums, including the results of research conducted and lessons learned in these efforts to strengthen democracy. Particular emphasis will be focused on forums conducted with college students and the various opportunities for the use of the materials and methods developed.

William V. Muse, Kettering Foundation

## Bringing the University, Community College and Chamber of Commerce Together

POSTER FRAME 19

A partnership has been formed between Oregon State University Extension, Central Oregon Community College, and the Madras Chamber of Commerce to provide education programming for the local community. Central Oregon Community College, located fifty miles south in Bend, has had difficulty in providing a sustained educational program in Madras. It is costly to have a local presence to provide visibility in the community, determine community needs and provide a facility for classes. The Extension Office provides the local presence and classroom, the Chamber of Commerce assesses local needs, COCC provides the educational programs, and all three participate in promotional activities.

Marvin Butler, Branch Station Superintendent and County Extension Director, Oregon State University



*Penn State partners with TREX Plastics of Virginia to recycle 1400 pounds of low-density polyethylene plastic film from the General Stores, OPP stores, and the Foods Buildings each week. In exchange for the recycling materials, Trex provided a \$10,000 scholarship award in 2008.*



## **SESSION ROOMS**

Information about the location of all sessions, functions, and meetings is in the program book.

## **POSTER PRESENTATIONS**

Posters will be on display in the Conference Lobby throughout the conference. Times are noted in the schedule when presenters will be at their posters for discussion. Presenters may mount their materials between 9:00 a.m. and 2:00 p.m. on Tuesday, October 7. Self-adhesive Velcro tabs will be provided. No pins may be used.

## **PRESENTER PRACTICE ROOM**

Room 221 is available for oral presenters to practice and conduct equipment and presentation checks. A reservation sheet is posted outside the room, and you may reserve the room for one 45-minute session. The practice room will be available between 7:00 a.m. and 6:00 p.m. on October 7 and 8, and between 7:00 and 10:00 a.m. on Thursday, October 9. If you need assistance, please stop at the Registration/Information Desk, and a staff member will call a technician to help you.

## **PARKING**

Complimentary parking is available at the Penn State Conference Center. If you park on campus, please use the designated visitor parking areas to avoid fines. Downtown State College provides several parking decks.

## **GENERAL BUS AND TAXI TRANSPORTATION**

If you are an overnight guest at the Penn State Conference Center Hotel or the Nittany Lion Inn, please contact Guest Services, which is located next to the main hotel lobby door for transportation to campus, downtown, or the airport. Free shuttle bus transportation is also available: A copy of the Red Link and Blue Loop campus shuttle schedule is available at the Registration/Information Desk. The bus kiosk is located on the Innovation Drive side of the Center. In addition, taxi service is available. Airport shuttle service is also available for hotel guests. Please contact Guest Services to make a reservation.



## **SHUTTLE TRANSPORTATION FOR THE WEDNESDAY EVENING RECEPTION AND DINNER-ON-YOUR-OWN**

On Wednesday evening, the shuttle will operate between 5:45 and 10:00 p.m., between the Penn Stater hotel lobby entrance and the stop indicated on the map on pages 42–43. The last pick-up from Downtown will be at 10:00 p.m.

Between 5:45 and 7:45 p.m., the shuttle will run in 15-minute cycles between the Penn Stater and the Hintz Family Alumni Center. Estimate pick-up stops on the quarter hour.

Between 8:00 and 10:00 p.m., the schedule will extend to 30-minute cycles, with pick-up stops estimated on the half hour.

## **MESSAGES**

Please check the electronic message boards regularly. To receive messages during the conference, please give your callers the following telephone number for the Conference Center Hotel, 814-863-5000. Messages can be picked up at the Hotel's Front Desk. We will interrupt sessions for emergencies only. If you would like to post a message or announcement, a poster frame is located across from the Registration/Information Desk.

## **PERSONAL BELONGINGS**

Conference rooms will be refreshed during lunch. Please keep your personal belongings with you at all times. Penn State is not responsible for lost items. If you misplace an item, please check with the Hotel Front Desk.

## **CONFERENCE MEALS**

Breakfast on Wednesday and Thursday, an awards luncheon on Wednesday, and a box lunch on Thursday will be provided. Please refer to the schedule on pages 8–14 for times and locations.

