

Valuing Outreach Scholarship

A Decade in the Making

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What is Outreach?

“ ‘Outreach’ refers to the function of applying academic expertise to the direct benefit of external audiences in support of university and unit missions.”

Auburn University Faculty Handbook, Chapter 3

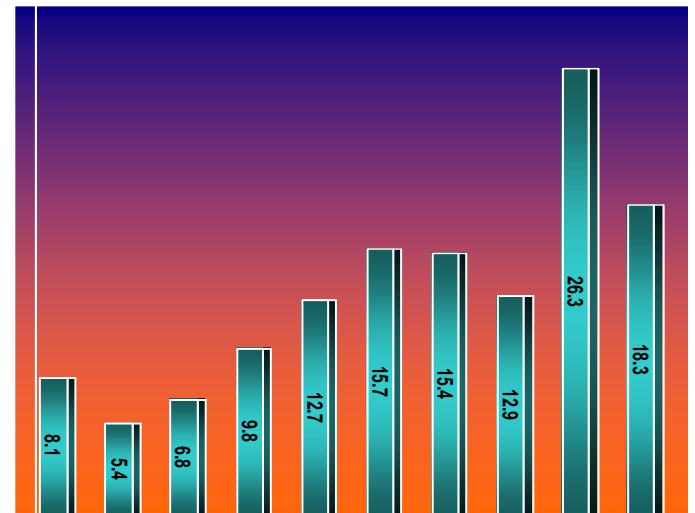
“Outreach” is representative of the engagement of faculty, more than 75 college/school-based units, central outreach units, and Cooperative Extension.

Strategic Planning Milestones

- **1990: Publication of Boyer's *Scholarship Reconsidered***
- **1995: Statewide public fora**
- **1996: Strategic Planning Committee – Heilman Report**
- **1997: Assessment Committee – Flynt Report**
- **1997: 21st Century Commission goals for Outreach**
- **2001: Senate Ad-hoc Committee – Hendrix Report**
- **2002: Board approval of Handbook revisions to T&P guidelines**
- **2002: Directions Committee goals for Outreach**

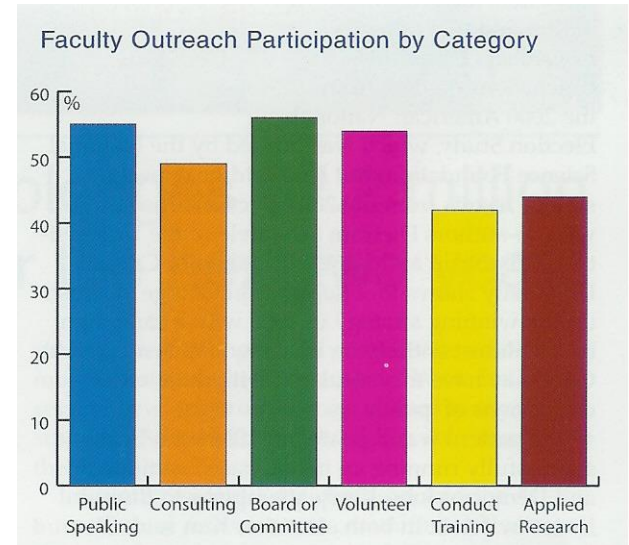
Role of Faculty

- Majority of outreach university-wide is performed by faculty serving either as instructors, program chairs, or as subject specialists
- Faculty perform outreach individually, through units in their schools and colleges, and through central units
- Faculty outreach initiatives attract annually millions of dollars in extramural funding



Role of Faculty

- **Survey of faculty involvement in outreach (2005)**
 - 36 percent of faculty responded to a 2005 survey (437 of 1222)
 - 93 percent of faculty responding report they have engaged in outreach activities
 - Participation in outreach is highest among senior faculty: full professors (95 percent); assistant professors (85 percent)
 - Faculty responding from Agriculture (99%), Engineering (97%), Veterinary Medicine (97%) and Education (94%), report the highest percentages of involvement of faculty in outreach
 - Three-fourths (71%) of responding faculty are involved in outreach at least one hour per week; 31 percent devote five or more hours per week to outreach activities



Role of Faculty

- **Examples of support for faculty outreach (not including departmental resources)**
 - *T&P guidelines* provide for recognition of outreach activity as part of a faculty member's overall scholarship
 - *Monetary support* for projects is provided to faculty for program start up cost, travel assistance, grant leveraging, etc.
 - *Competitive grants* are provided to encourage outreach scholarship and application of faculty research to critical issues
 - *Award for Excellence* is provided as a premier university recognition of sustained outreach scholarship by an outstanding faculty member
 - *Project assistance* provided by University Outreach units for program facilitation, methodology, certification and evaluation

The Philosophy I Have Brought to the VP Position

- **Shaped by my experience growing up in rural Alabama, living in conditions faced by thousands of poor people**
- **National and international experience**
 - Traveled around the world;
 - Worked at Rutgers, Harvard, Radcliffe, Tuskegee, Kentucky State and a national foundation
- **Strong belief in transparency**
- **A belief in doing the right thing**



My Wish List for AU...

- **Faculty will continue to have ownership of the outreach scholarship mission**
- **The AU family will continuously celebrate the achievements of the faculty!**
- **Embrace a different criteria for determining how to get from “good” to “great”**
 - **Don’t just use the standard ol’ paradigm of amount of “research” dollars generated**

My Wish List for AU...

- **Decision makers at AU will realize that AU does not belong to:**
 - **Students**
 - **Administration in Samford Hall**
 - **Faculty**
 - **Board of Trustees**
 - **Alabama Legislature**

...AU belongs to *the people of this state*, and as such, it should be more focused on serving their needs.

My Wish List for AU...

- **In the area of diversity, move beyond tokenism**
 - Find people who can lead and don't let skin color, gender, or religious affiliation bias hiring decisions
 - Increase substantially diversity within the senior ranks at Auburn University as well as within the faculty and student body

...well, you asked!!