

PENNSTATE



OUTREACH





A Brief Look at Penn State

- ✦ 24 campuses
- ✦ 240,000+ alumni live and work in PA
- ✦ 50% of bachelor and 84% of associate degree graduates work in PA
- ✦ 5,000 co-ops and internships with PA companies
- ✦ 40th among world's top 100 global institutions
- ✦ Most Popular School in 2006; 94,000+ applicants
- ✦ 3rd "Best" school in U.S. that benefits the country



Penn State Outreach 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.



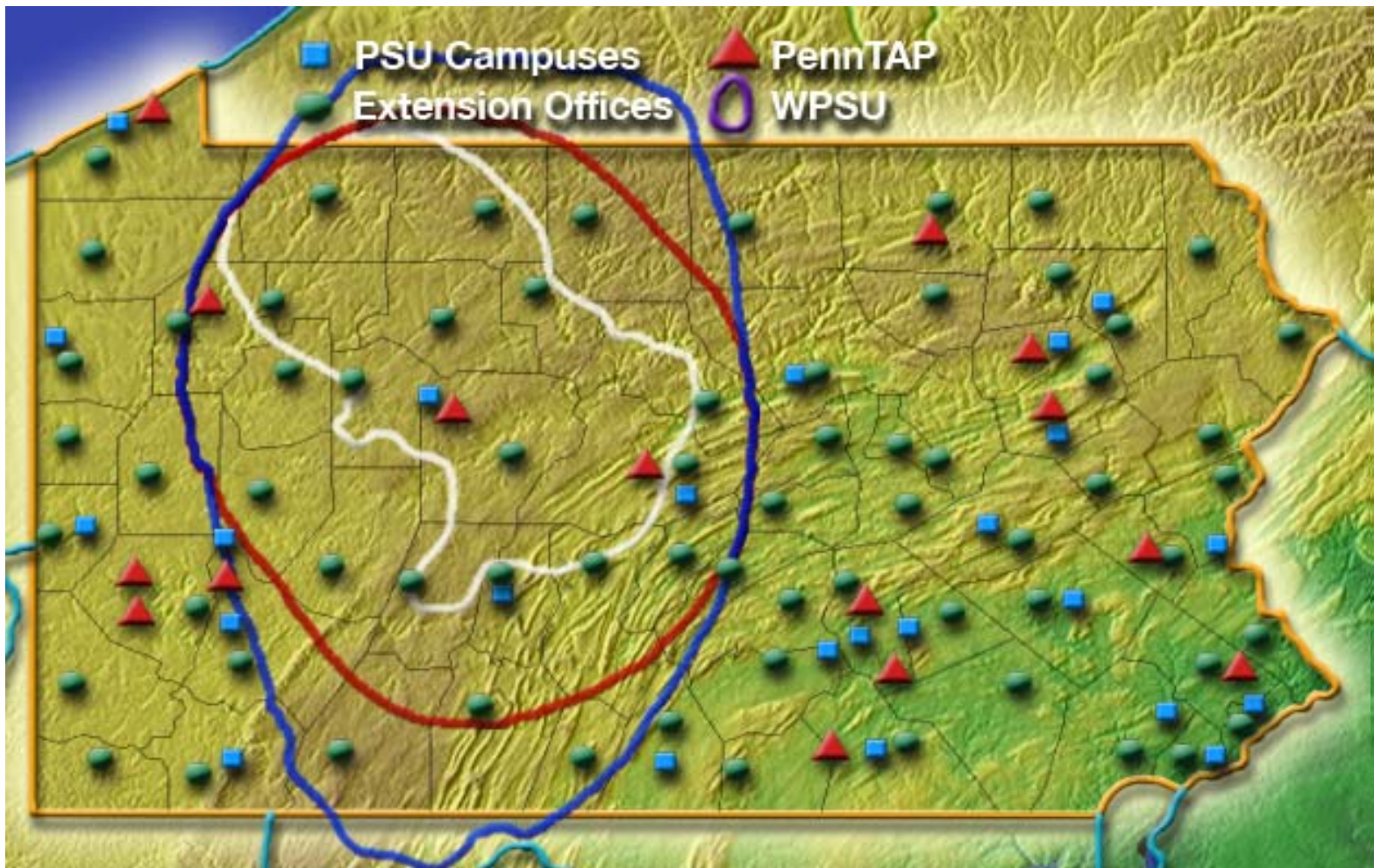
President Graham Spanier

Vision

Penn State will be the premier engaged university in the country, mobilizing its educational resources to transform the quality of life of individuals and communities in Pennsylvania and beyond.