## **CONFERENCE RECEPTIONS**

Two receptions will be held: A Welcome Reception, which could serve as dinner, will be held on the Penn Stater Terrace on Tuesday at 6:00 p.m. On Wednesday, a second reception, with lighter food selections, will be held at the Hintz Family Alumni Center on the main campus. Conference participants will be on their own for dinner. On Wednesday, transportation will begin at 5:45 p.m. from the Penn Stater Hotel lobby. Please refer to the map and schedule on pages 42–43, for pick-up and drop off times and locations

in Downtown State College, and stop by the Registration/Information Desk for information about restaurants.

## **CONFERENCE REFRESHMENT BREAK SERVICE**

Hot and cold beverages are available from 7:00 a.m. to 5:00 p.m. in the Presidents Hall Pre-Function area. Food items are served between 9:00 a.m. and 11:00 a.m. and between 2:00 p.m. and 4:00 p.m.

## **ONE-DAY REGISTRANTS**

For participants who are attending only one day of the conference, any meals, breaks, or functions scheduled on that specific day are included in your registration fee.

## **RESTROOMS**

Restrooms are located on each level and at each end of the conference center.

## **BUSINESS SERVICES**

Please stop at the Hotel Conference Services desk in the Conference Lobby if you need to send a fax, make copies, or need administrative assistance. If you brought your laptop, the Penn Stater has wireless connection to the Internet, and provides a lounge near the entrance to the Conference Lobby. Outreach Management Development Programs and Services provides free use of laptops and Internet access in the lounge.

## **CONFERENCE EVALUATION**

Approximately one week following the meeting, you will receive an e-mail from The University of Georgia asking you to log onto a web site and complete an evaluation about the National Outreach Scholarship Conference. Please take a few minutes to provide candid feedback.

## **MEDICAL CARE**

Mount Nittany Medical Center is adjacent to the University on Park Avenue and has 24-hour service, 814-234-6110. If you experience a medical emergency during your stay, please dial 911.

## **ASSISTANCE**

If you need assistance during your stay, please stop by the Registration/Information Desk in the Conference Lobby, or contact Penn State Conferences, 814-863-5100 between 8:00 a.m. and 5:00 p.m. If you need assistance outside these hours, please contact the Penn Stater Hotel Front Desk, 814-863-5000.

