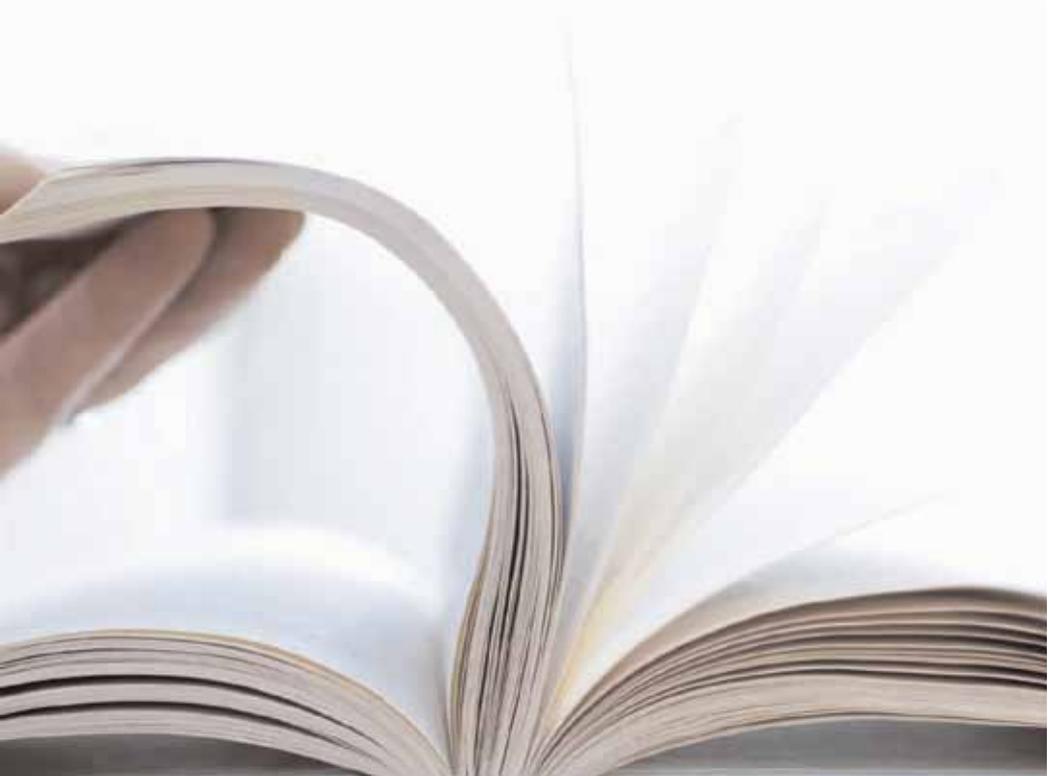




# **GUIDE FOR FACULTY OUTREACH**

Outreach Resources for Faculty



**Engagement**  **Scholarship**  
c o n s o r t i u m



*Carnegie Foundation Classification for*  
**COMMUNITY ENGAGEMENT**  
Curricular Engagement and Outreach and Partnerships



**Campus Compact**

## *Auburn University's Outreach Mission*

Auburn University is committed to applying its educational resources to the problems and issues faced by citizens of the state, region, nation and world. Through academic departments, outreach centers and the Alabama Cooperative Extension System, Auburn's outreach programming addresses economic development, government, professional continuing education, youth, cultural preservation, agriculture and natural resources. Our goal, as always, is to provide effective and efficient programs and services for our fellow Alabamians.

## *Vision Statement*

Our vision of outreach consists of a thriving partnership between Auburn University faculty, staff, and students, on the one hand, and the people and communities of Alabama and beyond on the other. In this vision, the people and their communities routinely make effective use of the resources of Auburn University to serve their needs and help them solve their problems and improve the quality of their lives. The providers of those resources within the University, especially the faculty, routinely and confidently commit portions of their time and expertise to outreach, secure in the knowledge that their work will be reliably assessed and rewarded within their own institution and within the broader academy. The University acts not only to maintain effective and efficient connections with established constituencies, but also to discover emerging constituencies and cultivate appropriate connections to them.

