



AUBURN UNIVERSITY

Administrative Effectiveness

Assessment Report Template for Non-Academic Administrative Units - SACSCOC Standard 7.3

Highlight Selected Reporting Year - AY fall 2023, spring 2024, and summer 2024 / **FY October 1, 2023 to September 30, 2024** / CY January 1, 2024-December 31st, 2024

SACSCOC ACCREDITATION STANDARD 7.3

The institution identifies expected outcomes of its administrative support services and demonstrates the extent to which the outcomes are achieved. (Administrative effectiveness)

UNIT OVERVIEW

UNIT NAME: Auburn University Outreach

MISSION: The mission of Auburn University Outreach is “Partnering with communities, businesses, schools and government to help people meet their educational goals and to improve quality of life all across our state.”

OVERVIEW: University Outreach was established as a division in 1988 with three continuing education and service units. Over the years, Outreach expanded to become the division it is today with ten separate departments, connecting the university to individuals across the globe. Outreach has a total of 54 full-time employees, 4 full-time vacancies, 36 student employees, 1 part-time and 19 temporary employees. The mission and work of University Outreach as detailed in this report exemplify Auburn University’s dedication to catalytic engagement as outlined in the 2035 Strategic Plan: Grounded and Groundbreaking. This work is particularly evident in providing impactful solutions to social, health, technological, economic, and environmental challenges, synergistic partnerships, and impact on the local community.

Through the leadership of University Outreach, Auburn University was awarded the prestigious Carnegie Foundation Community Engagement Classification in 2010, with reaffirmation in 2020 and is presently applying for 2026 reaffirmation. This designation reflects Outreach’s mission, relevance, purpose, and outcomes and is a testament to the scope, quality, and impact of Auburn’s outreach mission through its institutional engagement in the community. The Carnegie classification provides the university with a significant opportunity to validate the outreach mission function by comprehensive institutional assessment through intensive self-study and peer review.

Division Structure

The University Outreach Division is comprised of the Office of the Vice President for University Outreach overseeing a departmental structure which collectively fulfills the division’s mission to (1) promote outreach and scholarly engagement internally among Auburn’s faculty, students, and staff, and (2) externally to extend learning opportunities, provide expert assistance, and promote community engagement to varied client groups and communities across the state. These distinct offices are:

- Center for Educational Outreach and Engagement (CEOE)
- Office of Corporate and Community Partnerships
- Government and Economic Development Institute (GEDI)
- Office of Faculty Engagement (OFE)
- Encyclopedia of Alabama (EOA)



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- Office of Professional and Continuing Education (OPCE)
- Office of Public Service (OPS)
- Osher Lifelong Learning Institute (OLLI)
- Outreach Global (OG)
- Outreach Information Technology (OIT)

Each office functions as a separate agency with individual financial accounts, serves a specific clientele and is led by an individual functioning in a director capacity or as an assistant vice president. However, each of these departments is centrally accountable to the Office of the Vice President for adherence to university policies and programmatic, financial, and human resources processes. In addition to serving their specific client bases, the departments also periodically collaborate on divisional initiatives requiring interdepartmental capacity and coordination. As an example, Outreach Information Technology serves to support all technology needs for units and programs within University Outreach. The Beyond Auburn magazine is a long-standing initiative with separate branding but is now integrated within the administration of the Vice President's Office of University Outreach. Additionally, AuburnServes is another initiative with separate branding but is integrated within the administration of the Office of Public Service. The Office of Corporate and Community Partnerships supports fundraising development and partnerships for all Outreach departments as well as the central unit. The unit has developed a Communications Team comprised of unit staff to serve in marketing and communication capacities.

The Center for Educational Outreach and Engagement and the Office of Public Service report directly to the Assistant Vice President for University Outreach and Public Service. The AVP for University Outreach and Public Service also directs the Rural Health Initiative, established in 2023 as a collaborative between Alabama Cooperative Extension System with support from campus and community partners.

The Office of Outreach Information Technology and the Corporate and Community Partnership's Office dually report to the Assistant Vice President for University Outreach and Public Service and the Vice President for University Outreach and Associate Provost. The Office of Professional and Continuing Education is administered by the Assistant Vice President for University Outreach and Professional and Continuing Education. The editorial staff of Encyclopedia of Alabama reports to the Director of the Office of Faculty Engagement. All other offices report directly to the Vice President. Auburn University's Rural Health Initiative, established in 2023 as a collaborative between Alabama Cooperative Extension System with support from campus and community partners is administered through the Office of Public Service.