More than 111 Outreach Doors to Penn State





Outreach Organization

College of Ag
Sciences

**Vice President for
Outreach**
Craig Weidemann

**Cooperative
Extension**
Daney Jackson

**Continuing &
Distance Education**
Wayne Smutz

**Penn State Public
Broadcasting**
Ted Krichels

**Office Economic &
Workforce
Development**

Development
Spencer Lewis

Client Development
Melinda Stearns

**Marketing &
Communications**
Tracey Huston

**Finance, Facilities, &
Technology**
Jeff Smith

**Planning &
Administration**
Sue Cromwell

**Far and away
the greatest opportunity
in life is to work hard at
work worth doing.**

Theodore Roosevelt





Ten Outreach Values

1. Integrity
2. People
3. Entrepreneurship
4. Innovation
5. Learning
6. Diversity
7. Flexibility
8. Collaboration
9. Fiscal Stewardship
10. Disciplined Responsiveness



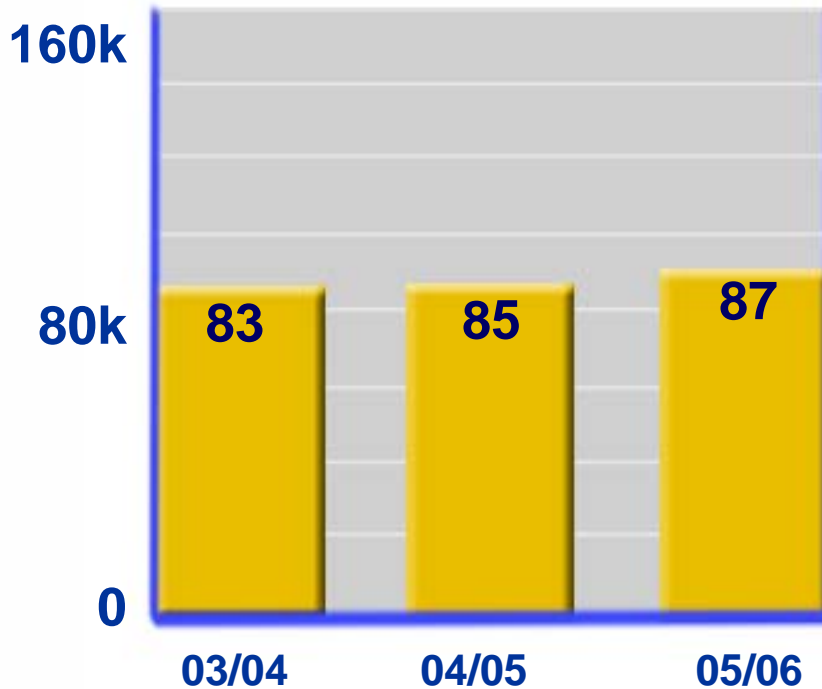
Impact

- ✦ **Touch 1 in 4 PA households**
- ✦ **Impact 267,000 youth**
- ✦ **Serve 1 million people each year through cooperative extension**
- ✦ **Reach 67 counties, 50 states, 130 countries, 7 continents**
- ✦ **Broadcast public radio and television to 650,000 listeners and 1.4 million viewers**
- ✦ **Provide courses, programs, and conferences to over 87,000 people**

