Faculty Outreach and Engagement Council and
Outreach and Engagement Community of Practice
Bi-Monthly Convening
REVISED STATEMENTS

FOEC Purpose: in an advisory capacity - champion, advocate, promote, and support Auburn University Outreach, community/public/civic engagement, extension and engaged scholarship carried out by faculty, staff, students, and community partners.

O&E COP Purpose: a collective of Auburn University faculty, staff and students who produce timely, impactful and responsive outreach, community engagement, applied research, extension and engaged scholarship; and who seek to advance the outreach and engagement enterprise, and actively learn how to apply best practices as they interact regularly.

FOEC & COP Joint Purpose: a collective of Auburn University faculty, staff and students who produce, champion, and advise outreach, community engagement, applied research, extension and engaged scholarship; to advance the outreach and engagement enterprise and actively learn how to apply timely, impactful, and responsive best practices as they interact regularly.

Friday, December 5, 2014
11:00 – 1:00 p.m.
Dixon Hotel and Conference Center at Auburn University, Ballroom B
AGENDA & NOTES

11:00-11:15 – **Call to Order and Update** – Dr. Chippewa Thomas, Director, Office of Faculty Engagement
- Welcome by Dr. Chippewa Thomas
- Introduction of Paul Brown, Alabama Cooperative Extension System
- Introduction of Joe Sumner, Economic & Community Development Institute

Participants: Paul Brown, Dan Givens, Paul Jungnickel, Barbara Kemppainen, Chris Roger, Susan Hubbard, Ralph Foster, Constance Hendricks, Allen Landers, Ellen McManus (for Jennifer Kerpelman), Leonard Towns, Karen Rabren, David Hinson, Karen Rogers, Jared Russell, David Riese, Cheryl Seals, Paul Mask, Christine Fleming, Joe Sumner, and Chippewa Thomas

11:15-11:30 – **Introduction to the Alabama Cooperative Extension System** – Paul Brown, ACES
- Provided a thorough synopsis of the Alabama Cooperative Extension System (ACES)
- Supplied a handout that provided reinforced the information presented.
  - To meet the requirements of our land grant status, ACES employs the Three

"R's": Research, Relationships, and Relevance.
- ACES has worked with the School of Nursing, School of Education, and the Veterinary School. Extension seeks to expand throughout the campus and throughout the surrounding community.
- Located across Alabama in 76 buildings. Total budget of 150 million with 20 million coming from grants.

11:30-11:45 — Introduction to Auburn University and Alabama Cooperative Extension System's Economic and Community Development Institute – Joe Sumner, ECDI
- Provided mission and goals of ECOI, along with accomplishments.
- Information included the development of the economic and community engagement roundtables, which are used to stimulate conversation and action amongst major stakeholders in Alabama's economic development.
- Additionally, ECOI works with SET (Strong Economists Together), all to improve the conditions of Alabama's Black Belt and other rural counties.
- ACE - Alabama Communities of Excellence is another program involved. Reference was made to the Resource Directory.

11:45-12:55 — Colleges, School, and University - Wide Champions of Outreach & Engagement
- Review of Outreach presence on college and schools websites
- Review of University Outreach website
- Information Sharing & Strategies Plan - Priority 4 Updates
  - Competitive Outreach Scholarship Grant program update and panelist review
  - Survey of Faculty Public Engagement
  - Save the Dates: 2015 Outreach & Engagement Scholarship Symposium, February 23-25
- In groups: Provide feedback regarding how the office can encourage the school to promote their brand and initiative as well as how the university outreach can be a catalyst for their promotion.
- Every department has an "Outreach" button.
- The function of the council is to increase faculty engagement on and off Auburn University's campus.
- Task: To develop a list of links to any and all outreach initiatives implemented in your respective department and forward them to: thoma07@auburn.edu
- Additional ideas: Increase social media presence, develop YouTube videos, Snapchats, etc.
- Report to IT department for advice
- Specific suggestions to approach schools and departments
  - Use the band-wagon approach
  - Using a two-pronged approach: use Dr. Cook and the college-level...use a button that will at least follow the standard university template.
- If there are faculty members that are doing work, send names to Dr. Thomas, please!

1:00 — Adjourn — Dr. Chippewa Thomas, Director, Office of Faculty Engagement