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# INTRODUCTION

Among Auburn University's three principal missions is Outreach, the application of university expertise beyond the traditional campus setting to the benefit of external constituents. Outreach occurs in many forms, such as non-credit instruction, distance instruction, technical assistance, service learning, applied research, the technology transfer. The majority of outreach at the university is produced by faculty. By performing outreach, faculty improve the quality of life in Alabama and beyond, and they gain valuable experience and insights that can inform their teaching and research. Thus, outreach is an important expression of the faculty's disciplinary expertise and scholarship.

This booklet provides a brief overview of faculty outreach at Auburn University including definitions of outreach and related terms, organization of outreach, faculty roles, handbook citations and other policies relevant to faculty outreach, and helpful resources available to faculty.

# DEFINITION OF OUTREACH AND RELATED TERMS

Universities use many terms to define or categorize faculty involvement with the external community: public service, community or civic engagement, outreach, continuing education, and lifelong learning to name a few.

At Auburn University, the term “outreach” is in general use in academic policy and university publications, referring collectively to any form of scholarly engagement. The term applies broadly, as in “the mission of outreach,” as well as specifically to work performed by individual faculty through designated outreach units, academic departments, the Alabama Cooperative Extension System or with external partners. The term “extension” is also in common use in an historical context, such as on the seal of the university, but generally is used in specific reference to the Cooperative Extension organization itself, and for the work performed by its county agents and specialists.

In 2001, a substantive revision to Chapter 3 of the *Faculty Handbook* defined “outreach” formally as it relates to faculty involvement with external communities: “‘Outreach’ refers to the function of applying academic expertise to the direct benefit of external audiences in support of university and unit missions.”

This definition of outreach includes but is not limited to the following activities which utilize scholarly expertise: technical assistance, continuing and distance instruction, civic engagement, service learning or extension work. Additionally, Chapter 3 of the *Faculty Handbook* ([www.auburn.edu/academic/provost/handbook.html](http://www.auburn.edu/academic/provost/handbook.html)) further distinguishes outreach from “service” or “consulting.” These are covered in detail in under separate headings in the Handbook.

Faculty should refer to Chapter 3 of the *Faculty Handbook* for the description of conditions by which an endeavor may be regarded as outreach scholarship. At Auburn University outreach and outreach scholarship are among the criteria used to assess faculty in regards to promotion and tenure.

As part of the 2013 SACS reaffirmation study, a faculty committee analyzed the scope of the university's outreach work and typical outcomes. Institutionally, outreach and extension work at Auburn encompasses three forms of activity: **instruction, expert assistance, and engagement**. Outreach instructional activities promote learning over a lifetime and address continuing individual development and improvement of knowledge and skills needed for educational advancement, employment and personal enrichment. Expert assistance provides information and services extending university expertise and knowledge on request to external constituents (individuals and organizations) in order to advise, solve problems and improve conditions. Engagement encourages collaboration between the institution and its larger community (local, state, regional, national, global) for the mutually beneficial exchange of knowledge and resources in a context of partnership and reciprocity.

The following are additional terms commonly used to describe the various activities which make up the body of Auburn University's outreach mission.

### ***Community or Civic Engagement***

"The scholarship of engagement means connecting the rich resources of the university to our most pressing social, civic and ethical problems, to our children, to our schools, to our teachers and to our cities ..." (Boyer, 1990). Civic engagement is particularly focused on building community capacity and encouraging thoughtful, responsible citizenship. At Auburn, such engagement involves faculty as well as students through the academic departments as well as specialized outreach units.

### ***Outreach (Engaged) Scholarship***

The dissemination or application of knowledge through outreach activities. This includes authoring articles, book chapters, reports or other publications reflecting one's outreach experience, the development of curricula informed by outreach activities, etc.

### ***Extension***

This historical term reflects work performed in designated programs by faculty specialists affiliated with the Alabama Cooperative Extension System. These faculty and their counterparts based in county offices perform more than 2 million service contacts per year across Alabama.

### ***Continuing Education or Lifelong Learning***

A common term used mostly for non-credit instruction, typically professionally-oriented short courses, workshops, and conferences, often awarding continuing education units (CEUs) to qualified participants. Auburn produces annually some 1,000 programs and 50,000 registrations in noncredit programs university-wide. Typically, faculty contribute to the design of such programs and serve as instructors.

### ***Distance Education***

This term encompasses credit and non-credit offerings which typically use instructional technologies to reach non-residential students at a distance. Distance credit programs are subjected to the same oversight as traditional curricula, distinguished neither in quality, rigor nor requirement from the residential course of study. Auburn's distance offerings include an increasing number of certificates, programs, and credit degrees.