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OUTCOMES AND FINDINGS

OUTCOME 1

Background: Auburn University Outreach is vital in executing Auburn's land-grant mission. Outreach extends the university's resources and expertise to the broader community, ensuring that education, research, and service initiatives reach those who need them most. By fostering partnerships and providing support to local businesses, schools, and government entities, Auburn University Outreach helps drive community development and improve the quality of life in Alabama and beyond. This engagement is essential for fulfilling the university's commitment to public service and accessibility.

Outcome: Auburn University Outreach will enhance access to education, health and wellness, food security, professional growth and development, economic development, and global understanding through strategic campus and community collaborations. By leveraging the university's resources and expertise, Outreach will extend its initiatives to under-resourced areas, fostering partnerships with local businesses, schools, and government entities, leading to measurable improvements in community development indicators, such as higher graduation rates, better health access, increased food security, and economic growth. These efforts will fulfill Auburn University's commitment to public service and accessibility, ultimately improving the quality of life in Alabama and beyond.

Measure: As a means of evaluating Outreach's effectiveness in collaborating with academic units and community partners, all Outreach departments maintain documentation regarding established partnerships and programs.

Results:

- **OPCE (Office of Professional and Continuing Education)**
 - **Agreements and MOUs:** Agreement with KITECH, University Outreach, and the College of Engineering to establish the KITECH-AU Manufacturing Technology Innovation Center (KAMTIC). MOUs with GWANGJU Institute of Green-Car Advancement (GIGA), GWANGJU Industry – Academy Convergence Institute (GICI), and Kyung il University.
 - **Internal Agreements:** 10 colleges and schools on campus for summer youth programs.
 - **External Agreements:** 5 MOUs and 4 agreements with external agencies and organizations for assistance, consulting services, and collaborations on training initiatives and programs.
- **OLLI (Osher Lifelong Learning Institute)**
 - **Partnerships:** 4 community partnerships, 7 campus partnerships, 3 statewide partnerships.
- **GEDI (Government and Economic Development Institute)**
 - **Seminars and Presentations:** Presented seminars with more than 15 partner organizations at courses, conferences, and conventions.
 - **Strategic Planning:** Completed strategic planning processes for 6 statewide and local community partners.



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- **Workshops:** Conducted 8 community outreach Entrepreneurial Pop-Up Workshops in conjunction with the Harbert College of Business. Led 4 seminars/workshops with local and regional chambers of commerce in Alabama.
- **Courses:** Designed 4 new courses for the Alabama Local Government Training Institute. Created new curriculum for 4 new GEDI/EDAA Leadership Institute courses.
- **Training:** Held a semester-long economic development training class targeting Henry County, Alabama. Hosted an Intensive Economic Development Training Course 40th year Alumni reunion with 96 attendees.
- **Outreach Global**
 - **Partnerships:** Secured partnerships with over 20 community and global partners.
 - **Programs:** Supports 6 signature programs: Ghana Healthcare Service-Learning Program, Greece Service-Learning Program, Success Through Entrepreneurship Program (STEP) with the Benin Ministry of Economic and Development, USA Embassy in Tanzania Service-Learning Program, Global Community Day Festival, and Fulbright in the Classroom.
- **OPS (Office of Public Service) and Student Involvement**
 - **Platform Development:** Collaborated to reinvent and strengthen Give Pulse by adding functionality from AuburnServes.
 - **Food Security:** Campus Kitchen collaborated with 8 campus dining facilities and 16 community agencies.
 - **Partnerships:** Hosted Auburn Across Alabama Experience (AAA) engaging 48 faculty, staff and students with communities across the Black Belt to enable a deeper understanding of community assets and challenges enabling travelers to establish and nurture sustainable partnerships. The Rural Health Initiative has established partnerships with 5 communities, 4 healthcare providers and one university.
- **OFE (Office of Faculty Engagement) and Encyclopedia of Alabama**
 - **Partnerships:** 4 formal community partners. 11 campus partners. 4 statewide partnerships.
 - **Contributions:** Statewide partners contribute to graduate research assistant training, co-curricular education, teacher professional development, and engage emerging student scholars, teachers, and faculty scholars as subject matter experts.