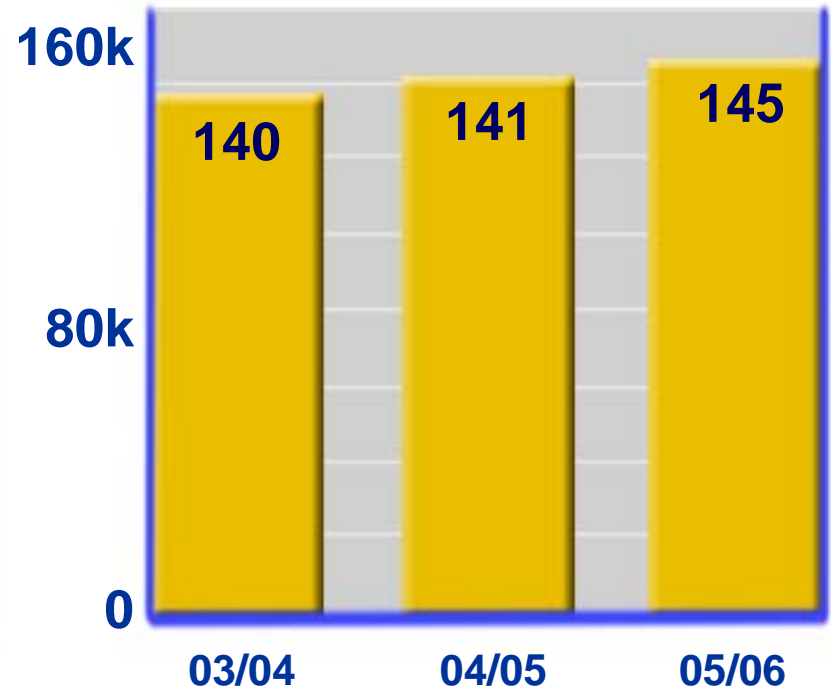


Total Outreach Enrollments*

Headcount



Course Enrollments



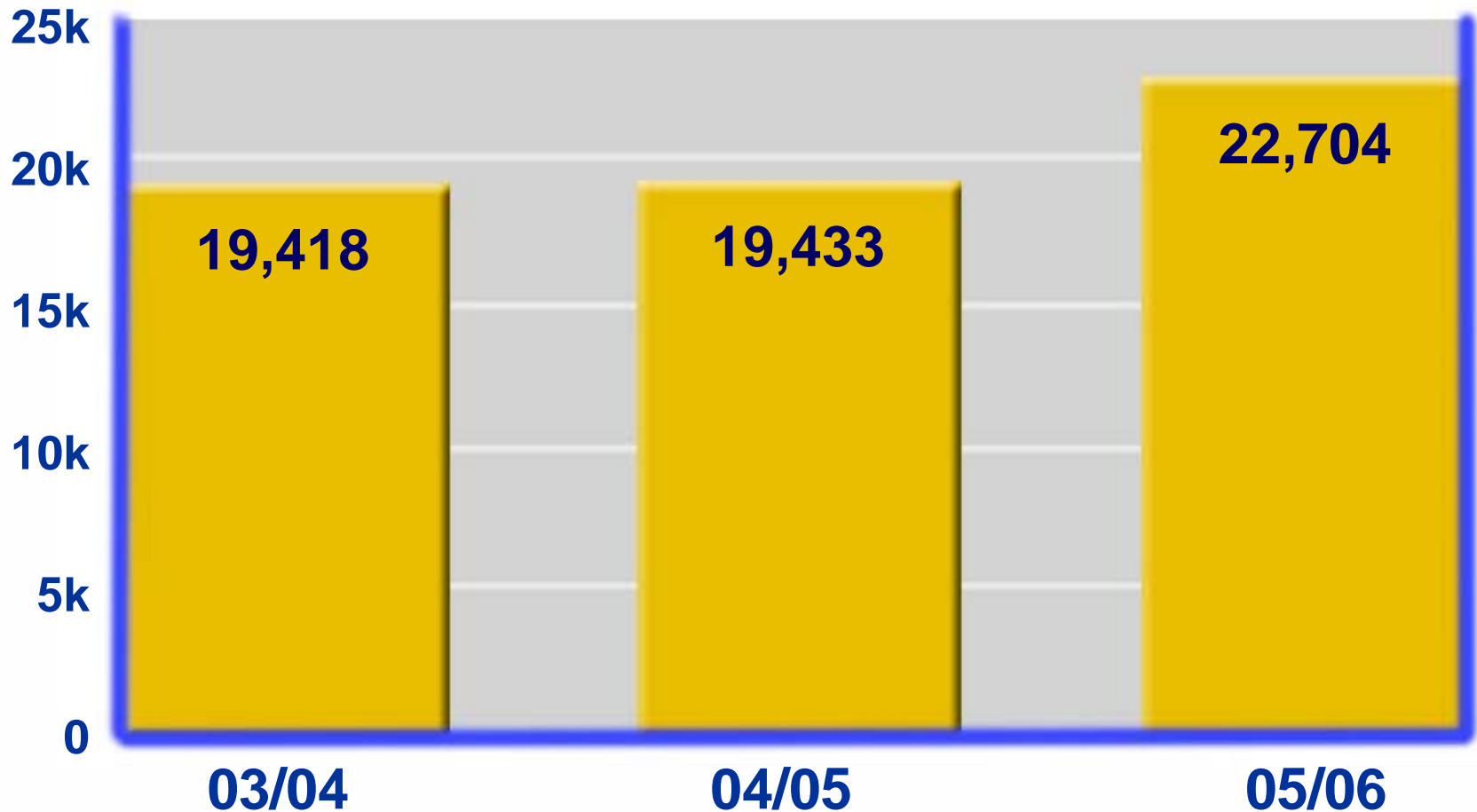
*In addition—

- 1 million people are served by Cooperative Extension annually
- 650,000 listeners and 1.4 million viewers can tune into WPSU radio and TV