### ***Technical Assistance***

A term frequently used for expert advice provided by a faculty member as part of a formal university-sponsored outreach client relationship. Outside of such sponsored relationships, faculty consultation may be categorized as "Extramural Activity" as defined by the *Auburn Faculty Handbook*. Annually, almost 500 sponsored technical assistance projects are conducted by major technical units on campus.

### ***Service Learning***

A term used for student engagement in organized community activities directed by faculty as part of a course which integrates service with instruction and reflection to enrich the learning experience. These programs generate annually thousands of service hours in the community.

### ***Clinical Work***

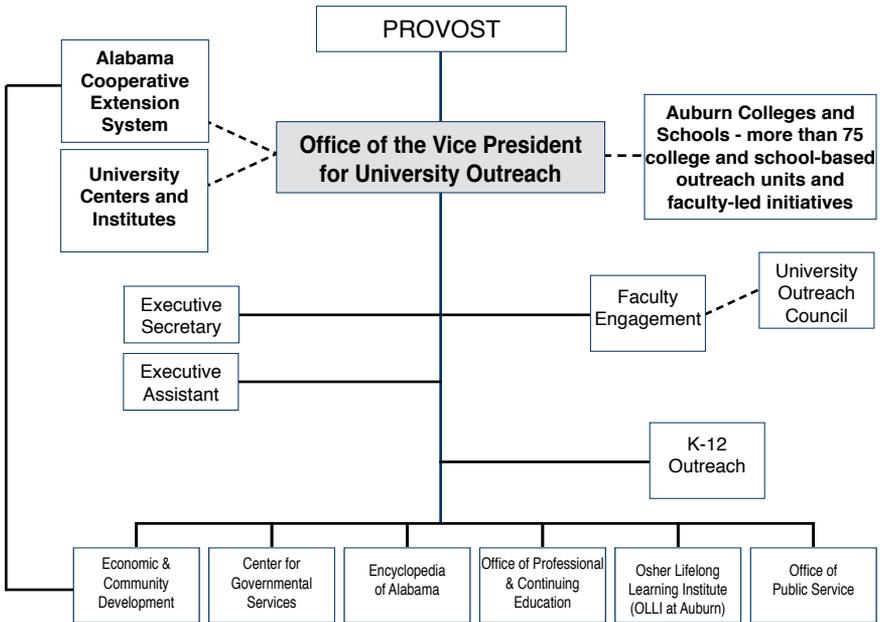
This activity includes diagnostic services, consultation and therapy provided by departmental clinics. These clinics primarily function as training programs for students and research facilities for faculty, but also serve as an outreach to the local community. Auburn has some 12 clinical facilities and many other similar programs open to the public or by referral.

### ***Other Forms of Outreach***

The university generates outreach indirectly by the institution's presence in the community. Local area residents enjoy an art museum, performing arts, an arboretum and many other world class resources which would otherwise not be found in communities this size. Many presentations, performances and exhibits are offered primarily for the benefit of students and faculty, but are also open to the public at large. In these ways, Auburn enhances the overall quality of life for the surrounding community.

# OUTREACH ORGANIZATION AND FOCUS

Organizationally, Auburn supports relevant and vital engagement at three levels: (1) central administration provides institutional advocacy and resources to support outreach comprehensively; (2) organizational units provide a critical mass to launch and sustain outreach initiatives which are broad in concept and application; and (3) faculty provide scholarship to assure outreach is firmly grounded in the knowledge base of the university and incorporates sound instructional methodology. The following are the organizational divisions supporting outreach work at Auburn.



## *The Office of the Vice President for University Outreach*

The VPUO promotes engagement of faculty scholarship and application of research beyond campus through outreach services and programming in its various forms to Auburn University’s many constituencies. The VPUO coordinates with counterparts in the Provost’s office, the Alabama Cooperative Extension System, the schools and colleges, the Research office and other university counterparts to promote a dynamic and integral relationship among the three missions of the university. The VPUO encourages, coordinates, and provides policy guidance for faculty outreach, placing a premium on faculty initiative and responsiveness.

The VPUO also organizes and directs initiatives designed to address specific needs in Alabama and engages appropriate responses to meet those needs.

