Division of Outreach and Engagement
Academic Report for 2009-2010

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by:

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2009-2010 Highlights
This Academic Report integrates activities, accomplishments and perspectives of University Outreach and Engagement outside of items to be reported by individual OSU colleges. It includes principal features of the OSU Extension Service and OSU Extended campus (Ecampus). For a complete picture of the essential elements of University-wide outreach and engagement, the appropriate section(s) of each academic report should be consulted.

1. PROGRAMMATIC ACHIEVEMENTS
   a. Student engagement and success

   Enrollment in online courses offered through OSU Extended Campus has grown substantially.

   **Ecampus Student Credit Hours**
   2009/2010 = 79,885 SCH
   That is a 28% increase in SCH over the 2008-09 academic year.
   In 2009-10 unduplicated headcount ranged between 2,793-4,122 per term.

   **Summer Session** – There was a 6.3% increase in unduplicated headcount and 10% increase in Student Credit Hours.

<table>
<thead>
<tr>
<th>Total Unduplicated Headcount</th>
<th>2008</th>
<th>2009</th>
</tr>
</thead>
<tbody>
<tr>
<td>Oregon residents</td>
<td>5,364</td>
<td>5,726</td>
</tr>
<tr>
<td>U.S. Non-Oregon</td>
<td>963</td>
<td>1,152</td>
</tr>
<tr>
<td>International</td>
<td>365</td>
<td>325</td>
</tr>
</tbody>
</table>

   Summer Session Student Credit Hours 39,673 43,610

   **OSU Extension Learner Contacts** – Oregonians engaged in some meaningful way with Extension education efforts: more than 2,038,000.

   **Extension Volunteers** – OSU Extension involved more that 26,000 volunteers in delivering Extension programs throughout the state.

   **Ecampus increased access for campus-based students in impacted courses**
   - Approximately 27% of Corvallis campus students took at least one online course through Ecampus.

   **Students seeking degrees through Ecampus online programs continue to grow**
   - Increased from 1,102 in 2008-09 to **1,380 in 2009-10** academic year.
   - Approximately 60% of Ecampus students are women, many of whom are mothers and find online courses to be the way to juggle family commitments and school at the same time.

   **New Courses Developed**
   Approximately 160 new OSU Ecampus online credit courses were developed from the following colleges: CLA - 93; CAS - 16; COB - 2; COS - 18; FOR - 5; COAS - 0; HHS - 4; CoEd - 15; PHAR - 1; ENGR - 5.

   **New Programs Developed**
   - Seven new OSU Ecampus online credit programs were developed:
     - GIScience Graduate Certificate
     - Horticulture BS
o Women Studies BA/BS, minor and undergraduate certificate
o Economics BA/BS and minor and options
o Management for Science Professionals Graduate Certificate
o Anthropology BA/BS
o Fisheries and Wildlife BS and minor

Annual Course Offerings— Extensive course offerings across 10 Colleges:

<table>
<thead>
<tr>
<th>2009/10 Course offerings by College</th>
<th>Number of courses</th>
<th>Student Credit Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>Lib Arts</td>
<td>707</td>
<td>31,431</td>
</tr>
<tr>
<td>Sci</td>
<td>273</td>
<td>18,870</td>
</tr>
<tr>
<td>Ag Sci</td>
<td>228</td>
<td>10,585</td>
</tr>
<tr>
<td>Ed</td>
<td>271</td>
<td>5,823</td>
</tr>
<tr>
<td>Bus</td>
<td>33</td>
<td>4,032</td>
</tr>
<tr>
<td>Hlth &amp; Hum Sci</td>
<td>57</td>
<td>3,720</td>
</tr>
<tr>
<td>Forestry</td>
<td>50</td>
<td>1906</td>
</tr>
<tr>
<td>Eng</td>
<td>30</td>
<td>1,001</td>
</tr>
<tr>
<td>Oc&amp;AtSci</td>
<td>12</td>
<td>827</td>
</tr>
<tr>
<td>Academ Learn</td>
<td>9</td>
<td>192</td>
</tr>
<tr>
<td>Phar</td>
<td>1</td>
<td>74</td>
</tr>
<tr>
<td>Totals</td>
<td>1,671</td>
<td>78,461</td>
</tr>
</tbody>
</table>

Total number of unique (unduplicated) courses 784

Testing Center – Ecampus has partnered with Media Services to renovate the Milne Student Computer Lab to accommodate the increasing demand for on-campus proctoring and to enhance the facilities for all student access.