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Measure: University Outreach aggregates registration information, CEUs awarded, instructional hours completed, public programs, course descriptors and quality of experiences for non-credit programs offered in the division to evaluate the educational reach and impact beyond the classroom.

Results:

- **CEUs and activities:** Throughout this fiscal year 794 activities supported 29,185 participants who engaged in 47,742 hours of instruction with 32,166 CEUs awarded.
- **Outreach Global**
 - **Success Through Entrepreneurship Program (STEP):** Based on the LEAN startup methodology to help Benin women, youth, and students learn entrepreneurial skills. Trained over 190 participants, including city mayors, council members, and municipal leaders in Benin during 2024.
 - **Fulbright In the Classroom (FIC):** Opportunity for past and current Fulbright scholars to share their experiences with K-12 through college students. In 2024, FIC took place at Loachapoka High School with over 100 students participating.
 - **Global Community Day Festival (GCDF):** An event engaging international and non-international communities to deepen their understanding of global culture. Hosted at the Opelika Amphitheater, the 2024 event brought together over 800 community members, volunteers, and performers.
- **OPCE (Office of Professional and Continuing Education)**
 - **Workforce Development and Professional Development Programs:** Provided online and live programs to 5,820 registrants. Programs included corporate training, a tax seminar, a paralegal certificate course and a clinical medical assistant course among others. Learning objective achievement ranged between 90-98%, with course ratings falling between 4.51/5.0 and 4.83/5.0.
 - **College and Career Readiness Programs:** AU/WIOA grant program serves 40 high school students. Young Professionals in Training program: 48 students. Auburn Youth Programs: 38 academic camps, 8 client camps, virtual summer reading camp. Year-round after school programs: 91 participants.
 - **Program Evaluations:** Collects and analyzes program evaluations to assess the quality of programming. Overall satisfaction rating: 4.66. Qualitative data collected for course improvement and new topics. Data reviewed with instructors quarterly.
- **GEDI (Government and Economic Development Institute)**
 - **Online Tools and Resources:** "Know Your Community" tool provides community demographic and economic data. Developed "Entrepreneurial Small Business Navigator" resource tool for guiding entrepreneurs and community leaders.
 - **Courses and Training:** Offered over 100 in-person/online courses, reaching 2,259 participants across Alabama. Overall satisfaction rating: 4.66.
 - **Program Evaluations:** Collects and analyzes program evaluations to assess the quality of programming. Documented engagement of over 29,185 participants.



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- **OLLI (Osher Lifelong Learning Institute)**
 - **Courses and Workshops:** Offered 219 classes, including Zoom classes, 9 workshops, and 28 public programs during AY 23/24. Uses Qualtrics to collect course and workshop evaluations. Extremely high satisfaction rankings with classes, instructors, content, and overall experience. Zoom classes expand reach and provide accessibility. 10 classes included intergenerational components.
 - **Enrollment and Outreach:** 4,201 enrollments, 3,666 outreach efforts, and 2,102 contact hours.
- **EOA (Encyclopedia of Alabama)**
 - **Usage:** During this reporting period, the Encyclopedia of Alabama (EOA), which disseminates information on Alabama's history, culture and natural environment attracted 1,206,020 visitors and tracked 1,787,920 page views with 89 percent from the US and 11 percent international traffic.
- **CEOE (Center for Educational Outreach and Engagement)**
 - **College and Career Readiness Programs:** Maintains registration information for high school students engaged in AU sponsored CCR programs. Provides supplemental programs through schools' career tech programs, including employability skills, entrepreneurial skills training, global communication skills training, adult mentoring, counseling, campus career visits, guest speakers, and financial literacy. 70 digital badges earned by program participants during the reporting period.
 - **Certification Programs:** Maintains program descriptions and the number of students awarded certificates. Documents and analyzes the impact of outreach programming leading to certificates.
 - **Service and Volunteer Support:** Over 600 hours of volunteer hours have been completed by 40 Auburn University Honors "Students in Service in Schools" course. Outreach Ambassadors reached 719 people at 23 Outreach related events.
 - **Partner School Demographics:**
 - Macon County: College and Career Readiness - 80%; Graduation Rate - 82%; Free and Reduced Lunch - 62.74%
 - Bullock County: College and Career Readiness - 90%; Graduation Rate - 89%; Free and Reduced Lunch - 69.21%
 - Lee County: College and Career Readiness - 84%; Graduation Rate - 89%; Free and Reduced Lunch - 50.6%
- **OFE (Office of Faculty Engagement)**
 - **Outreach Symposium:** over 300 participants, 54 accepted and invited presentations by 123 faculty, staff, and student presenters.
 - **Community of Practice Forums:** Hosted six ongoing forums with faculty and campus leaders. Curated and distributed six information digests.
- **OPS (Office of Public Service)**
 - **Auburn University Rural Health Initiative:** Hosted 187 community health events in 2024, impacting 3,400 individuals. OnMed CareStation documented 1,207 patient visits. Engaged 190 Auburn University students and 61 non-Auburn students. Developed 4 additional health and wellness centers across some of the most under resourced communities in the state. Student projects in



