



2015-16 Annual Report

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# GROWING COMMUNITY PARTNERSHIPS

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## Letter from **Senior Vice Provost**



**July 13, 2016**

This year has been pivotal in moving along the new Outreach & Engagement Strategic Plan that was launched in July 2015. It was a year of establishing community partnerships and connections to North Carolinians. 2015-2016 was a year of major events including growing the Ultimate Community Partnerships (UCP), packCONNECT and the University Engagement Advisory Board (UEAB). These, and other programs, focus on collaboration among faculty, staff and diverse external groups in mutually beneficial partnerships that are consistent with NC State’s role and mission.

We hope the stories provided here offer a snapshot of NC State faculty, staff and students who are working with other institutions and organizations to share knowledge and expertise, and enhance the quality of life for residents of North Carolina.

The year ended with us looking back on what we’ve accomplished and also looking forward to new opportunities as we experience transition in the Office of Outreach & Engagement. Dr. Terri Helmlinger Ratcliff, Vice Provost for Outreach & Engagement, has announced her retirement and will be stepping down at the end of September, 2016. We appreciate Dr. Ratcliff’s vision and thought leadership, as well as her contribution to the national discussion and local implementation of the New Engagement. Her many accomplishments include development of a strategic plan for the New Engagement, the formation of the UEAB, and the establishment of the UCP program to better connect faculty, staff, students, and the collective intellectual assets of NC State with stakeholders across North Carolina. Under her leadership, NC State was designated as an award-winning Innovation and Economic Prosperity University by the Association of Public and Land Grant Universities (APLU). We wish Terri well in her retirement.

In response to this news, I’ve asked Alice Warren, Vice Provost of Continuing Education, to serve as Interim Vice Provost for Outreach & Engagement, with the knowledge that she will continue to further the university’s role and mission as a land-grant institution.

This annual report is structured around the three main goals of the O&E Strategic Plan: Culture of Engagement, Community Engagement and Capacity to Make a Difference. Goal 1 supports our commitment to acknowledging and rewarding new and innovative ideas, cataloging our programs and activities and

articulating a set of institutional metrics for regularly measuring and assessing the impact of our engagement work from the perspective of multiple stakeholders.

Goal 2 is rooted in our commitment to enhancing collaboration across our campuses so that we can, in turn, deepen and improve partnerships, practices and relationships that encourage collaboration and reciprocity.

And finally, with Goal 3, we utilize best practices to build our capacity to manage and report our work by identifying and securing resources, sharing expertise, applying research outcomes and seeking new opportunities to listen and learn.

Similar to our previous annual reports, we hope this report provides both a snapshot of the past year’s accomplishments and a context for understanding and appreciating those activities while also providing you with a glimpse of potential future work.

The report recognizes the accomplishments of faculty, staff and students, and perhaps encourages others to emulate best practices while demonstrating the impact of our efforts to “Think and Do” well beyond our borders. We are proud to share some of these compelling examples with you.

**With best Regards,**

**Thomas Kenan Miller III**  
**Sr. Vice Provost for Academic Outreach & Entrepreneurship**





## Goal One: **Culture of Engagement**

Over the past twelve months, members of this goal team have waited diligently to enhance the overall planning and reporting process. In addition, efforts to tell our story have been realized via a series of new marketing and communication strategies that include the launch of a newsletter, the addition of new webpages and videos that explain our land grant mission.

An assessment of annual engagement awards and recognition programs has identified opportunities to enhance current programs.

And finally, while no additional University designations have been sought during the past year, work continues to advance stated goals outlined in support of our Association for Public Land-grant Universities' Commission on Innovation, Competitiveness and Economic Prosperity (APLU-CICEP) and Carnegie designations.

### Popular Outreach Program Gains White House Honors

In addition to the university-wide engagement awards and recognition that many faculty, staff and students receive each year, an NC State program designed to empower Hispanic youth to succeed in high school was recently named a "Bright Spot in Hispanic Education" by the White House Initiative on Educational Excellence for Hispanics.