Online Orientation— Ecampus continues to refine an online orientation for new distance students. This year approximately 642 newly admitted, degree-seeking Ecampus students completed the online orientation prior to their appointments with their program advisor. We are currently in conversations with OSU START (campus orientations) to re-purpose our online orientation for campus-based students who are not able to attend START in person.

Student Services Support—
- Pre-admission contacts:
  o Individual student contacts, initiated by the student (email or phone): 11/day (55/week; 220/mo.; 2,640/year)
  o Unofficial transfer evaluations: 3/day (15/week; 60/mo; 720/year), an increase of 34% over the prior year.
  o Community college transfer fairs attended: 24/year
  o Employer-sponsored education fairs attended: 35/year
Community college site visits: 20/year

**Distance degree-seeking student support**

- Ecampus provided administrative support to 1,563 students enrolled in our distance degree programs, compared to 1,102 in 2008-09. Of that number 439 were graduate level, 139 post-baccalaureate, 985 undergraduate.

**Student Evaluation of Teaching (SET)** – Ecampus continued to offer the online version of the SET. Response rate averaged 26% over the academic year, with fall term topping out with a 28% response rate. Averaged over the year, 87% rated the course, as a whole, as good to excellent, while 83% rated the instructor’s contribution as good to excellent.

**Financial Aid** – OSU Ecampus allocated $600,000 for eligible degree-seeking distance education students and Summer Session students, through the Office of Financial Aid in fiscal year 2009-10.

**Developmental Math (MTH 65/95)** – OSU Ecampus coordinates OSU’s on-campus and online Developmental Math courses. These courses had approximately 334 enrollments during 2009-10.

**Extension Outreach Education Program Highlights**

These are examples. See college reports for more information.

- **Invasive Species Education/Awareness** – extensive public education and training programs intended to raise awareness of invasive species and the economic/environmental damage they can cause in Oregon watersheds.
- **Oregon Tree Schools** – Extension provides forestry education through a series of annual events called Tree Schools to help small-scale growers manage their resources more efficiently and compete effectively in timber markets.
- **Oregon 4-H International Summer Camps** – three annual events geared to Latino youth in elementary, middle school and high school. Youth participate in academic and leadership skill-building activities.
- **Oregon Nutrition Education Program** – provides education to help thousands of limited-income Oregonians make healthy food choices, manage resources wisely and choose active lifestyles in 34 Oregon counties and on Warm Springs, Grande Ronde and Umatilla tribal lands.
- **Extension, State/Federal Partners Battle Insect Pest Infestation** – partnering with the Oregon Dept. of Agriculture and the USDA Animal and Plant Health Monitoring & Surveillance service, Extension field faculty helped northeast Oregon ranchers fight a grasshopper infestation. Early detection and collaborative action enabled local ranchers to reduce the amount of affected acreage by 90% from 2008 to 2009.

**Research and its impact**

**Extension Grants and Contracts** – Extension faculty magnified and expanded their work in 2009 through more than 400 grants and contracts, bringing in an additional $35.8 million. This is an increase of $12.8 million over 2008.

**Special Ecampus Grants to OSU Faculty** – $6,000 for five grants supporting faculty research and scholarship (e.g., publishing) in the area of distance education, outreach, teaching and learning online, new teaching and learning technologies and other related areas.
Eduventures collaborative market research projects – Ecampus participates as a member of a collaborative research group in the field of ‘continuing and professional education.’ Most recently we completed a biennial online educational needs assessment of adult learners in Oregon.

