

Marshall Technology Outreach Center

Strategic Action Plan



August 30, 2002

Marshall University

Definition of Outreach

Outreach is the mutual exchange of intellectual expertise and resources between Marshall University and the community, nation, and world to address social, civic, economic, and environmental issues and opportunities through teaching, research, and service. Outreach activities can take a number of forms, including, but not limited to, credit and noncredit instruction, cultural activities, literacy programs, wellness programs, K-12 partnerships, economic development, applied research, technical assistance, demonstration projects, athletics, evaluation studies, and policy analysis. Through these programs, information is actively exchanged with external audiences benefiting the individuals, communities, and organizations served, as well as Marshall University.

There is a strong sharing and reciprocity component in outreach that adds institutional value. Outreach is an active, two-way process. The Marshall Technology Outreach Center facilitates collaboration to link societal needs with University expertise. The Marshall Technology Outreach Center is a catalyst for positive change in education, economic development, and technology. Outreach also serves as a major marketing tool for Marshall University. The interaction of faculty, staff, and students with external stakeholders throughout the state, nation, and world demonstrates Marshall University's expertise and competencies.

Mission of Technology Outreach

The mission of the Marshall Technology Outreach Center is to establish Marshall University as the leader in technology outreach in the Advantage Valley region so that information is actively exchanged with external audiences benefiting the individuals, communities, and organizations served, as well as Marshall University. Technology outreach allows Marshall University to enhance the lives of the community through integrating the University externally and dissolving barriers to traditional technology education. Individuals who may not have the opportunity to be part of the formal campus can be linked to the university through outreach activities.

Values of University Outreach

Values and principles related to outreach guide how the Marshall Technology Outreach Center works, makes decisions, and determines resource allocations:

- We exercise professional integrity with the community, colleagues, and ourselves.
- We are committed to adding value to Marshall University through our work in numerous outreach areas.
- We strive to be an exemplary learning community by listening to internal and external stakeholders.

- We strive for excellence in the use of technology for the delivery of education programs, in communication, and in our daily work.
- We believe that faculty and staff who participate in outreach activities should be encouraged and rewarded through the formal university review process.
- We believe that collaboration through strategic partnerships is crucial to outreach expansion.
- We view information technologies, including Internet accessible interactive multimedia technologies, as tools for enriching learning by tailoring instruction to societal, organizational, and individual needs.
- We value regional and global interconnections and cultural links for expanding access and opportunity to educational resources regardless of format and/or location.
- We will continue to actively implement a technical, social and intellectual infrastructure that ensures equity of access to learning, information, and information technologies while recognizing that investments in learning contribute to overall competitiveness and the economic social well-being of the nation.

The above perspectives include the way Marshall University members engage in a wide array of outreach activities; lessons learned about outreach through the engagement process; and the experiences of academic, administrative, and outreach leaders.

Goals

The following are the primary goals of the Marshall Technology Outreach Center:

- The Marshall Technology Outreach Center will be a technology portal to collect and publicize information about Marshall University's technology outreach programs in order to have a single point of reference for technology outreach at Marshall University.
- The Marshall Technology Outreach Center will facilitate economic development via innovative technology outreach partnerships with private and public sector organizations.
- The Marshall Technology Outreach Center will enhance Marshall University's role in the promotion of technology outreach in the Advantage Valley area.
- The Marshall Technology Outreach Center will assist in the coordination of information technology training at Marshall University.

Opportunities

There are numerous opportunities for the expansion of technology outreach which include, but are not limited to:

- The potential to expand Marshall's outreach programs to other agencies has great potential. Because of our Information Technology strengths, we will be able to interface with K-12, libraries, government other institutions, and businesses. This could increase our ability to fund projects and staff. The sharing of resources (i.e. electronic subscriptions) will bring the overall cost of resources down.
- The potential to successfully compete for dollars from granting institutions seems very promising.
- Marshall's technology focus and technical student workforce will help us attract technology companies to our area. This includes the spin-off of BioInformatics companies.
- KineticPark and the large Rahall Transportation Institute grant may offer new and exciting outreach possibilities.

Threats

There are numerous threats regarding the expansion of technology outreach which include, but are not limited to:

- Business and industry may have the potential to compete with our outreach efforts. They can move faster in the business arena.
- Due to the limited staffing of the Marshall Technology Outreach Center, any loss in staff can have enormous impacts to the entire stability in all major production areas.
- Minimal support of personnel—new efforts create a burden on already over-taxed staff.
- The lack of a funding model for new programs could cause problems with satisfaction.

Vision for Technology Outreach

Our vision is to create an environment, which promotes and encourages the growth of outreach programs at Marshall University. The realization of this vision will enhance the lives of the community, dissolve barriers to traditional education, integrate the University externally, and allow the dissemination of information to individuals who do not have the opportunity to be part of the formal campus.