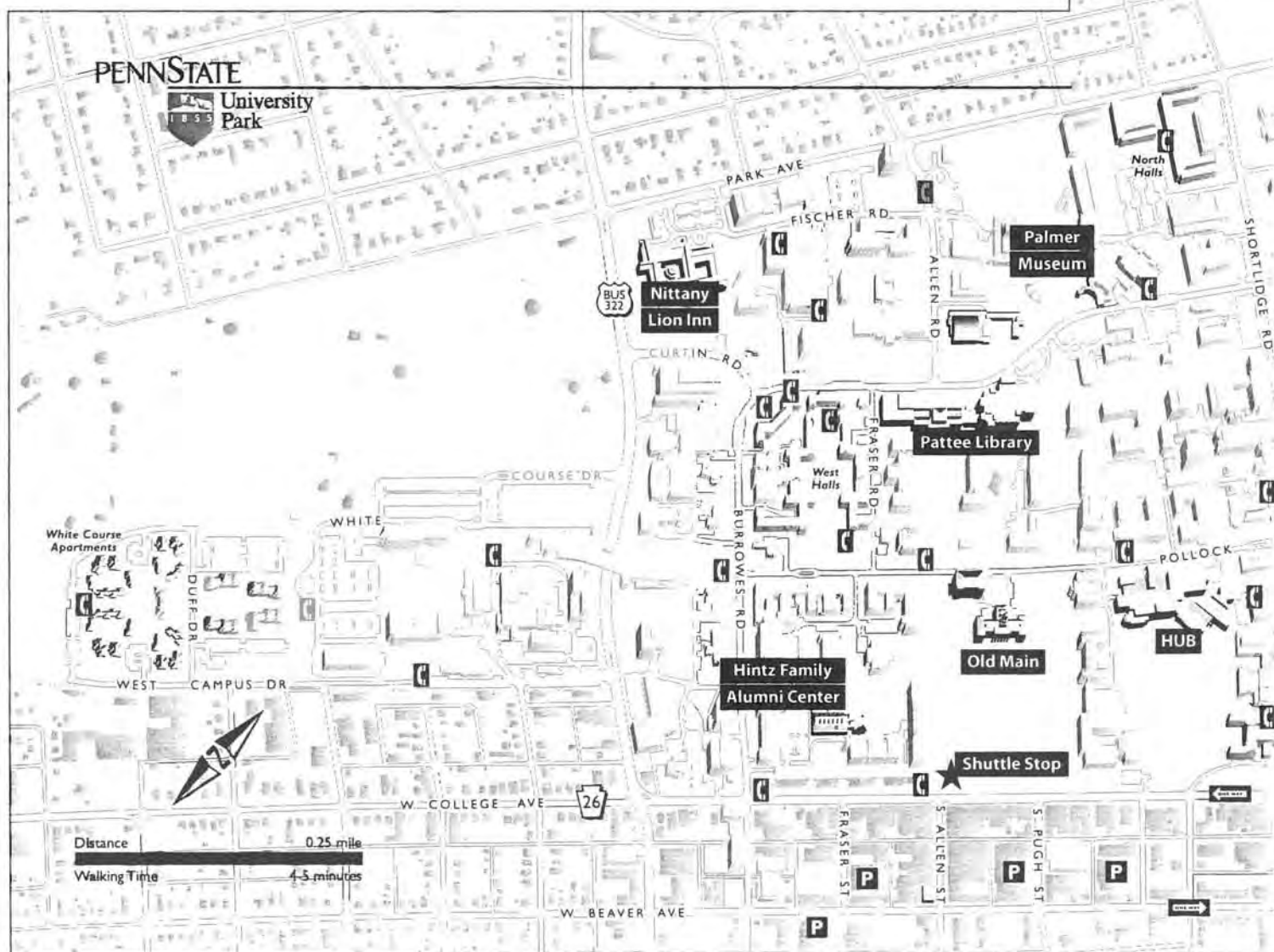
# Penn State Campus & Downtown State College

On Wednesday evening, the shuttle will operate between 5:45 and 10:00 p.m., between the Penn Stater Hotel lobby entrance and the indicated stop marked with a ★, at the corner of College Avenue and Allen Street. The bus will stop on the campus side of the street near the University gates. The last pick-up from Downtown will be at 10:00 p.m.