Summer Session Survey – OSU Summer Session surveyed 6,875 Corvallis campus-based summer enrolled students, with a 23% response rate. Of those students responding, 95% reported being satisfied, somewhat satisfied or neutral about their academic experience during summer session. Students also stated “top reasons for taking summer session courses”, which included: major degree requirements, graduate on time, complete courses quickly, reduction in course load, and avoid scheduling conflicts within the academic year.

c. Outreach and engagement

Ecampus/credit – Through our extensive marketing and recruitment efforts we reached students from all across the state of Oregon and many students enrolled in our DPP programs. Through our highly successful internet and targeted marketing strategies we recruited learners from across the country and world to our OSU online courses and programs. In 2009-10 we had students from every state as well as 14 foreign countries enrolled in Ecampus courses.

Lifelong Learning/non-credit – The OSU Lifelong Learning program continued to offer Oregonians and many beyond our borders noncredit opportunities for skill development, certification, and personal enrichment that fits their needs and lifestyles. The Master Gardener Online course continues to attract significant enrollment, with over 205 students participating in FY 2010. Lifelong Learning is currently developing similar online courses in Xeriscape Gardening, Master Naturalist certification, and Master Recycling.

Summer Session Community Outreach Projects
- Free-Noon Concerts: every Wednesday from June – August, open to the public.
- University Theater presentations: August – September, open to the public.
- Partnership w/College of Education to offer six Teacher/Counselor Educator courses with 50 students participating on the Portland Community College (Sylvania) campus and in Medford.
- Establishment of self-sustaining Summer Session programs in three geographical areas within the state of Oregon (Portland Metro, Medford and Oregon Coast).
- Collaboration with the Hatfield Marine Science Center (Newport) to offer seven undergraduate, graduate credit courses and professional workshops with 17 students participating on the Oregon coast.

Extension Initiatives Highlights
- Oregon Open Campus – a partnership between OSU, Extension and Ecampus, the Association of Oregon Counties, regional economic development groups, local businesses and many Oregon community colleges and K-12 education systems to extend OSU educational resources to Oregon communities.
- Portland Metro Initiative – a partnership with community organizations and agencies in the metro area to streamline delivery of OSU Extension research-based information and education.
- Tough Times Initiative – a response to the high unemployment and economic decline of the ongoing national recession. The Tough Times Initiative task force created an archive of educational information designed to address personal management challenges. This initiative relied on technology to connect with and deliver information to residents throughout the state.
- Oregon Master Naturalist – a statewide volunteer education program for citizens interested in learning more about Oregon natural resources and stewardship of same.
• *Oregon 4-H SET* – a statewide effort to launch and sustain 4-H youth programs that put science, engineering, and technology (SET) to work in community-oriented projects.

• *Oregon Wood Innovation Center* – works to connect industry needs to research-based information with the goals of helping Oregon wood products businesses solve problems and pursue new marketing opportunities.

d. Community and diversity

**Outreach and Engagement Diversity Initiatives**

**Diversity Catalyst Team, Change Agent States for Diversity** – Completed Draft Diversity Action Plan for the Division of O&E May 2010. The plan includes four goals for the division:

* Goal 1 – Recruitment and Retention of Diverse Faculty
* Goal 2 – Leadership and Professional Development
* Goal 3 – Program Access
* Goal 4 – Civil Rights Compliance

**Navigating Difference training** – Thirty-four faculty and staff from the Division of O&E across the state (including urban and rural areas) attended the Navigating Difference cultural competence training March, 2010 on OSU campus. Goals of the training are to:

* Become more aware of our own personal and organizational cultures.
* Examine how our personal and organizational cultures affect our ability to work across difference in both negative and positive ways.
* Build skills to increase competencies as we work with others who are different from us.

Trained OSU staff will begin presenting Navigating Difference to OSU O&E faculty and staff in fall of 2010.

e. International-level activities and accomplishments

**Extension International Activity** – Most activities and accomplishments are described within the college reports. According to travel records, 14 Extension faculty members traveled to 11 destinations. Representation from 10 of our 36 counties and 3 of our 15 on-campus Extension departments participated in international activity.

**Ecampus** sent and supported faculty presentations at the International Forestry Educations Symposium in Vancouver B.C. for the upcoming Master’s in Natural Resources online degree.

