



Penn State's Outreach Mission

Craig D. Weidemann, Ph.D.
Vice President for Outreach



OUTREACH

Morrill Land-Grant Act

- Signed 1862 by Abraham Lincoln
- Above the columns of Old Main are the words
“To promote liberal and practical education in the several pursuits and professions of life.”
"And the Faith of the state is hereby pledged to carry the same into effect."

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University Outreach and Engagement

Higher education has entered an era of extraordinary change.

It is a time of technological revolution and shifting demographics; of constrained resources and growing demand for access; of new competition; of renewed cries for accountability and greater engagement with society.

President Graham Spanier

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Washington Monthly College Guide

Rankings

Criteria:

- Is the university an engine for social mobility?
- Does the university produce academic minds and scientific research that advance knowledge and drive economic growth?
- Does the university inculcate and encourage an ethic of service?

Top Ten National Universities:

1. MIT
2. U. Cal, Berkeley
- 3. Penn State**
4. U. of Cal, Los Angeles
5. Texas A&M
6. U. of Cal, San Diego
7. Stanford University
8. Cornell University
9. South Carolina State
10. U. of Cal, Davis

Pennsylvania's Challenges

- Slow Population Growth
 - 5th Slowest Growing State
- Brain Drain
 - 1st in Loss of Young Workers
- Aging Population
 - Fastest Growing Age Cohort: 80 and over
- Struggling Economy
 - 40th in Employment Growth

Pennsylvania Ranks 29th on Educational Attainment

Age 25+ with
a BA diploma
or higher,
2004

Source:
U.S. Census Bureau

	BA Attainment	
	Share	Rank
Texas	25.6%	25
Florida	25.4%	26
Wyoming	24.8%	27
Arizona	24.7%	28
Pennsylvania	24.7%	29
Michigan	24.6%	30
North Carolina	24.6%	31
South Carolina	24.65	32
United States	27%	

UniSCOPE 2000: A Multidimensional Model of Scholarship for the 21st Century



A UniSCOPE Learning Community
Challenge to the
Penn State Community of Scholars



UNIVERSITY SCHOLARSHIP AND COLLEGE SERVICE AND RESEARCH CENTER

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Focus on Outreach Dissemination in Federal Grant Applications

NSF, NIH, NEH, and NASA ask if the research will:

- Develop new networks and partnerships?
- Involve the dissemination of results to the general public?
- Demonstrate the value of the research activity to society?

Penn State Outreach Mission

To serve as a catalyst, connector, and collaborator to address the needs of our various constituents and stakeholders with the programs, research, and services of Penn State's colleges and faculty.

