Agenda

• Leadership Update
  • Lindsey Shirley
  • Wiley Thompson, Coast Region
  • Dave Hansen, Oregon Sea Grant
  • Jennifer Alexander, Extension sub-brand

• Vice Provost Awards for Excellence
  • Ann Marie Murphy

• Portland Hub Initiative
  • Scott Ashford, Dean of the College of Engineering
LEADERSHIP UPDATE
Questions?
SUPPORTING OWA STATE CONVENTION

Working to Communicate the Story of Today's Agriculture

Oregon Women for Agriculture
PROJECT
HOMELESS
CONNECT
SUPER SATURDAY - CLATSOP

24 February
• 26 one-hour classes
• 225+ attendees
• Over 10 years!
AFTER SCHOOL COOKING

4-H, SNAP-Ed, FCH-Clatsop
YOUNG ENTREPRENEURS – CLATSOP
THE CHICK CAM

OSU Chick Cam shows live broadcast of chicks hatching

by NBC 16 | Friday, March 10th 2017

7 March launch!
27/28 March hatch!
Peep, peep!
TRANSLATING PUBLIC HEALTH RESEARCH INTO PRACTICE: TILLAMOOK COUNTY YEAR OF WELLNESS
Year of Wellness Task Force

Appointed by the Tillamook County Board of County Commissioners:

• Community leaders
• Policy makers
• Employers
• Social services
• Public health administrators
COMMERCIAL CRAB SEASON

- Delays for meat fill, domoic acid, and price
- Opens to rough weather
HEALTHY EATING WITH SUSTAINABLE SEAFOOD

Caught by the F/V Monte Uni (Newport)
Lincoln County SNAP-ED 2017

- 11,457 program participant contacts
- 40+ local partners
LINCOLN COUNTY SNAP-ED PROJECT SPOTLIGHT

Fall 2017 Results at Crestview Elementary:

September – Pears
82% Like it
10% Sort of like it
8% Don’t like it, yet

October – Grapes
92% Like it
4% Sort of like it
4% Don’t like it, yet

November – Brussels Sprouts
47% Like it
12% Sort of like it
41% Don’t like it, yet
CRANBERRY SCHOOL

• OSU & WSU
• Aquatic Weeds
• Drone Imagery
• IPM
• Adult Learning w/campus partners
ARK PROJECT - COOS COUNTY

• School-based program serving homeless/unaccompanied youth and their families
• Focus on meal planning, grocery shopping and cooking on a budget
• Cooking demos and tastings, as well as hands-on cooking activities
• All participants received a brand new electric skillet funded by the local Lyons club
• Funded and will continue in 2018
EASTER LILIES (*Lilium longiflorum*)

- 95% of the potted production
- 13 million bulbs/year
- Started in 1919 by a soldier returning from WWI and a USDA employee
- Sensitive plants demand unique climate and soils found here
- Share production with Del Norte County (CA)
BY THE NUMBERS

• 248,000 Oregonians

• 60 Extension professionals

• 6 Counties

• 1 Mission: Engaging the people of Oregon with research-based knowledge and education that strengthen communities and economies, sustain natural resources, and promote healthy families and individuals.
Questions?
OREGON SEA GRANT - An Update
What is Sea Grant?

- Federal\State partnership
  - NOAA, OSU Research Office and Extension
- National network of 33 programs
- Campus, Newport, County Extension offices
- Outreach and engagement
- Competitive research and scholars
What are we up to?

- Remodeling the visitor center at HMSC
- Whale entanglement
- Direct marketing of seafood
- Coastal tourism
- Invasive species
Questions?
Brand Update

- Email Signatures
- Marketing tools, templates and inspiration
- Logos
Email Signature Guidelines

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Vice Provost, University Outreach and Engagement
Director, OSU Extension Service
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Marketing Tools, Templates, Inspiration
Marketing Tools, Templates, Inspiration

OSU Extension Service

FAST FACTS

OSU Extension provides information and expertise to help meet local challenges and help every Oregonian thrive.

107 Years of service to Oregon

400 Faculty and staff (as of fall 2016); 67% live and work outside of Corvallis

7 Extension programs
Questions?
Vice Provost Awards for Excellence

- Nominations
  - Projects implemented in the past five years
  - Submit nominations online by February 28
  - Self-nominate, nominate others
  - Winning projects receive $1,000 (service/supply index)
Vice Provost Awards for Excellence
Awards, Poster-Session, and Reception

Celebrate the exceptional outreach and engagement work OSU students, faculty, and community partners are doing in our communities through collaboration, partnerships, and transformative learning experiences.