**Ecampus** is working in collaboration with the American Distance Education Consortium (ADEC) on two projects:

* Chinese distance education experts will visit in November 2010 for an eight-day workshop on learning module development, including planning for a reciprocal workshop in Beijing in 2011.
* Discussions with Zamorano University in Honduras, EARTH University in Costa Rica, the Inter-American Institute for Agricultural Cooperation (IICA), and the Center for Tropical Research and Education (CATIE) on jointly developed bilingual learning module development.

**Summer Session** collaborated with OSU International Education & Outreach to offer study abroad courses in Antarctica, Australia, Italy and Scandinavia with 14 students participating. Lists available upon request.
f. Other appropriate initiatives

**Extension Spring Training Professional Development Workshops** – Extension held its fourth annual Spring Training professional development session in April 2010. Nearly 200 Extension faculty and staff participated in one or more of 40 classes or event offerings.

**Extension Drupal Migration** – Extension is adopting the Drupal Content Management System (CMS) for all OSU Extension websites in a project spearheaded by EESC faculty and staff. Websites that are managed via the use of Drupal present a unified branded OSU Extension/Experiment Station identity to the public. To date, the implementation of Drupal CMS in county Extension offices has reached 100% participation.

**Ecampus Faculty Forum** – Ecampus held a very successful third annual faculty forum with 109 faculty members in attendance. Faculty members with exemplary online courses were selected to share and discuss best practices in developing and teaching online courses to other faculty. Ecampus faculty members also led valuable discussions and trainings at the all-day event and shared local and national data on trends in the field of online education. Participants’ evaluations rated this event as “Excellent” overall.

**Training** – Training was provided using Adobe Connect for Ecampus faculty during Winter Break, specifically aimed at the features of Blackboard that changed in the upgrade to Blackboard 9. These trainings were recorded and were made available on the Ecampus faculty Blackboard tutorial site. One-on-one training was also available.

Ecampus holds quarterly Ecampus Advisor meetings bringing together Ecampus advisors to share thoughts and ideas and to discuss best practices for distance student advising. Ecampus is also in collaboration with Academic Affairs and the Student Success Center to focus more on distance student retention/persistence efforts.

**Course Assessments** – Ecampus encourages the assessment of courses that have been offered online for more than three years without formal revision. Ecampus provides a grant of up to $1,500 per course to departments to compensate the faculty, in addition to the instructor who will be assessing the online course. This year 17 applications were completed. Additional reviews are scheduled.

2. Brief assessment of unit’s efforts

**What worked**

Budget reduction implementation based upon priorities and innovative investments in Oregon Open Campus.

Expanded local funding security through a new tax service district in Polk County.

Recognized program excellence through significant faculty scholarship and progression through the promotion and tenure process.

Continued progress on the university’s outreach and engagement mission:
- Integration of EESC and Extended Campus.
- Creation of a university-wide outreach and engagement award.
- Submission of an application for Carnegie Classification as a university with Curricular Engagement, outreach and Partnerships.
**Ecampus Revenue Share Model/Course and program growth**
- Working with our partners from departments across campus, we have been successful in creating new quality online courses. With the 10% development fund from our revenue share model, we have funded OSU faculty time to develop 130 new, innovative online courses.
- We successfully created new degree programs such as Fisheries and Wildlife, Horticulture, etc.
- Ecampus has returned over $10.4 million to the academic colleges, and approximately $1.4 million to Central Administration. Summer Session returned $ 4.5 million to the academic colleges.

**Student Recruitment/Growth**
- Our student recruitment/marketing efforts have been highly successful and have enabled us to grow in SCH over 28% from last year. We have more “distance” students enrolled in our programs than ever before. We also graduated over 200 students from our distance/online programs during 2009-10.

**Extension Educational Publications Distribution**
In 2009-10 Extension publishing, managed by the Department of Extension and Experiment Station Communications, provided access to approximately 1,200 online educational products through the Extension catalog. The public in Oregon and beyond downloaded nearly 9 million publications from the Extension catalog to help them solve practical problems and live more productive lives.

Top downloads included:
- Pickling Vegetables (PNW 355), 16,000 downloads;
- Composting (EC 1544, in Spanish), 15,000 downloads; and
- Improving Process and Product Quality in Wood Products Industry: Simplex Method (EM 8720), 14,000 downloads.