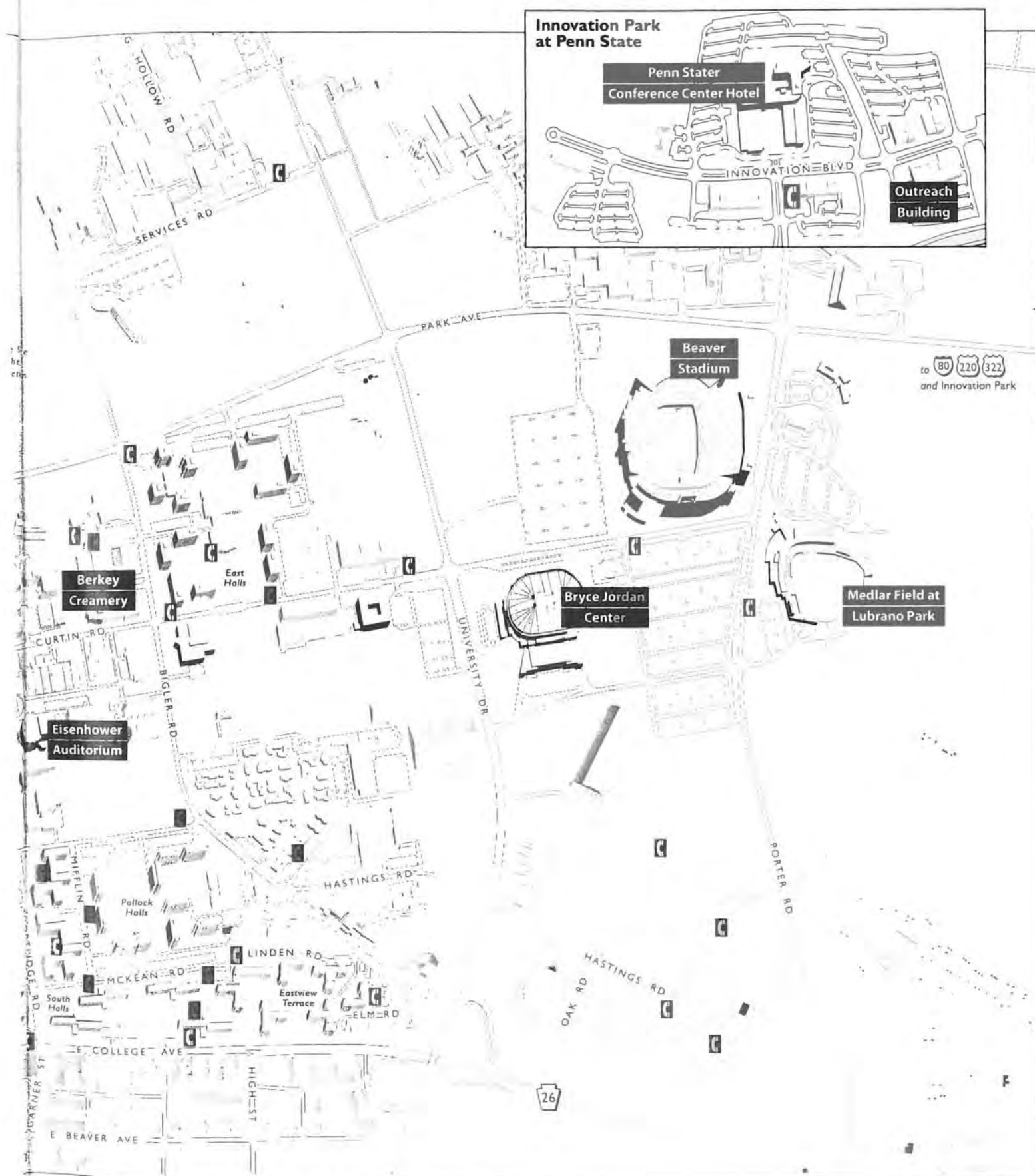
Between 5:45 and 7:45 p.m., the shuttle will run in 15-minute cycles between the Penn Stater and the Hintz Family Alumni Center. Estimate pick-up stops on the quarter hour.

Between 8:00 and 10:00 p.m., the schedule will extend to 30-minute cycles, with pick-up stops estimated on the half hour.

The shuttle bus will be marked with a sign stating 9th National Outreach Scholarship Conference.