MONDAY MAY 14
3:30 to 6:00 p.m.

MU Ballroom
FREE
Hors d’oeuvres & beverage included

REGISTER NOW at bit.ly/VPAAwards
Registration closes May 4
Can’t attend?
The program will be livestreamed and recorded.
Questions?
Portland Hub Update

Scott Ashford

Feb 16, 2018
OSU Portland Vision

Portland and its people prosper through full access to OSU

• Through...

  ▪ Innovative pathways to degree completion

  ▪ Research and development

  ▪ Partnerships with regional industry, community members and regional organizations

  ▪ Engagement with alumni, donors and the community
OSU in Portland

- Food Innovation Center
- CoB at WeWorks
- OSUF Portland Center
- Pioneer Square – OSU-PDX Location
- ONRI at PSU
- PharmD at CLSB
- Collaborations with OHSU COB Hybrid MBA
- Outreach & Engagement Portland Office
Research Update
Research in Portland

College of Pharmacy
• Well-established program
• Strong partnership with OHSU
• Housed in CLSB

Food Innovation Center
• College of Ag Science

Oregon Manufacturing Innovation Center (OMIC)
• Located in Scappoose
• Lead by industry (Boeing)
• Research Partnership with PSU and OIT
• Education partnership with PCC

Current Focus expanding relationship with OHSU
• Horizon Program
  • KCI, Pharm, COE
• New space in CLSB
  • COE, COS, PHHS
Academic Program Update
Preliminary Portland Market Analysis

- Time frame: 2015-2025

- Sources
  - Economic Development Research Group (Boston)
    - Assessed current status
    - Identified industries for R&D partnerships and workforce development
  - Eduventures Inc. (Boston)
    - Sized adult (25-50 yr. old) learner market
    - Identified fields of interest
  - The Oregon Talent Plan Report
    - Surveyed employer work force needs
    - Identified most critical needs today and future
  - OSU internal analysis
Portland Adult Learner Market Size

Based on Survey and 2014 Demographics

1.11 M Post-secondary Prospects

764K are adults aged 25-60

320K are likely to enroll in college or University

99.2K adult learners are likely to enroll at OSU

Source: 2015 Eduventures, Inc.
Portland’s perception of educational institutions

Open-ended question: Which educational institution comes to mind when you think of enrolling in a college or university?

<table>
<thead>
<tr>
<th>Institution</th>
<th>% of survey respondents</th>
</tr>
</thead>
<tbody>
<tr>
<td>OSU</td>
<td>18</td>
</tr>
<tr>
<td>PSU</td>
<td>17</td>
</tr>
<tr>
<td>CC</td>
<td>15</td>
</tr>
<tr>
<td>Undecided</td>
<td>9</td>
</tr>
<tr>
<td>U. of Phoenix</td>
<td>7</td>
</tr>
<tr>
<td>Clark College</td>
<td>3</td>
</tr>
<tr>
<td>Concordia</td>
<td>3</td>
</tr>
<tr>
<td>Alt. Model</td>
<td>3</td>
</tr>
<tr>
<td>UW</td>
<td>2</td>
</tr>
<tr>
<td>WSU</td>
<td>2</td>
</tr>
<tr>
<td>Harvard</td>
<td>2</td>
</tr>
<tr>
<td>OHSU</td>
<td>2</td>
</tr>
</tbody>
</table>

Source: 2015 Eduventures, Inc.
Estimated Fields of Interest

100,000 Total Prospects

Source: 2015 Eduventures, Inc.
Eduventures Summary of Portland Market Survey

• **Brand & Market Awareness**
  - Portland State and community colleges may be strong contenders
  - More than half of respondents are aware of OSU’s online program
  - More than a third of respondents associate OSU’s online program with quality

• **Modality Preferences**
  - More than half of respondents prefer on line or hybrid format
  - Preference is weekday or week night classes
  - Preference is a campus within 30 minute commute

*Source: 2015 Eduventures, Inc.*
Community College Students

80% of students intend to earn a bachelor’s degree.

25% of students transfer to a 4-year college within 5 years.

17% of students earn a bachelor’s within 6 years of transferring.