Extension publishing also:
- provided over 1,000 manuals for private applicator licenses in Oregon;
- gave away over 700 4-H CDs with 4-H materials for families who have limited internet access;
- supplied visitor centers and bookstores across Oregon with over 1,700 copies of Trees to Know in Oregon; and
- distributed over 15,000 free color 4-H posters across the state.

Fee-based Extension publications generated over $200,000 in cost recovery funds in 2009-10.

**Need Improvement:**
Continual improvement of communication strategies and opportunities with elected officials at local, state and federal level.

Greater opportunities and increased resources to promote the OSU brand across the state.

University linkages with, and understanding of, Oregon communities and their varied needs.

Strategies and tactics for creating One Oregon.

**Barriers:**
The lack of incentives to help Extension faculty members contribute more fully to balancing a shrinking budget is problematic. Newer faculty that represent a greater diversity and possess greater understanding of how to engage Oregonians via technology and social networking are at risk. Early retirement incentives would be helpful. Or, incentives rewarding faculty for bringing new dollars to replace state appropriated funds would also be helpful.
Changes in the University overload policy and transferring payment of faculty completely to the new business centers will require new processes that could impact the short-term rate of student credit hour growth. After the transition, we should recoup growth.

3. Awards summary

Extended Campus
The Master Gardener Online program won the 2009 University Continuing Education Association (UCEA) West Non-credit Program award for Excellence.
Summer Session received the highest honor for ‘Best Website’ at the Western Association of Summer Session Administrators (WASSA) annual meeting.

Extension faculty and staff members received a total of 142 awards of which 55 were national or international in scope, 18 were regional, 37 were state or local awards, and 32 were university awards.
## 1. Appendix A—Performance Metrics

**Oregon State University**  
**Statewide Performance Indicators**  
*(OSU #1 / OUS #23)*  
Statewide Public Services  
**Extension Service:**  
FY 1995-96 to FY 2009-10

<table>
<thead>
<tr>
<th>Fiscal Year</th>
<th>State Resource Expenditures</th>
<th>All Other Expenditures</th>
<th>Other/State Ratio</th>
</tr>
</thead>
<tbody>
<tr>
<td>FY 1996</td>
<td>$13,852,497</td>
<td>$9,519,689</td>
<td>0.69</td>
</tr>
<tr>
<td>FY 1997</td>
<td>$13,856,141</td>
<td>$11,261,151</td>
<td>0.81</td>
</tr>
<tr>
<td>FY 1998</td>
<td>$14,899,386</td>
<td>$10,391,007</td>
<td>0.70</td>
</tr>
<tr>
<td>FY 1999</td>
<td>$15,853,679</td>
<td>$11,887,702</td>
<td>0.75</td>
</tr>
<tr>
<td>FY 2000</td>
<td>$18,023,764</td>
<td>$12,272,945</td>
<td>0.68</td>
</tr>
<tr>
<td>FY 2001</td>
<td>$18,325,564</td>
<td>$15,954,704</td>
<td>0.87</td>
</tr>
<tr>
<td>FY 2002</td>
<td>$17,911,438</td>
<td>$16,656,079</td>
<td>0.93</td>
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<tr>
<td>FY 2003</td>
<td>$17,422,891</td>
<td>$15,044,898</td>
<td>0.86</td>
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<tr>
<td>FY 2004</td>
<td>$18,561,321</td>
<td>$11,408,971</td>
<td>0.61</td>
</tr>
<tr>
<td>FY 2005*</td>
<td>$16,037,870</td>
<td>$15,581,665</td>
<td>0.97</td>
</tr>
<tr>
<td>FY 2006</td>
<td>$19,336,636</td>
<td>$14,215,381</td>
<td>0.74</td>
</tr>
<tr>
<td>FY 2007</td>
<td>$20,076,088</td>
<td>$14,936,915</td>
<td>0.74</td>
</tr>
<tr>
<td>FY 2008</td>
<td>$21,746,832</td>
<td>$14,662,333</td>
<td>0.67</td>
</tr>
<tr>
<td>FY 2009</td>
<td>$20,895,548</td>
<td>$19,489,256</td>
<td>0.93</td>
</tr>
<tr>
<td>FY 2010</td>
<td>$21,161,731</td>
<td>$16,231,030</td>
<td>0.77</td>
</tr>
</tbody>
</table>

* OSU Extension Service expenditure numbers.