The program, Juntos, was designed to address educational disparities faced by the Hispanic community in the U.S. The program was launched in 2007 by Dr. Andrew Behnke via the receipt of a \$10,000 SEED Grant from the Office of Outreach & Engagement. Those funds were, in part, the catalyst to launch Juntos, which means "together" in Spanish. The program, administered by the North Carolina Cooperative Extension Service, has united community partners, parents and schools in helping Latino youth, many of whom are struggling in school. The

goal is to encourage them to achieve high school success, graduate on time, and pursue college education.

Behnke, Cintia Aguilar and Diana Urieta of NC State's Department of Youth, Family and Community Sciences lead the Juntos program, which has now expanded to Iowa, Oklahoma, and Oregon. The group recently received a \$2 million grant from the National 4-H Council that will enable them to launch the program in New York City; San Antonio, Texas and one other U.S. city.

Alejandra Ceja, the White House Initiative's executive director, said, "There has been notable progress in Hispanic educational achievement, and it is due to the efforts of these Bright Spots in Hispanic education, programs and organizations working throughout the country to help Hispanic students reach their full potential."

In North Carolina, Juntos serves

more than 600 Latino youth and parents across numerous counties. Behnke, an associate professor, says that research shows that Juntos has a significant positive influence on the lives of Latino youth.

"Their grades are better, their attendance goes up, they participate in fewer risky behaviors, and parent involvement is off the charts," he said. "These youth and families are empowered to dream bigger and go farther, and we do it Juntos."

In 2015, Behnke and his colleagues were awarded a NC Cooperative Extension Specialist Award for an Outstanding Subject Matter Program by a Team for their work with Juntos. This is one of many awards given out across campus to faculty, staff and students that are working in the community and engaged in various efforts that improve the lives of North Carolinians and beyond.



O&E Conducts Inventory of Campus-wide Awards

As part of our effort to broaden the recognition of the outreach and engagement work, the Awards and Recognition team has met with various campus organizations and representatives to catalogue all faculty, staff and students awards programs. While this work is still underway, the team is identifying ways to bring additional recognition to award winners. This effort will

include publishing a newsletter featuring the recipients' accomplishments and highlighting outstanding work on the unit's website. The Awards and Recognition team is also working closely with Marketing Communications team and representatives from our colleges and other offices to enhance efforts to raise awareness of outreach and engagement activities.



O&E Continues Metrics Development for Strategies Under the Three Goals

The Knowledge Management team has begun to develop a set of impact metrics for each of the strategies that drive the three O&E goals. Where possible, the team has attempted to align the proposed metrics to those required by UNC-General Administration, Carnegie, the Southern Association of Colleges and Schools— Commission on Colleges and APLU-CICEP.

The team has also developed a crosswalk of metrics to align the O&E plan to NC State's Strategic Plan, [Pathway to the Future](#).

O&E Continues Cataloging Programs and Activities and Develops New Promotional Tools

The Marketing Communications team continues to build our storytelling capacity to support our stakeholders in sharing their outreach and engagement efforts.

A [faculty and staff engagement intranet site](#) has been launched to keep NC State faculty and staff current on various happenings. Here, visitors can find information on various reports, awards, deadlines and other miscellaneous events. This team has also developed multiple videos and launched an external newsletter to regularly share our best practices and unique stories throughout the year.

O&E Awards

The Office of Outreach & Engagement is proud to announce the winners of the 2015-2016 awards for outreach and engagement to the community. We congratulate the winners and thank them for their dedication and commitment to service on behalf of NC State.

Chancellor's Creating Community Awards

<b>Outstanding Faculty</b>	Dr. Maria Correa, Professor, Epidemiology and Public Health
<b>Outstanding Student Award</b>	Victor Eduardo
<b>Outstanding College/Division Award</b>	The Engineering Place
<b>Team Community Service Award</b>	NC State Football Team

Standards of Excellence in Service/Philanthropy; Community Spirit Award

Alpha Kappa Alpha Sorority, Inc.	Sigma Nu Fraternity
Kappa Delta Sorority	Theta Nu Xi Multicultural Sorority, Inc.