Source: Community College Research Center, Columbia University, 2017
OSU-PDX Hub

Meier and Frank Building – second floor
Approximately 40,000 square feet

**General Office**
Provided: 20 Desks (in 17 Private Offices)

**Workstations**
Provided: 27 Open Office Workstations

**Foundation Office**
Provided: 4 Private Offices

**Workstations**
Provided: 34 Workstations
LARGE CLASSROOM
Program Planning

Portland Bridge Fund
11 proposals submitted (Jan 12, 2017)
• 6 academic units -- Ag, Business, Engineering, Forestry, Health, Liberal Arts
• 5 credit bearing program proposals
• 2 course proposals
• 4 continuing education (PACE/extension) proposals

Evaluation Criteria
• Maximum ROI potential
• Market demand
• Economic and community contribution
• Leverage collaboration/partnerships
• Execution plan
• Financial sustainability 3-5 yrs
• Advance OSU mission and strategic plan
• Implementation Fall 2018 or soon after
• Builds on existing programs
### Business
- **Department:** Online+
- **Proposal:** Launch 50/50 hybrid UG program in Business Admin.
- **Implementation Date:** Fall 2018
- **Enrollment Estimates:**
  - 2018: 30 UGs
  - 2022: 150 total
  - 2018: 50 MBAs
  - 2022: 200 total

### Engineering
- **Department:** Electrical Engineering & Computer Science
- **Proposal:** Online+ Post-bac in Computer Science; Cybersecurity Certificate
- **Implementation Date:** Fall 2018 for initial courses; Spring 2019 for full certificate
- **Enrollment Estimates:**
  - 2018: 30 UGs
  - 2022: 150 total

### Public Health & Human Sciences
- **Department:** Social & Behavioral Health Sciences
- **Proposal:** Hybrid UG program in Human Development & Family Sciences
- **Implementation Date:** Fall 2018
- **Enrollment Estimates:**
  - 2018: 10 UGs
  - 2022: 80 total

### Liberal Arts
- **Department:** Psychological Science
- **Proposal:** BA/BS Major/minor as Ecampus hybrid
- **Implementation Date:** Fall 2018
- **Enrollment Estimates:**
  - 2018: 30 UGs
  - 2022: 60 total

### PROPOSALS: Credit Bearing – programs, certificates, courses

<table>
<thead>
<tr>
<th>College</th>
<th>Department</th>
<th>Plans</th>
</tr>
</thead>
<tbody>
<tr>
<td>Liberal Arts</td>
<td>Writing, Literature &amp; Film</td>
<td>Academic, Trade and Creative Writing Course</td>
</tr>
<tr>
<td>Public Policy</td>
<td>-Graduate Seminar re: Exploring Effective Governance 21st Century -Collaboration with PSU/Hatfield School</td>
<td>TBD</td>
</tr>
</tbody>
</table>

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**Notes:**
- Credit bearing refers to programs, certificates, and courses.
- Implementation dates and enrollment estimates are provided for each proposal.
- The table format is used to organize the information in a clear and concise manner.
- Plans column includes details about the academic focus and partnerships.
- TBD (To Be Determined) indicates that future plans or details are pending.
### PROPOSALS: Non-Credit Bearing – Extension, PACE

<table>
<thead>
<tr>
<th>College</th>
<th>Department</th>
<th>Comments</th>
</tr>
</thead>
<tbody>
<tr>
<td>Agricultural Sciences</td>
<td>Horticulture</td>
<td>Farm Where You Are</td>
</tr>
<tr>
<td>Horticulture</td>
<td>Urban Horticulture, Ecology &amp; Landscapes</td>
<td></td>
</tr>
<tr>
<td>Horticulture</td>
<td>SolvePestProblems. Edu</td>
<td></td>
</tr>
<tr>
<td>Forestry</td>
<td>Tallwood Design Institute</td>
<td>-Professional Certificate in Mass Timber Manufacturing &amp; Construction</td>
</tr>
<tr>
<td></td>
<td></td>
<td>-UO collaboration through TDI</td>
</tr>
</tbody>
</table>
Student Services Planning

Student Affairs Services (Dan Larson and team)
- Housing partnerships
- Transportation partnerships
- Healthcare partnerships
- Childcare partnerships
- Career Services
- STARTs

Student Services (Susana Rivera-Mills and team)
- Financial Aid services
- General advising services
- Recruiting and transfer services

Instructional Services (IT and ECampus)
- IT support for classrooms, faculty/staff/students
- Print services

Planning Process
- First draft operational plans – February
Questions?
Next Quarterly Conversation – May 18