Sources: OSU Extension Service; Christen Oien (August, 2010)
# OSU Extended Campus, Academic College Metrics

<table>
<thead>
<tr>
<th>Metric #</th>
<th>Actual (AY/FY)</th>
<th>College Targets</th>
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</thead>
<tbody>
<tr>
<td>Goal 1: Provide Outstanding Academic Programs</td>
<td>2004-06 Themes: Increase research and outreach Increase diversity</td>
<td></td>
</tr>
<tr>
<td>1.1 Total R&amp;D Expenditures</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>1.2 Invention Disclosure</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>1.3 % of Faculty, Staff, and Students Comfortable with Climate for One</td>
<td>N/A</td>
<td>N/A</td>
</tr>
<tr>
<td>1.4 % of U.S. Minority Students of Your College Enrollments</td>
<td>10.0</td>
<td>11.6</td>
</tr>
<tr>
<td>1.4.1 Student Credit Hours for Distance Online and Summer Session</td>
<td>62,021</td>
<td>67,012</td>
</tr>
<tr>
<td>1.4.2 Program Inventory Undergraduate</td>
<td>13</td>
<td>16</td>
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<tr>
<td>Goal 2: Improve the Teaching and Learning Environment</td>
<td>2004-06 Themes: Improve student success and retention Increase diversity</td>
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</tr>
<tr>
<td>2.1 First-Year Retention Rate (6th within University)</td>
<td>N/A</td>
<td>N/A</td>
</tr>
<tr>
<td>2.2 6-Year Graduation Rate (4th within University)</td>
<td>N/A</td>
<td>N/A</td>
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<tr>
<td>2.3 Undergraduate Degrees Awarded*</td>
<td>N/A</td>
<td>N/A</td>
</tr>
<tr>
<td>2.4 Graduate Degrees Awarded*</td>
<td>N/A</td>
<td>N/A</td>
</tr>
<tr>
<td>2.5 % of Students Participating in Student Engagement Activities / Numb</td>
<td>N/A</td>
<td>N/A</td>
</tr>
<tr>
<td>2.6 Student Primary Major to Faculty FTE Ratio / Student Course to FTE</td>
<td>N/A</td>
<td>N/A</td>
</tr>
<tr>
<td>2.6.1 Average Length of Degree Completion (years)</td>
<td>3.68</td>
<td>3.50</td>
</tr>
<tr>
<td>2.6.2 Satisfaction Rate per Course (%)</td>
<td>N/A</td>
<td>84.5</td>
</tr>
<tr>
<td>Goal 3: Increase Revenues</td>
<td></td>
<td></td>
</tr>
<tr>
<td>3.1 Awards from Grants and Contracts (all / 5)**</td>
<td>17 / 514,177</td>
<td>0.750</td>
</tr>
<tr>
<td>3.2 Annual Private Giving</td>
<td>N/A</td>
<td>N/A</td>
</tr>
</tbody>
</table>


*** 3.68 years average length of degree completion for both grad and undergrad level. Grad degree (21) averaged 2.96 years; B.S. degree (44) averaged 3.18 years and the only 3A degree awarded took 14.5 years. |

Graduate students in degree programs facilitated by Campus were not counted as distance students prior to FY06. The data beginning with FY006 is comparable to the colleges which actually grant the degrees, but it is not to show the number of degrees that are “facilitated” by the University Extension and delivered through the OSU distance education programs. Source: Extended Campus (Barmer). |

* The number of awards is equivalent to the number of accounting transactions made under a college’s award number, rather than the number of awards received by the college. |

Notes: For FY05, FY03, and FY04, all awards affiliated with both a campus department and the OSU Extension Service were reported under the affiliated campus department. Beginning FY006, these awards will be reported under the OSU Extension Service and not the campus department of the college. |

* N/A = Not Applicable |

Numbers in Metrics are estimates.