L.E.A.D. Awards, Deborah S. Moore Service Awards

<b>Outstanding Student Volunteer</b>	Veronica Catete
<b>Outstanding Student Organization</b>	Kappa Omicron Chapter of Alpha Kappa Alpha Sorority, Inc.
<b>Outstanding Service Program</b>	Wolfpack Pick-Up
<b>Outstanding Philanthropy Program</b>	Dance Marathon

Outstanding Global Engagement Award

Outreach & Extension: Jennifer Capps, Entrepreneurship Initiative

Economic Development Partnership Award

Economic Development Partnership of North Carolina

William L. Turner Award for Outstanding Contributions to Extension and Continuing Education

Dave Milidonis



### Local Government Engagement Award

<b>Catawba County</b>	George Place, County Extension Director
<b>Hyde County</b>	Natalie Hampton, County Extension Director
<b>Macon County</b>	Alan Durden, County Extension Director
<b>Wayne County</b>	Kevin Johnson, County Extension Director
<b>Wilkes County</b>	Bill Hanlin, County Extension Director

### Customized Corporate Education Award of Excellence

Richard Childress Racing

### Opal Mann Green Award

The North Carolina Food Youth Initiative

### Outstanding Extension Service Awards (OESA)

Dr. Denis Gray, College of Humanities and Social Sciences	Dr. Umut Dur, College of Management
Dr. Marsha Gordon, College of Humanities and Social Sciences	Dr. Emiel DenHartog, College of Textiles
Dr. Kevin Oliver, College of Education	Ms. Deborah Mostek, College of Textiles
Dr. Colbey Reid, College of Management	

### Academy of Outstanding Faculty Engaged in Extension (AOFEE)

Dr. Denis Gray, College of Humanities and Social Sciences	Dr. Colbey Reid, College of Management
Dr. Marsha Gordon, College of Humanities and Social Sciences	Dr. Umut Dur, College of Management
Dr. Kevin Oliver, College of Education	Dr. Emiel DenHartog, College of Textiles

### Alumni Award for Outstanding Extension Service

Dr. Denis Gray, College of Humanities and Social Sciences

Special Specialist in Support of County-based Programs

- › Joanna Lelekacs, NC State University
- › Misty Terry, NC A&T State University

### Outstanding Subject Matter Program by an Individual

April Shaeffer for NC Leadership and Cattle Handling for Women Producers

### Outstanding Subject Matter Program by a Team

Liz Driscoll and Tes Thraves for FoodCorpsNC







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## Goal Two: **Community Engagement**

The three pilot Ultimate Community Partnership (UCP) programs continue to grow in terms of the scope and breadth of activities and projects. Highlights from the UCP in Rutherford/Polk Counties include a visit to the region by Provost Warwick Arden and Dean Paul Lunn (Vet School) and plans for the creation of a STEM exhibit for KidSenses Museum in Rutherfordton. In Kinston, more than 14 members of the community and 16 representatives from NC State participated in the first packCONNECT on May 24; and in Wake County, the NC State Community Partnership has aligned its efforts with the Wake County Healthiest Capital County Initiative (HCCI).

### Progressing the Ultimate Community Partnership in Rutherford and Polk Counties

Following the mini Connecting in North Carolina (CINC) tour on May 20–21, 2016 to Rutherford/Polk counties, O&E hosted the first of its kind reciprocal tour where a group of community, business, education and industry leaders from Rutherford and Polk counties were invited to NC State's campus to get a closer look at the vast array of resources the University offers. As part of the two-day event, community leaders heard from a variety of speakers, visited the James B. Hunt, Jr. Library and learned about research and engagement efforts that align with the needs of their regions. Focus areas included: advanced

manufacturing, textile technology, innovation and design, community and sustainable tourism, K-12 science, technology, engineering and math (STEM), equine veterinary medicine and agricultural sciences.

