



OUTREACH SCHOLARSHIP 2003

Sunday, October 12, schedule

9 a.m. – 5 p.m. Registration (*Counter #4, level 4*)

10 – 11:30 a.m. Feature sessions

Sunday highlights

- 8 feature sessions
- Welcome
- Keynote speaker
Ray Suarez
- Reception

Academic Neutrality

“Robust Research and Rapid Response” (*Hall of Ideas I*)

Emerging threats often present an opportunity for engaged institutions of higher education to respond quickly and apply research to environmental, economic, political and social challenges. University experts will discuss their involvement in responding to issues that often included intense news media scrutiny, elevated public anxiety, and heated political debate.

Presenters: James W. Travis, Professor, Plant Pathology, The Pennsylvania State University; Michael Boehm, Associate Professor, Plant Pathology, The Ohio State University; Barbara Ingham, Assistant Professor, Food Science, University of Wisconsin-Madison/Food Safety Specialist, University of Wisconsin-Extension

Facilitator: Deborah Blum, Professor, Journalism and Mass Communications, University of Wisconsin-Madison

Coordination

“Public Flicks, Picks and Mix: Teaming Up with Public Television” (*Hall of Ideas H*)

Explore how public television can expand your outreach efforts. Learn how public television is successfully engaging audiences and looking for and working with multiple partners.

Presenters: Maria Alvarez Stroud, Executive Director, and Cristina Hanson, Outreach Content Manager, National Center for Outreach, Corporation for Public Broadcasting/University of Wisconsin-Extension

Integration

“Engagement: It’s About Them” (*Hall of Ideas E*)

To truly implement the engagement concept, higher education must focus on external clients and realign internally to meet their needs. Discover how the “engagement academy” concept can help build capacity to further the engagement process.

Presenters: Sharon Anderson, Director, Extension Service, North Dakota State University; Nancy Bull, Associate Director, Cooperative Extension Service, University of Connecticut; David Foster, Associate Director, Cooperative Extension Service, Oklahoma State University; Richard Wootton, Director, Extension and Outreach, National Association of State Universities and Land-Grant Colleges

“The Unfulfilled Prophecy: Recalling and Renewing the Purpose, Spirit and Practice of Engagement in American Higher Education, Part I: History and Promise” (*Hall of Ideas F*)

What was the inspiration for university-community engagement and why does it remain essentially unfulfilled? Parts I and II (1 p.m.) of this session detail the history of engagement and profile the contemporary scholars and educators who are bringing it back to life.

Presenter: Scott J. Peters, Assistant Professor, Education, Cornell University

11:30 a.m. – 1 p.m. Lunch (*Grand Terrace*)

Ticketed

1 – 2:30 p.m. Feature sessions

Commitment to Diversity

“True Partnerships with Tribal Colleges and Tribal Nations” (*Hall of Ideas H*)

Learn how to develop and sustain “true partnerships” with Tribal Colleges and Tribal Nations to build a foundation for programming success in a multicultural educational environment.

Presenters: Schuyler Houser, President, Lac Courte Oreilles Ojibwa Community College; David Berard, Professor, Community Resource Development, and Brian Gauthier, Educator, Community Resource Development, University of Wisconsin-Extension

Coordination

“Community Leaders: Challenger or Champion in Building Engagement Excellence” (*Hall of Ideas E*)

Community-university leaders discuss their role in building engagement excellence and the role of university faculty and staff in developing this partnership.

Presenters: Bobby D. Moser, Vice President, University Outreach, The Ohio State University; Karen Hendricks, Member, Board of Trustees, The Ohio State University; Patrick Boyle, Chancellor Emeritus, University of Wisconsin-Extension/Regent Emeritus, University of Wisconsin System Board of Regents

Integration

“The Unfulfilled Prophecy: Recalling and Renewing the Purpose, Spirit and Practice of Engagement in American Higher Education, Part II” (*Hall of Ideas F*)

See 10 – 11:30 a.m. Integration feature sessions, p. 8.

Partnerships and Resources

“Models for Outreach and Engagement: What Works for Your Institution?” (*Hall of Ideas I*)

Join a dialogue about institutional philosophies and strategies for implementation of outreach and engagement agendas.

Presenters: Ted Settle, Director, Economic Initiatives and Marketing Research, Virginia Polytechnic Institute and State University; Wayne Smutz, Senior Director, Outreach Program Development/Associate Director, Continuing Education, The Pennsylvania State University; Don Gentry, Vice Provost, Office of Engagement, Purdue University; Barbara Schneeman, Associate Vice Provost, University of California, Davis; Mary Grant, Associate Dean, Outreach and E-Learning Extension, University of Wisconsin-Extension

2:30 – 3:30 p.m. Refreshment break

Presenters



James W. Travis
The Pennsylvania
State University



Michael Boehm
The Ohio State
University



Scott J. Peters
Cornell University



Karen Hendricks
The Ohio State
University Board
of Trustees



Patrick Boyle
University of Wis-
consin-Extension/
University of
Wisconsin Board
of Regents

Sunday, October 12

Keynote speaker

Ray Suarez
Senior
Correspondent
“The NewsHour
with Jim Lehrer”
3:30 – 5 p.m.
Ballroom AB



3:30 – 5 p.m. Welcome and keynote address (*Ballroom AB*)

Welcome from university leaders

Kevin Reilly, Chancellor, University of Wisconsin-Extension; Bobby Moser, Vice President, University Outreach, The Ohio State University; Craig Weidemann, Vice President, Outreach, The Pennsylvania State University

Convenor: Marv Van Kekerix, Provost/Vice Chancellor, University of Wisconsin-Extension

Jean C. Evans keynote address

“University Engagement: Ivory Tower or Beacon of Hope”

Learn about the role that universities and colleges can take in revitalizing America’s cities, and new opportunities for scholars to help preserve a cherished way of life. See conference highlights, p. 4.

Keynote speaker: Ray Suarez, Senior Correspondent, “The NewsHour with Jim Lehrer,” PBS

Convenor: Kathy Bissen, Executive Producer, News and Public Affairs, Wisconsin Public Television

Jean C. Evans served as chancellor of the University of Wisconsin-Extension from 1974 until 1982. The Jean Evans Endowment provides ongoing support for lectures that address new developments, challenges and dimensions of university outreach and extension programs.

5 – 7:30 p.m. Reception (*Grand Terrace*)

Monday highlights

- University leaders’ panel
- 55 concurrent presentations
- 60 poster presentations
- 9 workshops
- 2 in-the-community sessions
- Reception: Exploring learning and technology

Monday, October 13, schedule

7 a.m. – 5 p.m. Registration (*Counter #4, level 4*)

7 – 8 a.m. Poster session setup (*Grand Terrace*)

7:30 – 8:30 a.m. Breakfast (*Ballroom ABCD*)

8:45 – 9:45 a.m. Plenary session: university leaders’ panel
(*Ballroom ABCD*)

“Public Service and Outreach in American Higher Education Today”

Leaders from major public universities will discuss the evolving role of public service, outreach education and applied research. See conference highlights, pp. 4-5.

Panelists: Rodney Erickson, Executive Vice President/Provost, The Pennsylvania State University; Karen Holbrook, President, The Ohio State University; Katharine Lyall, President, University of Wisconsin System

Moderator: Cora Marrett, Senior Vice President for Academic Affairs, University of Wisconsin System

Convenor: Arlen Leholm, Dean/Director, Cooperative Extension, University of Wisconsin-Extension