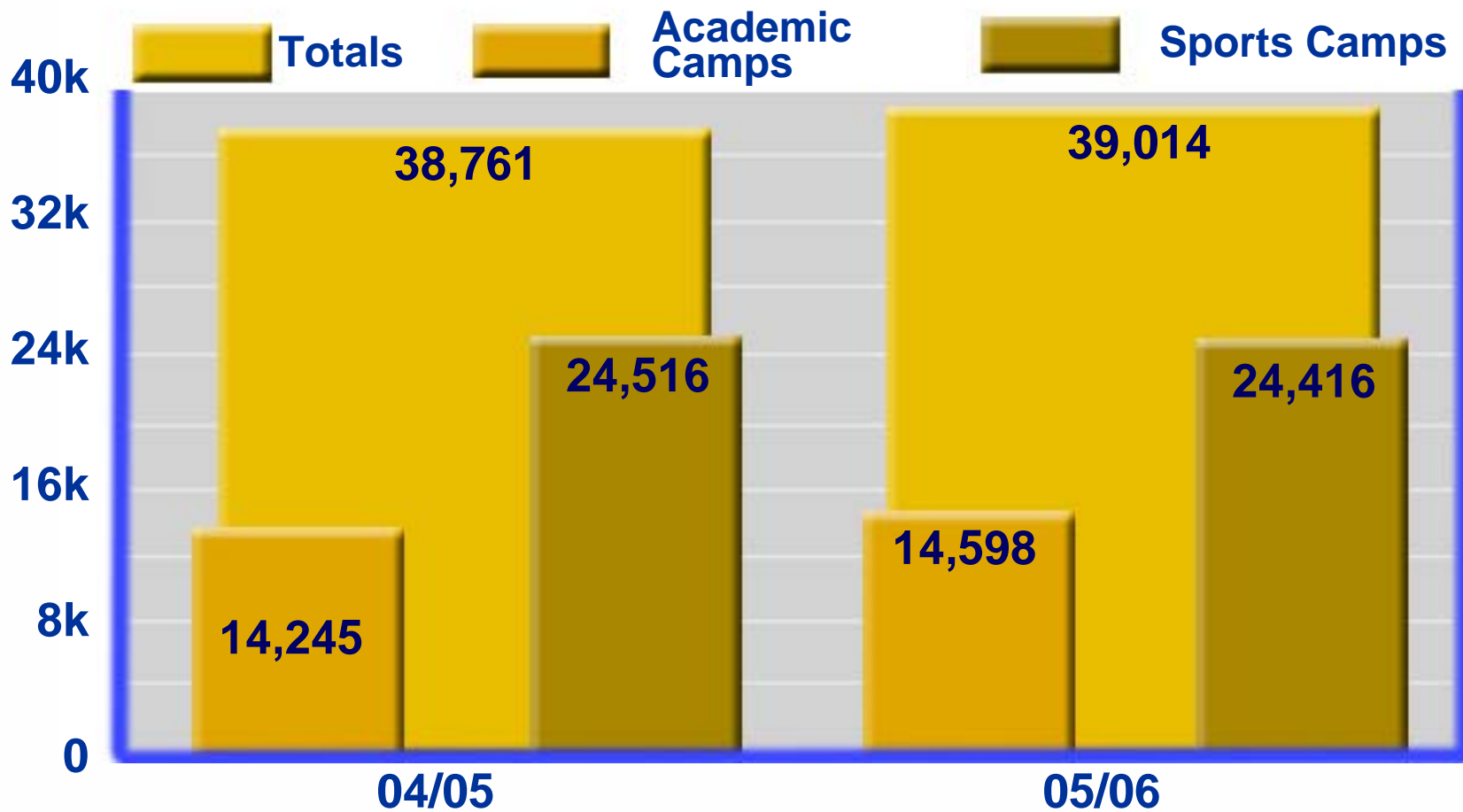
Reaching Nontraditional Learners

World Campus Course Enrollments





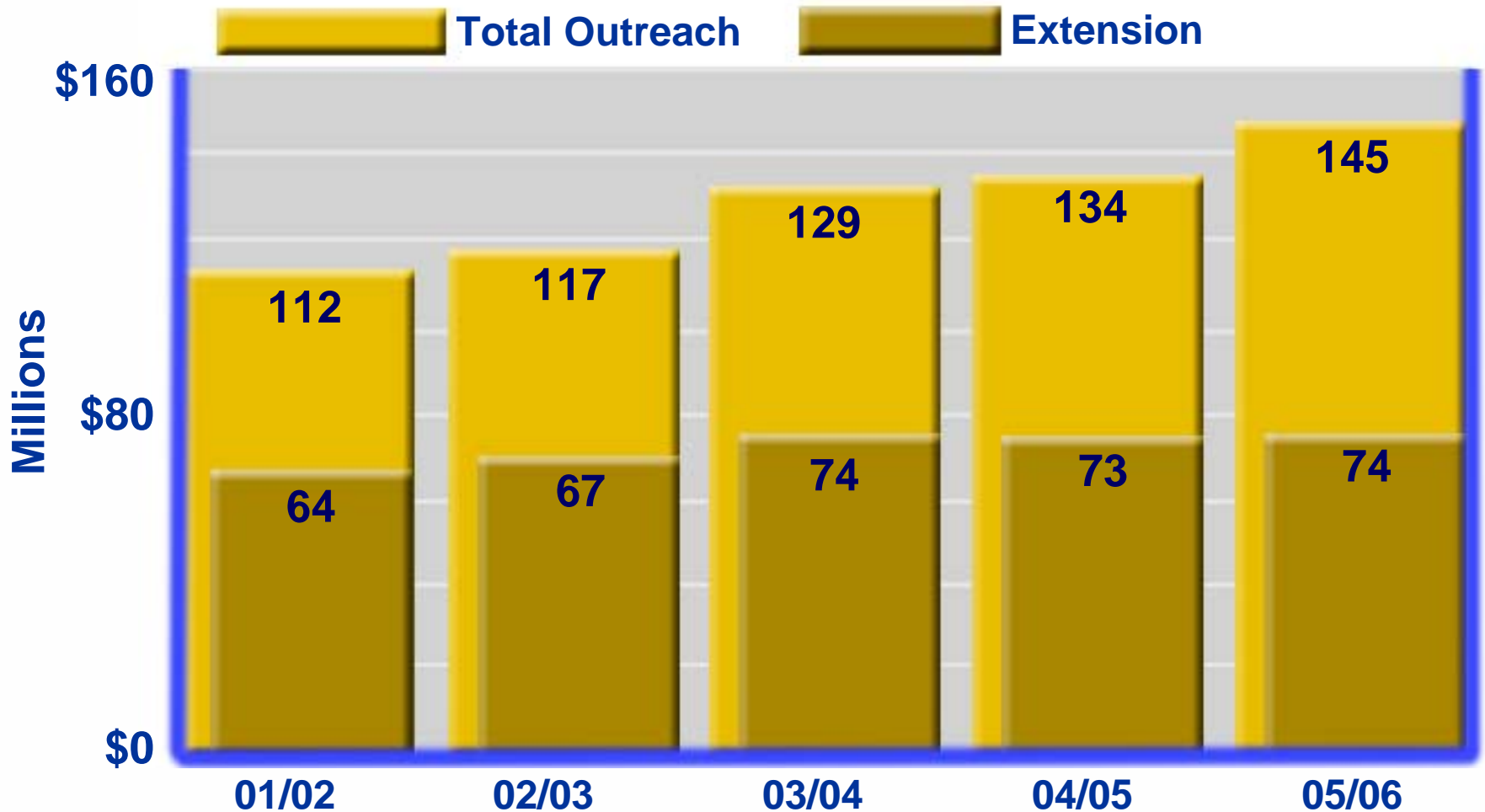
Reaching Youth*



*173,000 youth participated in Cooperative Extension youth programs