### ***University Outreach Units***

Eight units report directly to the Office of the VPUO. These are the Center for Governmental Services (CGS), the Economic & Community Development Institute (ECDI), Encyclopedia of Alabama (EOA), the Office of Professional and Continuing Education (OPCE), the Office of Public Service (OPS), K-12 Outreach, the Osher Lifelong Learning Institute (OLLI at Auburn), and the Office of Faculty Engagement. OPCE, OPS, and the Office of Faculty Engagement provide support services to faculty and other program content specialists. These services are outlined in more detail in the “RESOURCES” section of this booklet. In addition to their faculty service focus, these units oversee a significant base of programming to external audiences as well. For example OPS coordinates the AuburnServes community service network; OPCE oversees community courses, youth enrichment programs, professional and organizational development training. OLLI at Auburn is a membership-based program for learning in retirement.

As their unit names imply, CGS and ECDI each have very defined programmatic foci and link the university to specific external constituents. These units often engage faculty in providing applied research and educational programs to clientele. ECDI is jointly administered with the Alabama Cooperative Extension System. The Office of the Encyclopedia of Alabama maintains the free, online resource of the same name, featuring articles on Alabama history, culture and geography. The site also provides learning resources for teachers. University Outreach administers Auburn’s K-12 Strategic Initiatives which provides support to limited resource school districts to improve college access and academic performance among participating students.

The VPUO also maintains the University Outreach Council, which serves as an internal advisory committee. The Council is comprised of academic officers representing the schools and colleges on campus. The council also includes representatives from outreach units, Extension program leadership, and Auburn-Montgomery outreach officials. This body serves to advise the Office on policy issues, participate in task group assignments, and as a network to promote communication and collaboration among outreach stakeholders on campus.

## ***Outreach Centers, Institutes, and College-based Programs***

Throughout the university, more than 75 outreach units support outreach programmatic objectives, some within the schools and colleges while others are organized as centers or institutes. These units typically support faculty outreach work within an academic area, serving alumni or related professionals. Some outreach programs are tied to grants or partnership arrangements. These units provide many diverse opportunities for faculty engagement. A directory of outreach centers, institutes, and offices is maintained at [www.auburn.edu/outreach/college.html](http://www.auburn.edu/outreach/college.html).



### ***The Alabama Cooperative Extension System***

The Alabama Cooperative Extension System originated with the Smith-Lever Act which established in the early Twentieth Century extension programs at land-grant institutions. The System today represents the combined extension services at Auburn and Alabama A&M University, with Tuskegee University cooperating. Faculty in thirteen departments at Auburn University, primarily in the College of Agriculture, The School of Forestry and Wildlife Sciences, and the College of Human Sciences hold appointments with the Alabama Cooperative Extension System. These faculty conduct work in six program areas and collaborate with field staff at county offices in delivering professional consultation to constituents across the state. The Extension website has a detailed outline of its programs and services at [www.aces.edu](http://www.aces.edu).

### ***Faculty Roles***

Whether the work is administered by a dedicated campus outreach unit or through an academic department, Auburn's faculty drive the planning, delivery, and assessment of outreach work at the university. Faculty outreach takes many forms: expert consultation, instruction in continuing and distance programs, applied research, and creative work for public presentation. Historically, faculty outreach developed along the lines of their disciplinary focus and the academic curricula. Increasingly, faculty work with colleagues across disciplines to develop programs and services that are broad in scope and application. These address many areas

of public concern including education, community, and economic development, quality of life, agriculture and natural resources. The benefits of outreach are not all externally focused; such scholarly engagement also informs research and provides insights valuable to teaching.

***The Carnegie Foundation “Community Engagement”  
Classification and Other Institutional Recognitions***

Auburn holds several distinguished national recognitions for its organizational commitment to the outreach mission and faculty engagement, and its comprehensive focus on community issues.

In 2010, Auburn received the “Community Engagement Classification” from the prestigious Carnegie Foundation for the Advancement of Teaching. The classification recognizes Auburn’s commitment to community partnership and public service through its mission of outreach. The classification is the most significant recognition in higher education for a university’s total outreach body of work in the community. The classification focuses on curricular engagement in the curriculum, faculty outreach scholarship, community partnerships and engaged student activities.