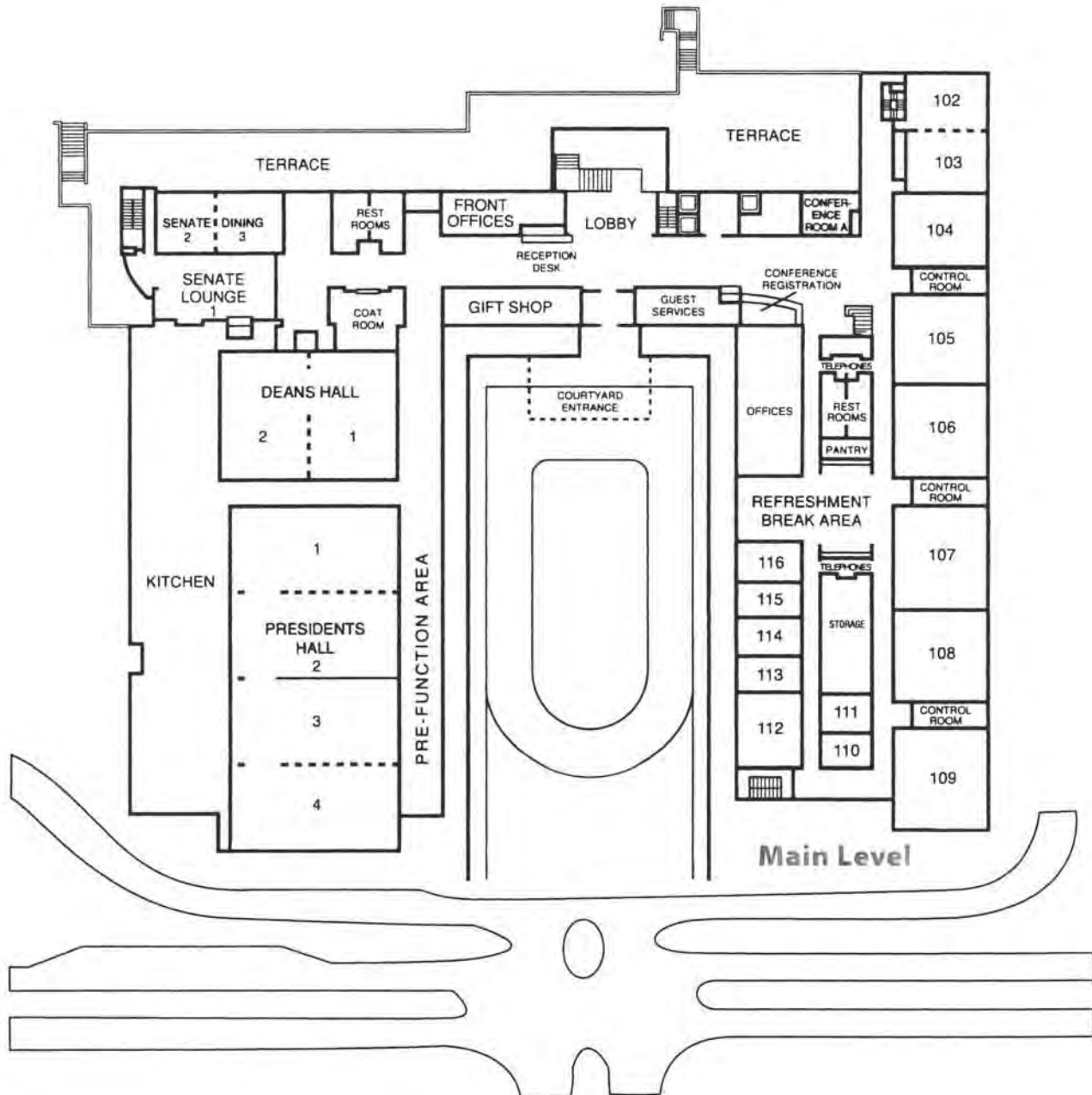
# Penn State Campus & Downtown State College

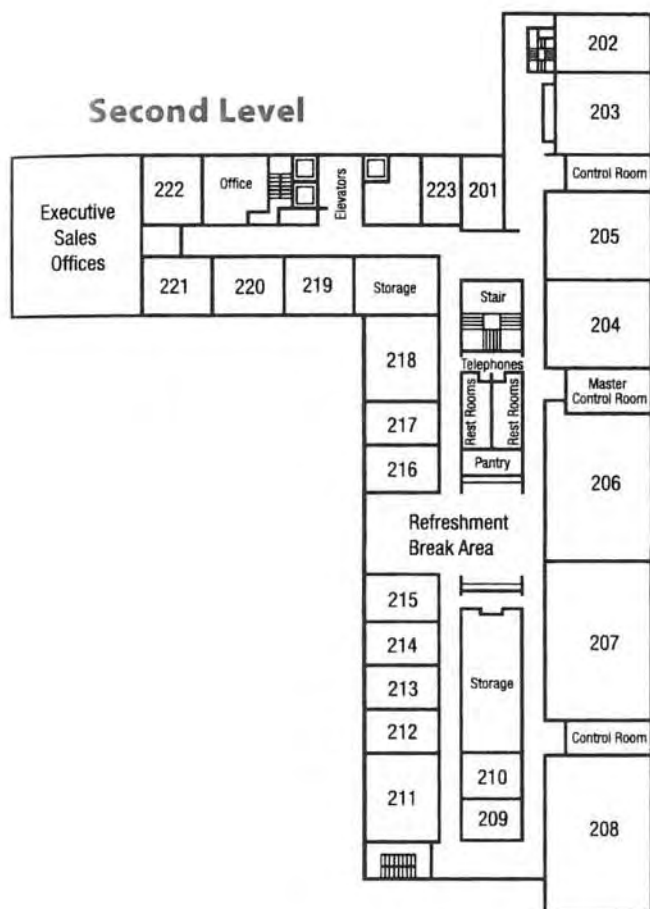


Since 1995, Penn State's recycling capture has increased from 1,200 tons to 6,070 tons! The University now recycles more than 50% of its waste stream.