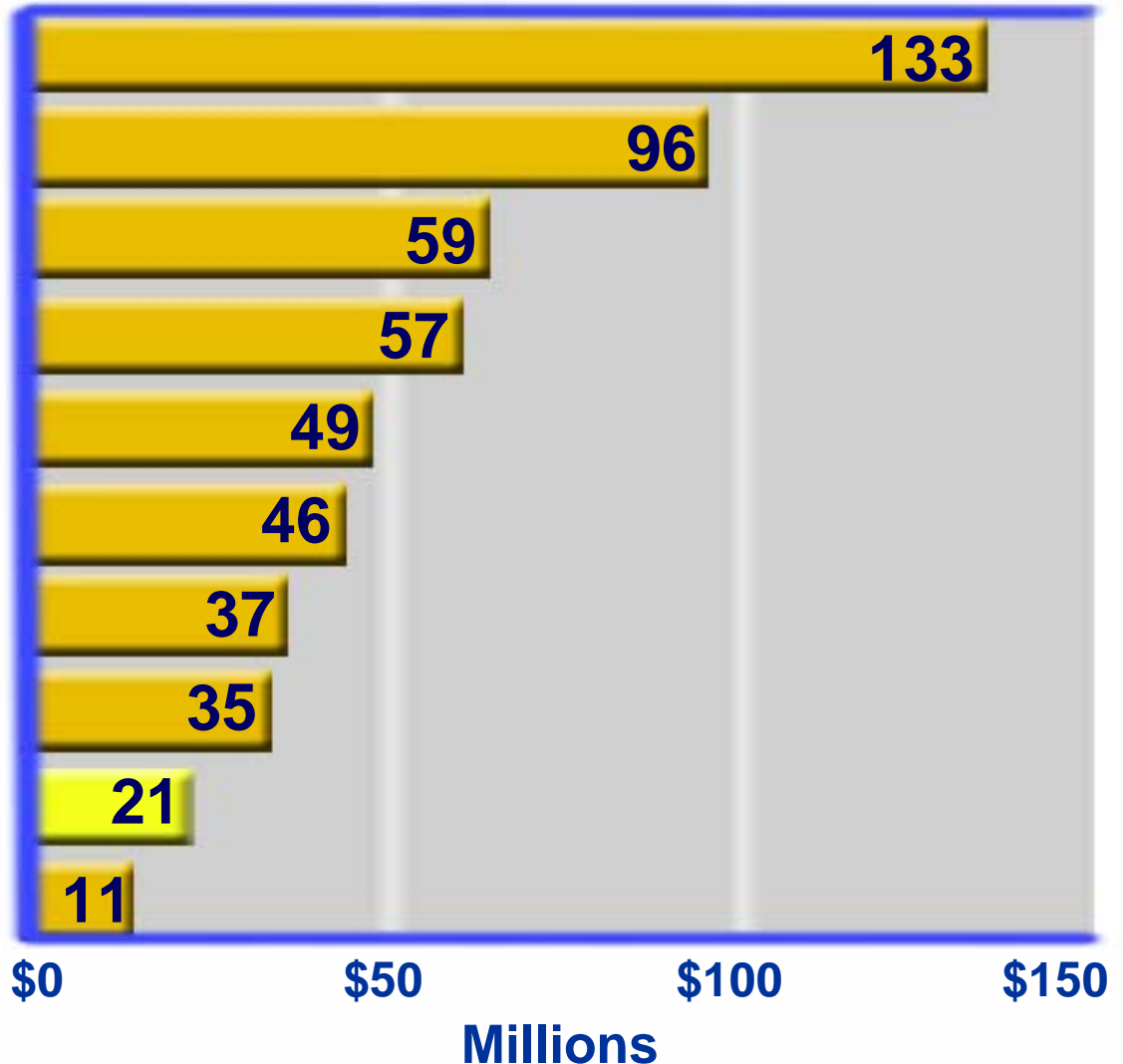
Total Outreach Revenue





Grants and Contracts

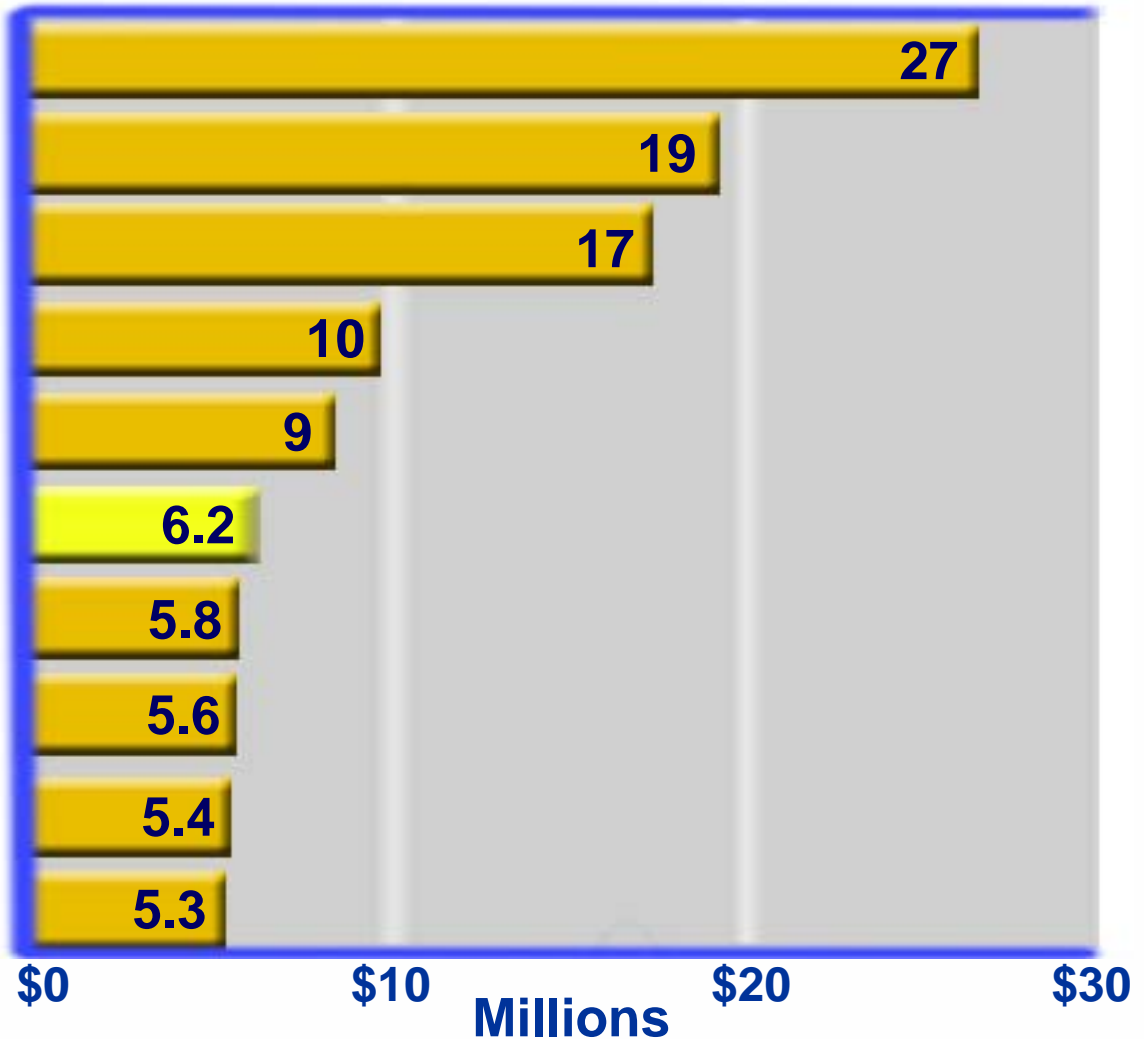
1. Applied Research
2. College of Medicine
3. College of Science
4. College of Engineering
5. College of Earth and Mineral Sciences
6. College of Health and Human Development
7. College of Agricultural Sciences
8. Electro-Optics Center
- 9. Outreach**
10. Vice President for Research