Auburn is a founding board member of the Engagement Scholarship Consortium, an educational organization promoting faculty engagement. The consortium’s goal is to work collaboratively university-community partnerships anchored in the rigor of scholarship, and designed to help build community capacity. Auburn is an institutional member of Campus Compact, an academic alliance of universities that promotes service learning throughout the curriculum. Auburn is also recognized by the President’s Higher Education Honor Roll, a federal program promoting excellence in curricular engagement and public service work at universities across the United States.

# RELATIONSHIPS AMONG SCHOLARLY CONTRIBUTIONS

	<b>Teaching and Learning</b>	<b>Research</b>
<b>Type of Scholarship</b>	With learners, develops and communicates understanding and insights; develops and refines new teaching content and methods; fosters lifelong learning behavior.	Generates and communicates knowledge and understanding; develops and refines methods.
<b>Audiences</b>	Learners* (also peer educators). * May include those at a distance who receive degree credit.	Peers (also students, publics, supporters of research).
<b>Means of Communicating Scholarship</b>	Teaching materials and methods; classes; curricula; publications and presentations to educator peers and broader publics.	Peer-reviewed publications and presentations; patents; public reports and presentations.
<b>Criteria for Validating Scholarship</b>	Originality and significance of new contributions to learning; depth, duration and usefulness of what is learned; lifelong benefits to learners and adoption by peers.	Originality, scope, and significance of knowledge; applicability and benefits to society.
<b>Documentation of Scholarship</b>	Teaching portfolio, including summaries of primary new contributions, impacts on students and learning; acceptance and adoption by peers; evidence of leadership and team contributions.	Summaries of primary contributions; evidence of significance and impact in advancing knowledge, new methods, public benefits; evidence of communication and validation by peers; evidence of leadership and team contributions.

*(From Flynt et al, Faculty Participation in Outreach Scholarship in University Outreach: University Connections to Society, Auburn University, 2007)*

<b>Creative Work</b>	<b>Outreach</b>	<b>Service</b>
Interprets the human spirit, creates and communicates insights and beauty; develops and refines methods.	Synthesizes and communicates understandings, applications, and insights; develops and communicates new technologies, materials, or uses; fosters inquiry and invention; develops, refines and implements new methods.	Participates in governance and committee work; develops and implements new programs; serves as editor or referee for manuscripts and other creative works.
Various publics (also peers, patrons, students).	General public, including educators, students, peers, professionals, and practitioners; industry, government, business and other external entities.	Department, college or school, university, and other academic institutions; industry, government, business, and other external entities; professional associations and learned societies.
Shows, performances, and distribution of products, reviews, news reports; copyrights; peer presentations and juries; publications.	Demonstrations and presentations to audiences; patents; publications for users; periodicals and reports; peer presentations; and publications.	Offices held; committees served; administrative, editorial, and consulting services.
Beauty, originality, impact and duration of public value; scope and persistence of influence and public appreciation.	Relationship to units' mission; usefulness and originality of new or different understanding, applications, and insights; breadth, value, and persistence of use and impact on client, audience or public.	Relationship to academic role and departmental mission; benefits and applicability to service recipient.
Summaries of primary contributions, public interest, and impact, evidence of communication with publics, peer recognition and adoption; evidence of leadership and team contributions.	Portfolio, including description of activity or program; summaries of primary contributions, communication to users; significance and scope of use, impact, and benefits; evidence of commercial and societal value; evidence of acceptance and adoption by peers; evidence of leadership and team contributions.	Appointment letters; summary of contributions and evidence of impact; evidence of leadership and team contributions.



## POLICIES AND PROCEDURES

Policies and procedures relevant to faculty outreach work include both external and internal guidelines governing the performance and assessment of the activity. Some are founded in the institution's charter as a land-grant university, others relate to accreditation criteria. Responsive internal policies are administered as part of the overall body of official university academic procedure.

### *External policies*

*Extension:* Congress passed the Smith-Lever Act in 1914 creating a national Cooperative Extension Service. This historic charge remains central to current extension policy statements which declare programs are performed "in furtherance of Cooperative Extension work in agriculture and home economics, Acts of May 8 and June 30, 1914, and other related acts, in cooperation with the U.S. Department of Agriculture." Faculty with extension assignments or performing outreach as part of an extension program coordinate their efforts as part of the Extension System's official plan of work.