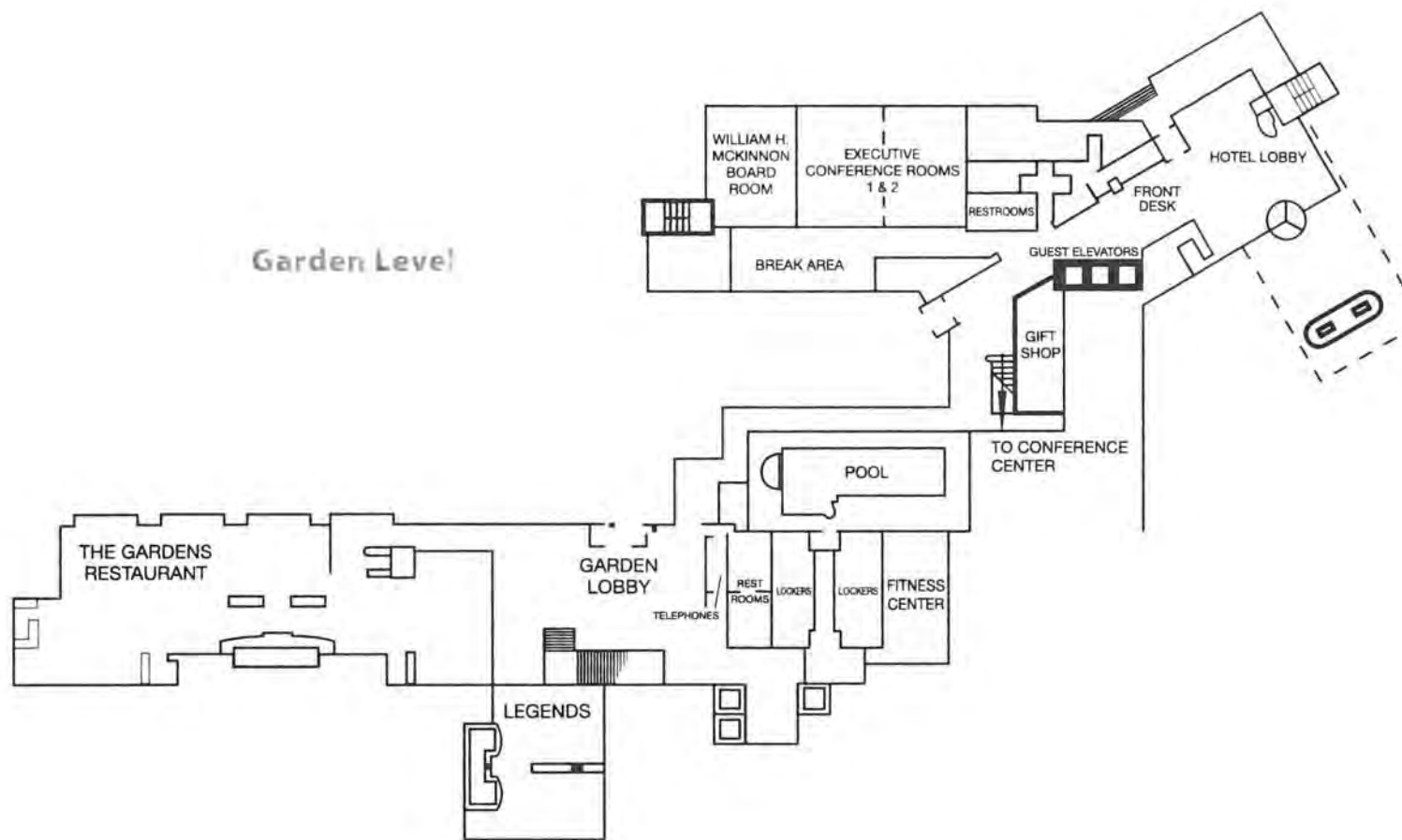


# Penn Stater Conference Center Hotel











# Penn Stater Conference Center Hotel











The savings below are achieved when PC recycled fiber is used in place of virgin fiber. Your project Outreach Scholarship Conference Program uses 259 lbs of paper which has a postconsumer recycled percentage of 30%.