Fundraising & Gifts

1. Hershey Medical Center
2. Intercollegiate Athletics
3. College Engineering
4. College of Business
5. College of Earth and Mineral Sciences
- 6. Outreach**
7. College of Science
8. College of Agricultural Sciences
9. College of Liberal Arts
10. College of Arts and Architecture





Big Ten Goals

- 1. Achieve total Outreach fiscal goal of \$155M, a 7% increase from last year**
- 2. Achieve Grants and Contracts goal of \$25M**
- 3. Implement Statewide Continuing Education and Workforce Development System, Network of Economic Development Resources, and Adult Learner Initiative**
- 4. Achieve annual development goal of \$5.5M**
- 5. Advance Innovation Initiative**



Big Ten Goals continued. . .

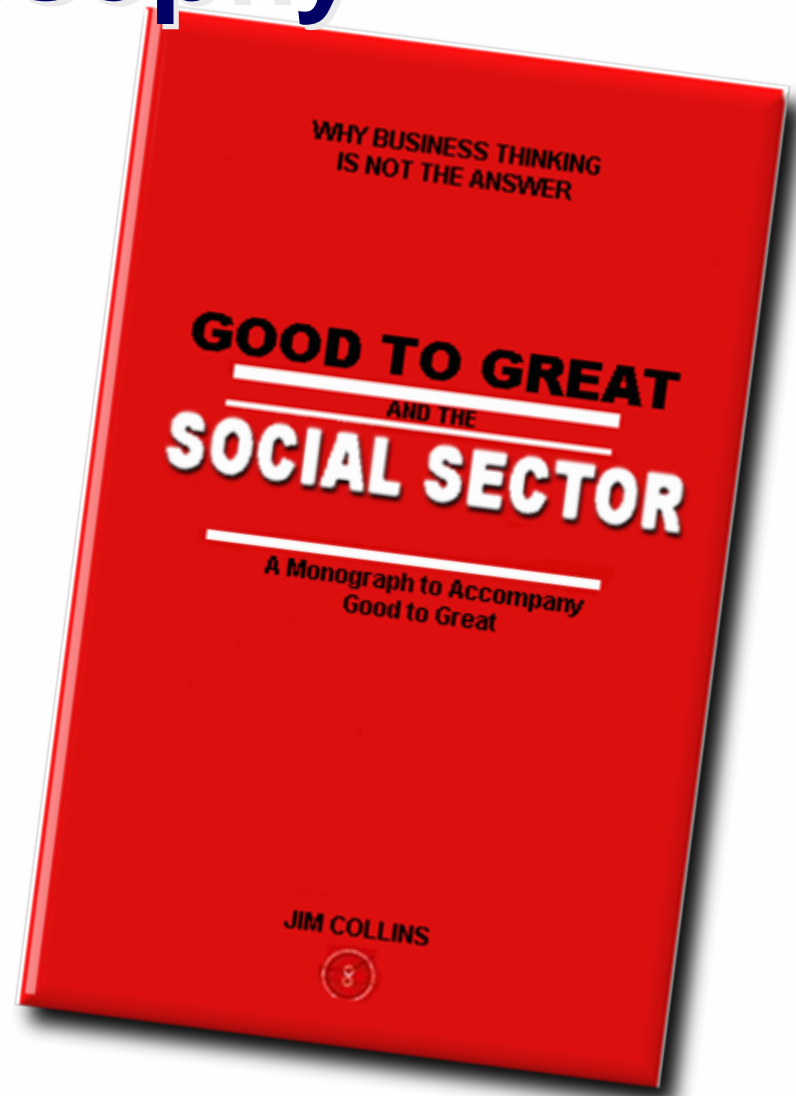
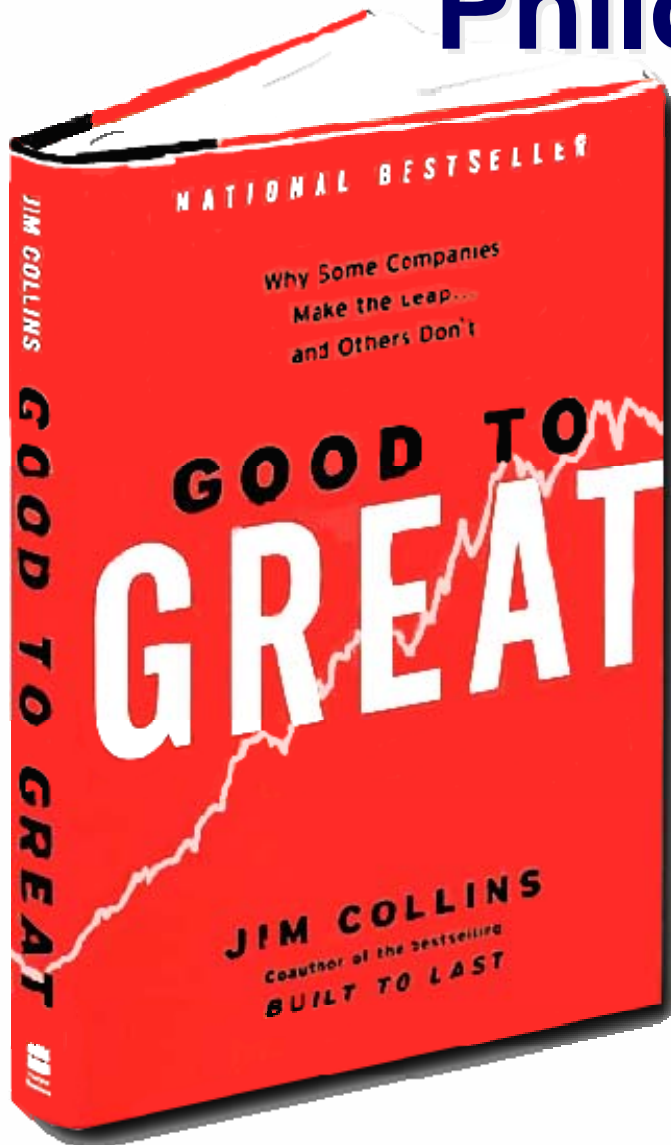
- 6. Enhance digital production capacity and expand program delivery options**
- 7. Increase Penn State's impact in economic development, health, and education**
- 8. Strengthen and expand internal and external relationships**
- 9. Elevate the role of outreach and engagement in the University**
- 10. Use technology accelerators**