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Chambers County included a community garden, micro food pantry, tree of giving, maternity clothing drive, walk and talk for youth, and 10 other projects.

- **Food Security:** CKAU engaged 380 student volunteers who collectively served over 5,040 hours to collect 35,061 pounds of food. This effort resulted in 33,134 meals served for the year.

Interpretation:

Auburn University Outreach has made significant strides in enhancing education, health and wellness, food security, economic development, and global understanding through strategic collaborations. By establishing numerous partnerships with academic units and external organizations, Outreach has enhanced educational programs and training initiatives. Notable achievements include agreements with international institutions like KITECH and local entities to create the KITECH-AU Manufacturing Technology Innovation Center, as well as collaborations with campus units for summer youth programs and the development of new courses for local government training. These efforts have contributed to higher graduation rates and improved educational outcomes.

In the realm of health and wellness, Outreach has promoted global health access through international service-learning programs such as the Ghana Healthcare Service-Learning Program. Locally, initiatives like Campus Kitchen, which collaborates with campus dining facilities and community agencies, have improved food access and wellness for vulnerable populations. Addressing food security has been a key focus, with efforts ensuring better health access and overall wellness in the community. Through the rural health initiative, healthcare access has been increased in some of the most under resourced areas of the state.

Economic development has been supported through strategic planning, entrepreneurial workshops, and specialized training programs. Outreach has conducted entrepreneurial pop-up workshops, economic development training classes, and hosted alumni reunions for intensive economic development courses, helping local businesses and communities develop sustainable economic practices. These initiatives have led to increased economic development. Global understanding has been fostered through international partnerships and diverse service-learning programs. Outreach has secured over 20 partnerships and supported programs like the Greece Service-Learning Program and the USA Embassy in Tanzania Service-Learning Program, promoting cross-cultural exchange and global awareness. Initiatives like the Global Community Day Festival and Fulbright in the Classroom further enhance global understanding.

Community engagement and development have been bolstered through strategic planning processes for local and statewide partners, seminars, and workshops with chambers of commerce, and the development of new curriculum for leadership courses. These activities have led to measurable improvements in community development indicators, such as better educational access, improved health services, and sustainable economic growth.

Overall, Auburn University Outreach's comprehensive approach to community engagement and development has led to significant improvements in various indicators of community well-being. The strategic collaborations and extensive partnerships established by Outreach departments have resulted in higher graduation rates, better educational access, improved health services, increased food security, sustainable economic growth, and enhanced global understanding. These accomplishments collectively improve the quality of life in Alabama and beyond, demonstrating Auburn University's commitment to public service and accessibility. The university's outreach initiatives not only address immediate community needs but also build long-term capacity for sustainable development and global engagement.



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OUTCOME 2

Background:

Increasing funding for Auburn University Outreach is crucial for expanding our reach to more communities, enhancing the quality of programming, and strengthening partnerships with local businesses, schools, and governmental entities. This additional support ensures that educational resources, technical assistance, and public service initiatives can be more effectively delivered, particularly to under resourced communities. Currently, Auburn University Outreach's space allocation does not meet the needs of its programs, and funds are also needed to construct a new building to support its expanding reach and needs. Adequate funding is vital for fulfilling Auburn University's land-grant mission, enabling the university to maximize its impact on community development and improve the quality of life in Alabama and beyond. Investing in Outreach solidifies Auburn's role as a leader in community engagement and development.

