

Inside OUTREACH

From the desk of Craig Weidemann, Vice President for Outreach

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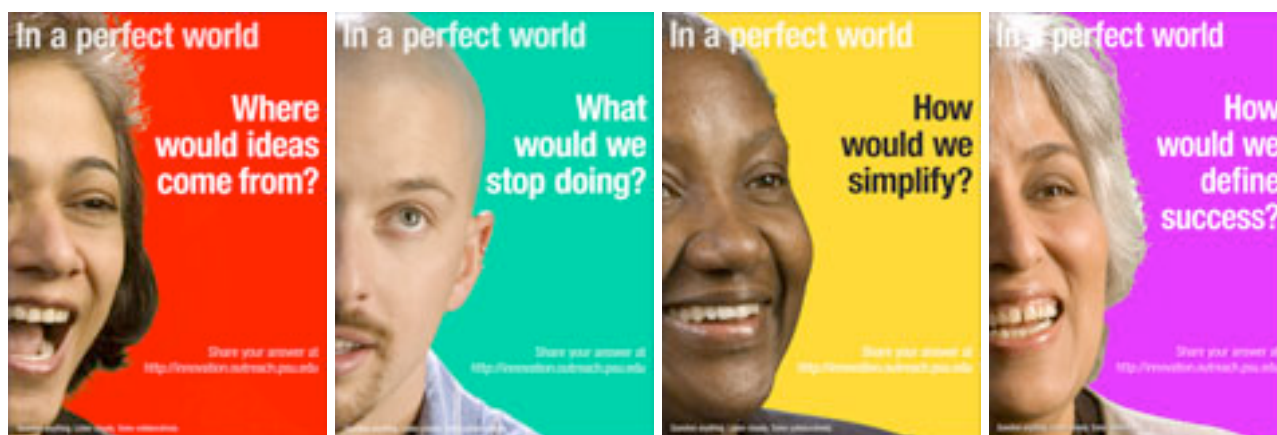
Become Part of the Innovation Challenge

Colleagues,

Each day I am impressed by the energy and ingenuity of my Outreach colleagues. A critical part of my role is finding ways to unleash these strengths so we can better meet our stakeholders needs and respond to the challenges of a rapidly changing world. I ask each of you to take on the challenge of innovation whether it a subtle improvement in a process, questioning an outdated way of doing something, or creating environments where the next great idea can flourish. Innovation involves risk—not every idea will be successful. However, innovation is so crucial that we must also value the risk involved in it.

Last summer, as part of my commitment to innovation, I announced the creation of an Innovation Initiative (InnIT), led by Ted Krichels. Many of you have already connected to InnIT – through the listening sessions, the Open Minds workshop on Organizational Storytelling, the “In a Perfect World...” posters, and the blog, <http://innovation.outreach.psu.edu>. But this is just the beginning. In the next year, we will be trying some new strategies to launch new programs and grapple with perennial challenges.

Join our first wave of innovation catalysts—Bill Kleiner, Cece Merkel, Herbert Reininger, Kate Domico, Ken Udas, Lynn Melander Moore, Melanie Doebler, Pam Driftmier, Sandy Clemmer, Shannon Palma, and Ted Krichels—by posting your comments and ideas on the Innovation Web site, <http://innovation.outreach.psu.edu>



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