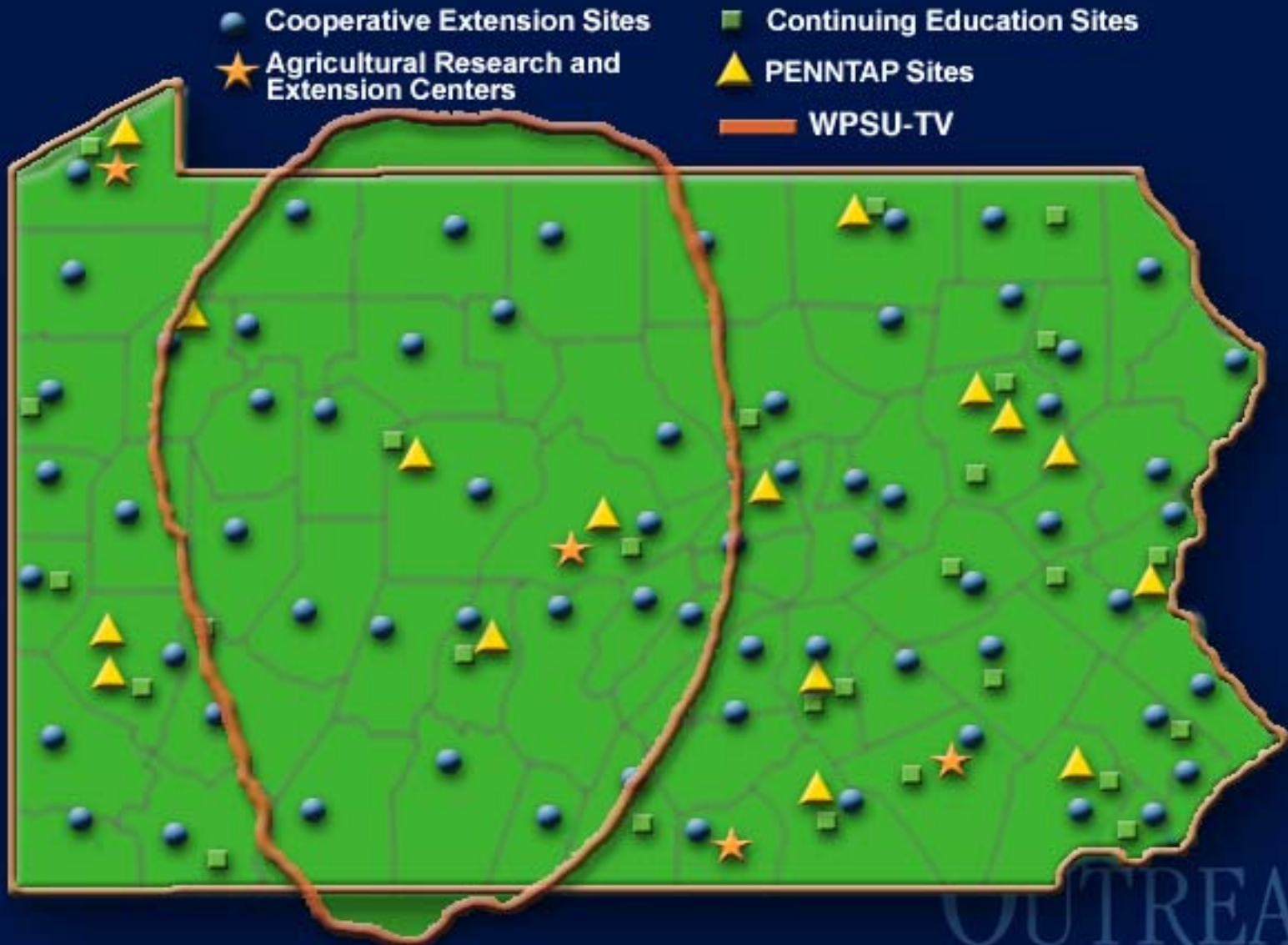


OUTREACH

Penn State's Reach

- Touches 1 in 4 PA households
- Impacts 267,000 youth
- Serves 1 million people each year through cooperative extension
- Reaches 67 counties, 50 states, 80 countries, 6 continents
- Broadcasts public radio and television to 1.3 million viewers, 500,000 listeners
- Provides courses, programs, and conferences to over 85,000 people

Outreach in Pennsylvania



Outreach Administrative Units

1. Cooperative Extension
2. Continuing and Distance Education
3. Public Broadcasting
4. Office of Economic and Workforce Development

“Penn State is home to the largest unified outreach organization in American higher education, and I am extremely proud to say it is also one of the very best”.

President Spanier

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Continuing and Distance Education

- Penn State World Campus
- Continuing Education at University Park
- State Wide Continuing Education
- Conference and Institutes



World Campus
MBA
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Continuing and Distance Education

Connecting through CDE

- Management Development Programs and Services
- Community engagement through Kellogg Foundation projects
- Teach continuing education classes



World Campus
MBA
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Penn State Public Broadcasting

Moving Beyond Traditional Coverage Area

Multiple Distribution Channels

- Regional, State
 - WPSU
 - PCN
 - PA Channel
- National, International
 - Research Channel
- Analog, Digital, Satellite, IP, VOD



QuickTime™ and a
H.264 decompressor
are needed to see this picture.

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Penn State Public Broadcasting

Connecting through PSPB

- Participate in the Pen Pal program
- Appear as a guest expert on *Pennsylvania Inside Out*
- Extend research/expertise through the ResearchChannel
- Contribute to *Scholastic Scrimmage*
- Collaborate on project proposals

WPSX TV



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Cooperative Extension



17 Broad Issues

- Programs Address Community and Statewide Issues
- Shared Leadership Teams
- Field-based Educators and Faculty
- Integrated Educational Programs with Research

College of Agricultural Sciences

- 1,050 employees
- 660 field-based (including 275 educators)
- ~390 located at University Park

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Cooperative Extension



Connecting through Extension

- Renewable or alternative energy sources
- Energy conservation
- Protection of air and water resources
- Leadership and life-skills development for adults and youth
- K—12 science curriculum

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Outreach Initiatives across Campuses and Colleges

- University Outreach Council
- Outreach Faculty/Lecturers
- College Outreach Councils

Outreach Initiatives across Campuses and Colleges

- Ben Franklin Technology Partners
- Pennsylvania Sea Grant
- World-wide University Network
- Communication Education, Summer Youth Camps
- STEM for middle and high school teachers
- Health Thematic Initiative
- Plastics Technology Center

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For more information—

- Associate Deans for outreach
- jsc11@outreach.psu.edu
- UniSCOPE

www.cas.psu.edu/docs/CASPROF/keystone21/uniscope/default.htm

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