 .65 trees preserved for the future	 31 lbs solid waste not generated
 1.88 lbs waterborne waste not created	 60 lbs net greenhouse gases prevented
 277 gallons wastewater flow saved	 462,315 BTUs energy not consumed

Savings from the use of emission-free wind-generated electricity:

 120 lbs air emissions not generated
Displaces this amount of fossil fuel
 284 cubic feet natural gas unused

In other words your savings from the use of wind-generated electricity are equivalent to:

 not driving 130 miles	OR	 planting 8 trees
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Primary values were derived from information publicly available at <http://www.epa.gov/oaenrgy/legnd/index.htm> and [http://www.environmentaldefense.org/documents/1687\\_figures.pdf](http://www.environmentaldefense.org/documents/1687_figures.pdf)

**This publication is available in alternative media on request.**

Penn State is committed to affirmative action, equal opportunity, and the diversity of its workforce. MPC98869

# You're engaged...

## Now set the date!

# June 22-26, 2009



## Engagement Academy *for University Leaders*

The academy is a unique executive development experience designed for:

- ✦ Vice Presidents/Provosts for Outreach or Engagement
- ✦ Provosts, Vice Provosts/ Vice Presidents, Associate Vice Provosts/Presidents for Research, Academic Affairs, Undergraduate Education, Governmental Affairs and Community Relations
- ✦ Directors of Continuing Education, Extension, Economic Development, Outreach, or Service Learning
- ✦ Deans and Department Heads

For many of our institutions, engagement with the external community is increasingly critical to their long term success. Virginia Tech is pleased to announce the *Engagement Academy for University Leaders* on June 22-26, 2009.

This executive leadership experience is designed to build institutional capacity for engagement within the context of the institution's strategic plan. Three associations, AASCU, CUMU, and NASULGC, have been working with Virginia Tech's Center for Organizational and Technological Advancement to develop this program.

The participants in the academy will return to their campuses with the ability to:

- ✦ Advance the institution's strategic plan for engagement
- ✦ Effectively link engagement to the teaching, research, and service missions
- ✦ Build institutional commitment involving faculty, students, and community partners
- ✦ Evaluate and communicate the impact of engagement.

Attendance is limited to 45 individuals who are nominated by their institution's president. Nominations are due December 19, 2008.

### **For more information, contact:**

Jeri Childers, Director  
Center for Organizational & Technological Advancement  
Virginia Tech  
(540) 231-9982 | [jlc@vt.edu](mailto:jlc@vt.edu)

[www.cota.vt.edu/ea/](http://www.cota.vt.edu/ea/)





## 10th Annual National Outreach Scholarship Conference

*Pathways of Engagement: Connecting Civic Purpose  
to Learning and Research – Locally and Globally*



*The Arch: symbolic  
entrance from  
Athens, Georgia to  
the UGA Campus.*

Discuss the scholarship of outreach and engagement with colleagues from around the country. The focus in 2009 will be on

**The Institution:** Providing Institutional Support and Incentives for Doing the Scholarship of Outreach and Engagement

**The Community:** Building Strong Relationships between Communities and Universities: Access, Reciprocity, and Sustainability

**The Faculty:** Doing the Scholarship of Outreach and Engagement: Evidence-Based Practices, and the Impact on Faculty Members from Interconnecting their Research, Teaching, and Outreach and Engagement Roles

**The Student:** Contributing to Outreach and Engagement: Evidence-Based Practices, and the Impact on Students from Connecting Student Learning to Work in Communities

### **University of Georgia**

Georgia Center for Continuing Education  
Conference Center and Hotel  
Athens, Georgia

**September 28-30, 2009**  
(Monday – Wednesday)

### **Important Deadlines**

Call for proposals available online:  
October 30, 2008

Proposal submissions due:  
February 25, 2009

### **Sponsored by the Outreach Scholarship Conference Partnership**

Michigan State University  
North Carolina State University  
The Ohio State University  
The Pennsylvania State University  
Purdue University  
The University of Alabama  
The University of Georgia  
University of Kentucky  
University of Wisconsin-Extension

### **Special Feature of Conference**

Regional Award Presentations: Outreach  
Scholarship W.K. Kellogg Foundation  
Engagement Award

The Emerging Engagement Scholars  
Workshop: For advanced graduate students  
and early career faculty members