Since the reciprocal tour, the UCP has grown into a large-scale initiative comprised of multiple partnerships among faculty, staff, students and community leaders. As the partnership has evolved, so has the need for the facilitation and coordination of the work. An advisory council for the Rutherford/Polk UCP now meets on a monthly basis to move forward on 15 identified

priorities focused on developing a McNair Scholars program at NC State, expanding STEM early college high school opportunities, leveraging the University's Science House, providing summer engineering camps for students and professional development opportunities for STEM teachers, installing a joint STEM exhibit at KidSenses Museum in Rutherfordton using NC State and Isothermal Community College (ICC) resources, establishing articulation agreements between ICC and NC State and creating two affiliate professorships for equine veterinarians from the Rutherford/Polk region.



## Collaborative Opportunities Emerge for the Kinston Ultimate Community Partnership

During the past year, Kinston was selected as the second of these pilot UCPs. Working with a group of Kinston community leaders, four priorities have been identified: workforce development, gang prevention, cycle of poverty and community development.

As part of the UCP model, the inaugural packCONNECT tour kicked off the partnership on May 24, 2016. The site visits served as a way to

engage NC State faculty with local leaders who are working to address Kinston's biggest challenges. Location tours included the Global TransPark where participants discussed the workforce skills gap; Simon Bright Community Center to learn how Kinston Public Safety is addressing gang prevention and the cycle of poverty; a STEM lab at Contentnea-Savannah K-8 School; and Kinston's revitalized downtown. NC State faculty and staff from

the Science House, College of Education, College of Design and Departments of Mechanical & Aerospace Engineering, Agriculture and Psychology and NC Cooperative Extension came ready with questions and ideas.

Discussions continue and plans are underway to consider the important work ahead.

## NC State Community Partnership Aligns with the Wake County Healthiest Capital County Initiative

This past year, the Wake NC State Community Partnership decided to align its efforts with the Wake County Healthiest Capital County Initiative (HCCI), an existing community network seeking to address a broad range of Wake County's challenges. The partnership aligns with NC State engagement, outreach and community service activities in Wake County to address

challenges and opportunities identified by the community or in collaboration with the community. Furthermore, partners will address areas of high need in the community or "hot spots" through collective action. Consistent with these objectives, the Wake NC State Community Partnership has:

- › Identified and created a

preliminary inventory of existing university outreach, engagement and community service efforts in Wake County;

- › Begun to align existing campus efforts with the HCCI goals and priorities; and
- › Initiated preliminary conversations to explore NC State's role in the HCCI

## O&E Spotlights Engaged Scholarship on a National Level

In September 2015, Dr. Terri Helmlinger Ratcliff and several NC State colleagues shared their expertise with leading community engagement scholars and practitioners at The Engagement Scholarship Consortium's 16th annual conference. The meeting, hosted in State College, Pennsylvania

by PennState, James Madison University and Virginia Tech, explored the theme of Engaged Scholarship: Advancing Rigor, Elevating Impact.

NC presentation topics included: highlighting the UCP in Rutherford and Polk counties and community engagement in graduate education;

developing a community engagement scholarship institute; and inspiring reciprocity among community partners to create sustained relationships. The event was an interactive forum for sharing best practices and identifying ways to address societal challenges.



## University Engagement Advisory Board Guides O&E Efforts

Launched in summer 2015, the NC State University Engagement Advisory Board (UEAB) represents a diverse cross-section of individuals from business, civic, education and nonprofit sectors. Members who share NC State's passion for outreach and engagement have been selected to advise and assist university administration in identifying and communicating engagement opportunities statewide and target specific opportunities to improve quality of life through partnerships.