Outcome: University Outreach will increase external funds and gifts to support the expansion of its mission, including securing or developing appropriate space to implement and develop programs. This investment will enable the construction of a new building, addressing current space limitations and supporting the growing needs of its initiatives. Enhanced infrastructure will improve the delivery of educational resources, technical assistance, and public service efforts to governments and communities, particularly in underserved areas. As a result, Auburn University will significantly amplify its impact on community development, fulfilling its land-grant mission and improving the quality of life in Alabama and beyond. This strengthened capacity will solidify Auburn's role as a leader in community engagement and development.

Measure: Documentation regarding grants, gifts and other external funds secured.

Results: During this reporting period, University Outreach secured external grant funding in the amount of \$1,026,488 and gifts in the amount of \$1,442,656 for a total of \$ \$2,469,144 in funds secured.

Interpretation:

All University Outreach offices have been fully engaged in increasing external funds and gifts to increase the quality of life across the state and beyond. The increase in funding is indicative of the leadership and support of the Office of Corporate and Community Partnerships as well as the Communications Team. The increased engagement, training, and production of our staff in this area has led to enhanced programming. To exemplify, the Center for Educational Outreach and Engagement served a leadership role in securing funding to administer GEAR UP, a college and career access program serving over 6,500 students across the state. The Office of Public Service has administered external funding to develop a total of 5 health and wellness locations, with state-of-the-art telehealth technology across the state increasing healthcare access and supporting over 1200 consultations during the past year. GEDI and OPCE have been instrumental in securing contracts to offer unique and impactful training for professionals and governmental leadership. OLLI has secured significant funding toward the Outreach building fund as well as to support creative programming for their membership. The fund established for a new outreach building will provide the foundation to build upon and further expand existing programing and reach.



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FUTURE PLANS

Based on Auburn University Outreach's achievements and the increase in secured funding, we will focus on expanding and deepening the impact of existing initiatives while exploring new opportunities for growth and collaboration. We will continue to enhance educational programs by developing and expanding partnerships with academic units and external organizations, aiming to increase access to education for under-resourced communities and improve graduation and college admission rates. Building on successful health and wellness initiatives like the Ghana Healthcare Service-Learning Program, and the Rural Health Initiative we will increase promotion of our existing telehealth services and collaborations with healthcare providers to improve access to health services and wellness programs. Efforts to address food security will be increased by enhancing partnerships with campus dining facilities and community agencies, ensuring consistent and reliable access to nutritious food for vulnerable populations.

Supporting economic development remains crucial, and we will focus on strategic planning, entrepreneurial workshops, and specialized training programs to foster sustainable economic practices and drive growth in local communities. Strengthening international partnerships and service-learning programs will promote educational exchanges and global awareness, expanding programs like the Greece Service-Learning Program and the USA Embassy in Tanzania Service-Learning Program to reach more participants and communities. We will deepen community engagement through strategic planning processes, seminars, and workshops with local partners, and develop new curriculum and leadership courses to support community development and improve local governance.

Leveraging the secured grant funding and gifts will enhance existing programs and develop new initiatives, with a focus on building the new outreach building to provide a foundation for expanding programming and increasing our reach. A dedicated space will provide a more conducive environment for learning, with modern classrooms and facilities tailored to the needs of lifelong learners. This new building will attract more members by offering improved amenities and a welcoming atmosphere, leading to higher participation in OLLI programs. With additional space and resources, OLLI can introduce new courses, workshops, and events, catering to a wider range of interests and educational needs. Furthermore, the new facility can serve as a hub for community engagement, fostering connections between members and local organizations, and encouraging collaborative initiatives. Enhanced infrastructure will support innovative and creative programming, allowing OLLI to explore new formats and topics that enrich the learning experience. A modern building will also be designed with accessibility in mind, ensuring that all members, including those with mobility challenges, can fully participate in activities. Overall, the new building will strengthen OLLI's capacity to deliver high-quality educational experiences, increase its reach and impact, and further its mission of lifelong learning and community engagement.

By implementing these strategies, Auburn University Outreach will continue to make significant strides in improving education, health and wellness, food security, professional growth and development, economic development, and global understanding, ultimately enhancing the quality of life in Alabama and beyond as we enhance the fulfillment of Auburn University's land grant mission.