Challenges

- ✦ **Managing growth**
- ✦ **Creating and advancing an innovative culture**
- ✦ **Maintaining emphasis on impact**
- ✦ **Focus, Focus, Focus—learn to say “*no*”**
- ✦ **Ensuring alignment of strategic capital and personnel**
- ✦ **Maintaining presence and support with both internal and external constituencies**

Philosophy





Outreach Hedgehog Concept



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

Level 5 Leadership

***The Window &
The Mirror***



First Who, Then What



A Culture of Discipline

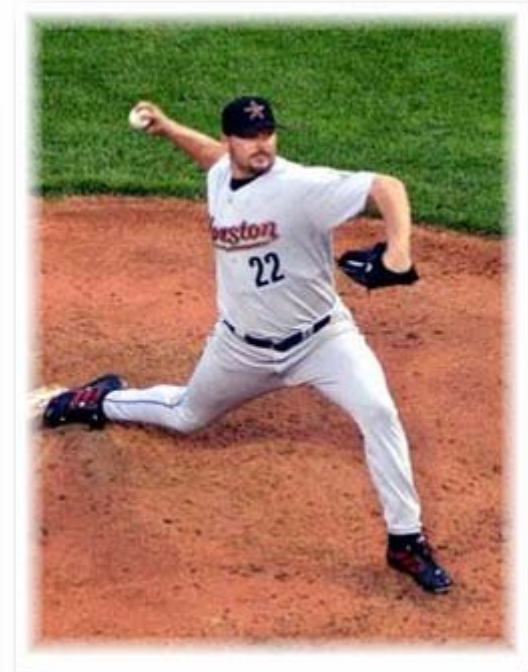
Disciplined people
engage in disciplined thought and
then take disciplined action.



Holly Hosterman



Roger Owens



Roger Clemens

A Culture of Discipline

"I Love My Job!"

It is ironic that **Holly Hosterman** is the janitor for the top three floors of Keller building, home to the Departments of Adult Education, and Workforce Education. Holly loves her job. Her job is to keep the bathrooms and other rooms clean, but also to make them pleasant and conducive for work. This effort has earned her respect from Keller's students and staff, but perfectly one person can make on a community.



Holly makes her customers smile. In addition to cleaning, she sanitizes the six water fountains and nine bathrooms. She adds holiday decorations, and keeps all 250 of the building's windows clean. Holly is also aware to include everyone. At first, she focused primarily on the women's bathrooms, but found that the men



NEWS AND VIEWS



Holly Hosterman makes everyone smile!



Holly's work ethic as an example in management. Holly feels that she is a valuable asset to the community. Holly is very friendly towards her. As Craig D. explains, "Holly exemplifies the most important asset." As a "people person" Penn State is proud to have her on

**Greatness is not
a function of circumstance . . .
It is a matter of
conscious choice and discipline.**

Jim Collins

PENNSSTATE



OUTREACH