*SACS Accreditation Standards:* Auburn University ten-year reaffirmation reviews affirm the institution's compliance to outreach related criteria as outlined in SACS Commission on Colleges Criteria for Accreditation. SACS guidelines stress that outreach work be relevant to the academic mission of the university, and that it is assessed against expected outcomes in order to measure impact and to make improvements in the program.

*Individual program certifications and accreditations:* Many individual outreach programs, such as the Dietary Manager Certificate Program, must meet standards set forth by national professional practice organizations, state boards of certification and other bodies.

## ***Internal Policies***

*Faculty Assignments/Tenure & Promotion:* Faculty must coordinate their outreach activities in concert with their approved teaching and research assignments as well as with departmental goals and objectives. Generally, outreach will be performed as a percentage of one's academic assignment, but when the activity cannot reasonably be included in the assigned workload, it may be considered for overload basis if approved by one's department head and dean. In either case, faculty participation in outreach will be assessed on the basis of the approved departmental assignment. Outreach activity is recognized as an integral component of faculty scholarship in consideration for tenure and promotion. Policies related to assessment of faculty outreach are outlined in detail within Chapter 3 of the *Faculty Handbook*.

*Office of Human Subjects Research:* In order to ensure that outreach activities can be leveraged to produce scholarship, faculty should develop evaluative procedures that will generate data that can be used to produce outreach scholarship, along with manuscripts, technical reports, etc. Any activity that involves people or collects information from them must be approved by the Institutional Review Board (IRB) in advance. Forms for use in requesting approval are available at the following website: [www.auburn.edu/research/vpr/ohs](http://www.auburn.edu/research/vpr/ohs).

### **The Continuing**



**Education Unit** ®

### *CEU Policy and Outreach Reporting Guidelines:*

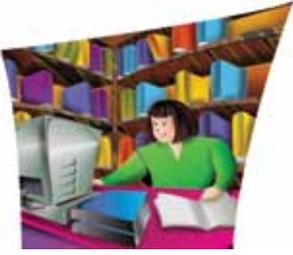
In compliance with SACS criteria and other national academic standards for non-credit programming, Auburn University has developed CEU policy and reporting guidelines. The policy (a) provides for uniform application of the CEU across the university, (b) outlines the foundation for a central records and reporting system, and (c) assures a uniform approach to quality assurance in non-credit studies. Guidelines are provided to assist in the interpretation and implementation of the national criteria in the processes of design, development, delivery, and evaluation of non-credit continuing education and professional development activities. These criteria must be met for a program to qualify for awarding CEUs to individual participants. A CEU is defined as ten hours of instruction in an organized continuing education experience under responsible sponsorship, capable direction and qualified instructions.

CEU awards for non-credit instruction must be approved in advance by the university CEU officer in the Office of Public Service (OPS). After the activity, a record of a roster of all participants eligible for CEU awards must be forwarded to OPS which maintains permanent CEU records on each participant and provides official copies of their continuing education record. Faculty should utilize the procedures outlined in the policy for CEU approvals and program reporting.

Outreach activities and continuing education programs not carrying CEU awards also should be reported by faculty to OPS utilizing the same procedures. These records are utilized in instructional reporting internally and externally to Alabama Commission on Higher Education, the Southern Association of Colleges and School, etc. The CEU policy and reporting guidelines can be obtained by contacting the Office of Public Service at 844-4730 or at [www.auburn.edu/outreach/ceuforms](http://www.auburn.edu/outreach/ceuforms).

*Summer Camp and Summer Coordinating/Scheduling Policy:*

Auburn University hosts a wide variety of camps, clinics, workshops, and conferences each summer. This policy outlines procedures for recognition of official AU summer activities and coordination of summer space utilization of university recreational and form facilities. These guidelines specifically address residential summer programs which include participants under the age of 18 (eighteen) years who may remain overnight in on-campus residence halls. The summer camp coordinating policy is available through the Office of Professional and Continuing Education at 844-5100 or [www.auburn.edu/outreach/camppolicy.pdf](http://www.auburn.edu/outreach/camppolicy.pdf).