During the first UEAB meeting in

June 2015, members discussed ways NC State can deploy engagement resources, identify relevant engagement opportunities and determine measurable objectives from a community's perspective. Representatives from NC State and other organizations shared their visions of success for outreach and engagement and exchanged ideas and resources for future work. Following the first meeting, Dr. Terri Helmlinger Ratcliff and UEAB Co-chair Barbara Mulkey met with UEAB members in smaller, more intimate regional meetings to gather

information about their individual communities' needs.

As a result of these meetings, a subset of the UEAB met in November 2015 to discuss the most pressing areas of need in NC and how the Board might be instrumental in helping provide solutions.

A smaller working group of the UEAB met in Kinston in March 2016 to determine how to best participate in various O&E initiatives. As the goals of the office of Outreach & Engagement continue, the UEAB will be called on to advise NC State faculty and staff.





## Goal Three: **Capacity to Make a Difference**

Members from across the University have been working to develop a product for REPORTER (Registration Platform for Non-Credit Activity and Required Training), the university's new non-credit registration system. REPORTER was piloted by Environmental Health & Safety and the Industry Expansion Solutions' Southeastern OSHA Training Institute.

While the REPORTER development team continues to enhance and develop additional functionality to meet the needs of other campus units, work is also underway to meet the business and program requirements of early adopters. Partners are also establishing a process for onboarding new units and developing a sustainable financial model that is transparent and equitable. Starting in late summer, sessions will be held on campus to showcase the platform.

### Getting to Delicious: O&E Helps Launch Campus-wide System to Handle Registration and Reporting for Non-credit Programs

Adding another recipe to Senior Vice Provost Tom Miller's Sustainable Success Cookbook, the evolution of Registration Platform for Non-Credit Activity and Required Training (REPORTER) can best be explained in the form of a cake recipe. As Dr. Miller writes, "Cookbooks can apply to more than just culinary creations. Fundamentally, a cookbook is a collection of recipes. Recipes

start with a list of ingredients and then outline a detailed process for transforming those ingredients into a delectable concoction that hungry consumers just can't wait to sink their teeth into. Everyone who has ever spent any time in the kitchen knows that getting both parts—the ingredients and the process—exactly right is the secret to success. Leave out an ingredient, measure wrong, or

cook too long and your creation goes from delightful to frightful."

REPORTER is an innovative recipe that we've been baking this year with our campus staff, and regulatory, compliance and continuing education colleagues to support NC State's free enterprise, innovation and economic development initiatives and programs.



Why Cake?

NC State offers thousands of outreach programs that leverage academic resources of the university. Our faculty and students offer solutions that impact the people, businesses and communities in North Carolina and beyond. Our continuing and professional development education includes non-credit offerings for individuals and businesses—from non-profit to

government. In addition, NC State provides customized instruction and workforce development programs via multiple delivery formats. Still a bit intimidated and understanding our cake solution would have many ingredients and several layers, our answer came in the form of a cross-university solution for tracking, managing, reporting and measuring external outreach,

required training and non-degree credit activities: REPORTER. We also had to measure and report the impact of these activities, supporting both internal and external compliance requirements. With our cake solution decision, we then needed to select the ingredients, determine our measurements and select the team of chefs to mix and bake the components to create our “cake.”

Assessing Our Needs

Before mixing and baking our cake, we needed to ensure we had all the right ingredients for the mix. We also needed to determine the right amounts of each ingredient before we began mixing.

We solicited input from university

stakeholders to determine the functionality required to support these activities. The requirements, both functional and compliance, have been well documented and prioritized and will serve as a baseline for constructing the REPORTER application. Requirements that satisfy

our governance and compliance needs, as well as the needs for an Application Platform, were then aggregated into a Request for Proposal (RFP) for procurement of an enterprise-level, web-based system to support non-credit activity.

Finding a Solution

We looked at several technology-based products, services and solutions to meet our needs, but since the inception of this project, we found there was no single product identified which could meet our individual and collective needs. If a required functionality did not exist, we could certainly construct and configure it, but were uncertain of the amount of resources that work would require. Even most off-the-shelf products require significant time and cost to modify to meet our requirements and there are challenges in customizing existing products. We needed to have an eye toward future opportunities and

challenges, as well as current needs. We conducted five solution partner discovery sessions in the spring of 2015 and learned about different products and services that could help us bake our cake. As mentioned before, the challenge is that off-the-shelf software, intended to fill specific business needs, never provides users with features and functionalities that exactly mirror the current business in place by the customer. After weeks of reviewing different options, the needs across the Outreach landscape, and the outcome of the bidding process to include a Proof of Concept, the team selected Mendix’s Platform as a Service (PaaS), a cloud computing

model that delivers applications online. The university funded the initial platform and implementation costs. In a PaaS model, a cloud provider delivers hardware and software tools—usually those needed for application development—to its users as a service. Since Mendix PaaS provider hosts the hardware and software on its own infrastructure, we are able to reallocate the overhead and capital costs that would have occurred with other solutions by eliminating the conventional processes of acquiring and installing physical hardware, establishing or renting data center facilities, setting up servers, etc..

Cooking Staff

To implement our comprehensive solution, it was important to ensure we had a team with expertise and representation throughout campus to plan, execute, monitor, control, validate and implement it. The following units provided chefs to help us bake our cake:

- › Academic Outreach & Entrepreneurship (AOE)
- › College of Textiles
- › Distance Education and Learning Technology Applications (DELTA)
- › Environmental Health & Safety (EHS)
- › Industry Expansion Solutions (IES)
- › McKimmon Center for Extension and Continuing Education
- › Office of Information Technology Enterprise Application Services (EAS)
- › Outreach and Required Training Data Stewards
- › Outreach & Required Training Systems Steering Committees
- › University Communications





# REPORTER

Registration Platform for Non-Credit Activity and Required Training



**REPORTER** is an innovative recipe that we’ve been baking this year with our campus staff, and regulatory, compliance and continuing education colleagues to support NC State’s free enterprise, innovation and economic development initiatives and programs.

## Ingredients

- › Non-credit activities and programs organically grown at a top-tier land-grant university
- › A well-oiled enterprise learning technology infrastructure
- › A large audience of available non-credit consumers
- › A sustainable financial model
- › A web-based registration and records system with Shibboleth for single sign-on functionality
- › Integration with e-payment processing for credit cards
- › Integration with a data mart/warehouse for additional reporting, metrics and analytics capabilities via SAS, as well as knowledge management
- › Integration with a DELTA’s WolfWare Outreach Learning Management System (LMS) to provide e-learning capabilities
- › Integration with current PeopleSoft modules to provide updates to person of interest and financial records

## Measuring, Mixing and Baking

Using an agile spoon, our chefs worked together to measure and mix the ingredients. We worked to define business requirements (processes, rules, data and performance requirements), security, and data retention policies, created roles, and tested the batter. Once established, it was time for MVP Releases 1 and 2.

We baked a two-layer cake: an MVP for Required Training units (Release 1) and Outreach & Engagement units (Release 2). We continue to refine our recipe and build the platform with more robust and comprehensive functionality. Below are release details:

- › MVP Release 1 addresses the core needs of most campus units for required training as well as targeted functionality for Outreach & Engagement units. Functionality includes basic registration (no fee), reporting, Shibboleth secure sign on, and PeopleSoft Human Resources Integration.
- › MVP Release 2 is a product expansion to support fee transactions, authentication for non-university users and integration with Wolfware Outreach LMS.

## Serving it Up

The Office of Environmental Health & Safety began using Release 1 on January 5, 2016, and IES’s Southeastern OSHA Training Institute began using Release 2 on March 1, 2016. Our chefs continually enhance and develop expanded functionality.

We face several challenges as we onboard campus clients, of which our biggest is ensuring our foundational models are meeting the business and program requirements of our early adopters and onboarding clients. Our cooking staff is providing our early adopters and future campus clients with general business services in support of the REPORTER registration system. Academic Outreach & Entrepreneurship Business Operations will provide client billing for use of REPORTER, general overall reporting of system business activities, requests for financial access, college and division business officer training and assistance with business unit onboarding.