## RESOURCES FOR FACULTY

### ***Faculty Engagement and Program Development***

Within the VPUO office, the Director of Faculty Engagement coordinates the division's central resources and programs supporting faculty outreach. These include competitive outreach scholarship grants, an annual outreach scholarship symposia, and an expanding collection of web-based materials supporting faculty engagement. The website includes information of journals receptive to outreach scholarship from a range of disciplines. The director fosters development of cross disciplinary collaborations and facilitates networking to link faculty to outreach initiatives which can benefit from their expertise. In addition to consulting with faculty on designing and sustaining outreach projects, the director advises faculty on Auburn's promotion and tenure process as it pertains to outreach and engaged scholarship. The director also provides guidance on developing the outreach section of one's promotion and tenure portfolio. Call 844-5700 or visit the Faculty Engagement website at [www.auburn.edu/outreach/facultyengagement](http://www.auburn.edu/outreach/facultyengagement).

### ***Program Support and Development Services for Non-Credit Instruction***

Organizational resources are available to faculty for a variety of outreach related program development and facilitation needs. The Office of Professional and Continuing Education focuses on high quality, fee-for-service, non-credit, continuing education programs in five general categories: Conference and Event Management, Professional Development Training, On-line Certificates, Lifelong Learning, and Resident Summer Youth Camps. The Office can advise faculty in non-credit program development and can provide staff services for planning, registration (web-based, mail, etc.), accounting, and on-site facilitation. Contact the office at 844-5100 or visit the website at [www.auburn.edu/opce](http://www.auburn.edu/opce). Additionally, a number of schools and colleges host outreach units which provide faculty with similar services. Faculty can contact their dean's office for more information on these units.

### ***Non-Credit Program Documentation and CEU Approval***

The Office of Public Service advises faculty on Auburn University's CEU policy and outreach reporting procedures, and accreditation standards for development, administration, evaluation, certification compliance, learning resources and other elements of non-credit programming. The office approves all CEU awards at the university and provides a central information system to maintain outreach activity information on behalf of all Auburn University units and CEU recipients. This database service is provided at no charge to faculty or units reporting their outreach programs; there is a minimal transcript fee to program participants who elect to order a copy of their official CEU record. Visit the office website at [www.auburn.edu/outreach/ops](http://www.auburn.edu/outreach/ops) or phone at 844-4730.

### ***Service Learning Support and "AuburnServes" Network***

There is a growing emphasis on student engagement at Auburn University. Service learning is a key objective of the university strategic plan. Many student-led volunteer projects already exist; Student Affairs and many academic departments host sponsored student service initiatives. The College of Liberal Arts established a Civic Engagement Committee and designated engagement scholars within the college charged with developing service learning classes. As part of its professional and curriculum development programs, the Biggio Center offers a focus on engagement and service learning. Under the auspices of the Provost's office, University Outreach and Access & Community Initiatives have established a comprehensive service collaboration involving Extension, the Learning Communities and many other campus and community partners. This initiative is staffed in University Outreach through the Office of Public Service. The office has developed "AuburnServes" a growing web-based network of faculty and student initiatives and community partners across the state. A program administrator in the office can assist faculty and students in their service engagement efforts. The office is also liaison to the university's membership in Campus Compact, the Gulf South Summit, the Alabama Poverty Project and other regional-national peer organizations. Contact this office at 844-4730 and visit the website at [www.auburnserves.com](http://www.auburnserves.com).

## ***Survey Research Resources***

The Survey Research Lab, operated by the Center for Governmental Services, provides Auburn University faculty with a centralized facility with the capacity to collect quality, reliable and accurate survey data for a variety of specific information and research needs. SRL is a full service survey research organization that can assist with all phases of research: problem definition, research objectives and methodological design; sample design and sample generation; questionnaire development and design; data collection; data entry; data analysis; report and presentation. The SRL is housed in the Center for Governmental Services offices in Haley Center. SRL conducts mail, telephone and online surveys, offers a diverse array of substantive and technical expertise, and a variety of computing services and data collection techniques. Visit the website at [www.auburn.edu/outreach/cgs/SRL/SRL.php](http://www.auburn.edu/outreach/cgs/SRL/SRL.php) or call 844-1914.



## FACULTY OUTREACH SCHOLARSHIP GRANTS

The Office of the Vice President for University Outreach periodically will make available competitive outreach scholarship grants to Auburn faculty. The purpose is to encourage faculty initiative in addressing critical societal needs in Alabama or beyond. This program focuses on outreach scholarship as it is described in Chapter 3 of the *Faculty Handbook*.

A call for proposals will be issued to solicit applications for each upcoming round of grants. The call for proposals will outline the specific process for that round of grant considerations. Proposals will be reviewed by a peer committee and recommendations made to the Vice President for award of grants. Typically grants will range in value, with awards made for one year with the possibility of renewal.

All proposals must meet the university definition of outreach and include letters of support from both the faculty member's department head (or director or dean, as appropriate) and a representative of the external constituency. The University Senate has defined outreach as "the function of applying academic expertise to the direct benefit of external constituencies in support of university and unit missions". The department head's letter must tell how the proposed project serves as university or unit mission and how it will contribute to the investigator's scholarship. The external support letter must address the need for the project and describe how the external constituency will participate in providing direction, support, and evaluation for the project.

Successful applicants will be required to submit periodic reports and a final report summarizing the project and evaluating it in terms of impact on the target constituency and on the scholarship of the faculty members involved. These reports may be used in the future Outreach publications. Grant recipients are encouraged to plan their own individual publications as well.

Call 844-5700 or visit [www.auburn.edu/outreach/facultyengagement](http://www.auburn.edu/outreach/facultyengagement) for information on the Competitive Outreach Grant Program.



## OUTREACH SCHOLARSHIP SYMPOSIA

University Outreach hosts a number of symposia and scholarly events designed to bring together faculty, administrators, and graduate students to share their experiences in engaging with external constituencies. The symposia offer opportunities to explore new possibilities for collaborations with peers and promotes the establishment of outreach as valued criteria in the promotion and tenure process. These programs particularly highlight cross-disciplinary collaborative teamwork. Notice of upcoming symposia will be circulated via campus mail, email, web and news communications.

# AWARD FOR EXCELLENCE IN FACULTY OUTREACH

The Auburn University Award for Excellence in Faculty Outreach, and a \$5,000 honorarium, is presented annually to one Auburn faculty member for distinguished outreach contributions which exceed expectations for the person's career stage and job responsibilities. The award is presented at the University's annual awards program in Fall semester.



A call for nominations will be issued to solicit applications for each upcoming award. The call for nominations will outline the specific process for nominating a faculty member. Nominations will be reviewed by a peer committee and recommendations made to the Vice President for the award recipient. Nominees should have a distinguished career in which outreach plays an integral part. All full-time Auburn faculty are eligible.

Activities to be considered for this award are based upon the *Faculty Handbook* (Chapter 3) definition of outreach as “the function of applying academic expertise to the direct benefit of external audiences in support of university and unit missions.” Preference will be given to nominations demonstrating quality of scholarship and impact over quantity of projects or longevity of tenure.

Specific criteria include mission compatibility, scholarship, and impact. The nomination should provide a commentary describing the scholarship involved in the outreach achievements cited. Nominators will be expected to provide a brief overview of the nominee's outreach record including citations of needs addressed, objectives, methods, target audience, etc. The nomination should describe how the outreach is compatible with university and unit missions, and how it complements the teaching and research mission of the unit. The nomination should discuss the quality of the scholarship involved as well as the impact of the outreach.

Contact the Office of Public Service at 844-4730 for information regarding the Award for Excellence in Faculty Outreach.

# WEB RESOURCES FOR FACULTY

Many of the contacts and resources mentioned in this booklet are conveniently posted on the “Faculty Resources” link on the menu bar at the top of the Outreach web site [www.auburn.edu/outreach](http://www.auburn.edu/outreach). The direct link to this site for bookmarking purposes is [www.auburn.edu/outreach/facultyengagement](http://www.auburn.edu/outreach/facultyengagement). Among the citations included is the monograph *University Outreach: University Connections to Society* which contains addresses from Auburn’s presidential symposia on engagement as well as the pivotal Strategic Planning and Faculty Assessment task force reports. These influenced the development of the outreach section of Auburn’s Handbook promotion and tenure guidelines. Other helpful reference information includes an appendix illustrating engagement in comparison to other scholarly works.

## FOR MORE INFORMATION

Faculty are encouraged to contact their dean’s office or primary outreach office for more information about outreach initiatives within their school or college. Faculty are always welcome to contact the Office of the Vice President for University Outreach, 844-5700, to discuss their outreach interests and program ideas. We encourage your engagement!

**[www.auburn.edu/outreach](http://www.auburn.edu/outreach)**





**AUBURN**  

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**UNIVERSITY OUTREACH**

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