Cost recovery data is being gathered now that we have launched Release 2. The Office of Information Technology Enterprise Application Services will assist in identifying expenses in the development of our MVPs as well as forecasting expenses for future releases including estimates for varying levels of individual unit customization to the system. We will convene a cross-functional team to review and contribute to model recommendations.



# Acknowledgments

## Engagement Partnership Council

To support Goal Two of the Outreach & Engagement Strategic Plan, the Engagement Partnership Council (EPC) has been reorganized to serve as a faculty advisory board. EPC’s purpose is to gather input and suggestions from faculty regarding how to support the Outreach and Engagement Strategic Plan. Key questions drive their efforts: What role might faculty play to support this work? How do we get faculty involved? What support do faculty need to accomplish this aspect

of their work? EPC is playing a leadership role in conducting an organizational culture assessment. Results will be used to identify opportunities to build engagement capacity. The survey will be administered to the faculty in the fall of 2016. Survey results will provide University administration (and others) with appropriate data to support the evaluation of funding gaps and determine suggested

solutions and funding options. Other work underway includes identifying gaps in funding to support faculty engagement activities. Identification of proposed future funding would potentially be used to support the development of service-learning courses, coordinate the efforts of work community stakeholders or be used for attendance at outreach and engagement-oriented conferences.

## Strategic Steering Committee

When the Office of Outreach & Engagement finalized its Strategic Plan in early 2015, the team felt it was necessary to create a steering committee that represented a team for each goal within the Strategic Plan. Chaired by Dr. Tom Miller the O&E Strategic Steering Committee (SSC) provides oversight and advice to the three goal teams as they work to strategically and systematically advance the university’s outreach and engagement vision.

The SSC began meeting in February 2015, just weeks before the official Launch Summit in March 2015. The group helped direct the agenda and content for the event, which included national engagement experts Dr. Mary Walshok and Dr. Eva Klein.

Since that time, the SSC has been meeting on a bimonthly basis to provide direction to the work of Goals 1-3. We’ve heard numerous updates from various Goal Chairs, including Dr. Mary Lelik on Goal 1: Culture of Engagement, Dr. Joe Zublena (now retired), Tom White and Mike Giancola on Goal 2: Community Engagement, and Charles Cansler (now retired) and Jessie Sova on Goal 3: Capacity to Make a Difference. After a few months, we quickly discovered that the level of progress being made on each goal required a change in the meeting format; it has become much more effective to focus on one goal per meeting. We’re able to fully understand what the Goal Teams are working on, what

they are learning, what challenges they’re facing and what action items need to be adjusted. It’s been very beneficial to gather faculty and staff input as we work to achieve the overall mission of the Office of Outreach & Engagement and facilitate the coordinated alignment of the O&E Strategic Plan with A Pathway to the Future, NC State’s enterprise-wide strategic planning document. As we move into the second year of executing our Strategic Plan, the SSC will continue to be instrumental in providing input and direction to the Goal Team as we work to organize, expand and measure the outreach and engagement efforts of NC State.

## Moving Forward

Throughout the coming year, O&E will continue to advance our stated goals and objectives and enhance our reputation as an engaged university, while carrying out our land-grant mission. The work underway, and the manner in which we tell our story, will continue to inform and drive our

strategic planning efforts. Measuring the impact of our work continues to be a priority in the coming years. We must not only demonstrate the impact of the work of our faculty, staff and students in local communities, our state and beyond, but we must measure

the impact of the contributions of our partners. We look forward to building our storytelling capacity and encourage you to help us tell our stories so that we can continue to differentiate NC State as an economically engaged, modern land-grant institution for the 21st century.





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# Outreach & Engagement Vignettes From Across the University

A snapshot of NC State faculty, staff and students who are working with other institutions and organizations to share knowledge and expertise and enhance the quality of life for residents of North Carolina and beyond.