Marshall University is recognized nationally and internationally for the quality of its institutions of higher learning. Moreover, it is among the pioneers in the use of technology outreach for enhancing the access to its institutions. Now, through the implementations of this strategic plan, Marshall University will be able to move aggressively to maintain this pioneering reputation through the innovative use of technology outreach, not for the recognition, but because the citizens of West Virginia—our learners and those who teach them—deserve the best programs, the best facilities and the best educational tools we can provide.

Marshall University is being created as a dynamic higher educational organization to prepare students to compete and excel in a world characterized by constant change, high levels of technology, and increased globalization. The University will serve the needs of the region by developing and supporting the individual's ability to access, assimilate, apply, and create knowledge; to acquire and incorporate rational problem-solving strategies; to appreciate and value artistic expressions; to examine and evaluate beliefs, ideas, and actions; and to develop skills that contribute to continuous personal, economic, and social well-being; and encourage a commitment to enhancing the welfare of the community that Marshall University serves.

Specifically, Marshall Technology Outreach Center will:

- Provide easy access to external and internal stakeholders to learn about University research, programs, and resources by using technology to create and maintain a state-of-the-art web site.
- Develop and maintain a current database where members of the Marshall University community report outreach activities and accomplishments. Information from the database will be used to increase public awareness about the role and value of the University in research, technology, educational programs, technical assistance, workforce development, and economic development.
- Develop a comprehensive communication strategy to keep internal and external stakeholders aware of outreach activities and opportunities for involvement.
- Be involved with each academic department where decisions are made annually concerning priority outreach activities.
- Use off-campus sites to involve community leaders in identifying societal, workforce, educational, and economic development issues where University resources can assist in meeting needs.
- Collaborate to build new program portfolios that address high demand in market niches.
- Emphasize professional development for working adults and organizations.
- Utilize distance delivery to engage more participants in our programs.

Marshall Technology Outreach Center Priorities

The Marshall Technology Outreach Center has established the following primary priorities:

- Work with economic development organizations to solve problems and seek opportunities related to technology outreach.
- Develop partnerships with government, business and industry to enhance the socio-economic state of the Advantage Valley region.
- Promote a full range of Information Technology continuing education courses, certificate programs and degrees (from associate to graduate), as well as internships and cooperative work/study experiences that can be customized to meet the needs of existing and new businesses, including overall assessments.
- Become a gateway to collect and publicize information about Marshall University's Technology Outreach services so customers will have a single point of reference when seeking service.
- Be a clearinghouse for information about Marshall University's technology outreach capabilities, including IT infrastructure resources such as computer training facilities and distance learning facilities.
- Maintain and publicize an inventory of Marshall University's technology outreach resources while seeking coordinated opportunities to promote, publicize, and market Marshall University's outreach capabilities.
- Work with federal, state, regional, and local governments to solve problems and seek collaborative opportunities related to outreach.
- Seek opportunities to work directly with businesses to provide applied information technology research specific to their needs.
- Seek grant, foundation, and corporate sponsorship for technology outreach research funds.
- Develop partnerships with Regional Education Service Agencies, county school systems, and other organizations to provide credit, in-service, and continuing education opportunities in information technology for teachers and staff.
- Develop partnerships with information technology companies to provide training and certification opportunities within curriculum of K-12 schools.
- Assist in the coordination and facilitation of IT training for MU personnel by conducting training sessions, workshops, seminars, etc., at Marshall University campuses, and in the local and regional area using traditional and advanced technology approaches.

Strategic Actions for University Technology Outreach

Every journey begins with the first step. We will strengthen Marshall University's leading role in the transfer of knowledge and expertise between the University and society, to the benefit of both. This strategic action plan serves to define a role and scope for the utilization of technology outreach at Marshall University.

- 1. Goal: Sustain the University's commitment to the outreach mission.**
 - 1.1: Include the terminology "outreach" in the University's mission statement.
 - 1.2: Require each college to have a well defined and articulated outreach program.
 - 1.3: Marshall University academic programs will be analyzed by the respective dean, according to targeted students and program objectives for the purpose of determining appropriate technology outreach strategies.

- 2. Goal: Value and reward those who provide leadership for and participate in outreach activities.**
 - 2.1: Ensure that promotion and tenure guidelines fully acknowledge and reward faculty for outreach activities.
 - 2.2: Include outreach in the new faculty orientation and in each college and administrative unit orientation session.

- 3. Goal: Establish formal mechanisms to receive timely information from external stakeholders on technology outreach needs.**
 - 3.1: Utilize technology outreach to expand technical assistance, community development, and economic development programs.
 - 3.2: Create an outreach council which will encourage the exchange of technology outreach information.

- 4. Goal: Emphasize distance- and time-free teaching and learning strategies in order to maximize access to educational programs and to facilitate convenient, off-campus student and faculty participation in instructional offerings.**
 - 4.1: The Crossroads project will build a desktop video telecommunications network that uses scalable and sustainable technology to support the delivery of live and stored video courses to key and receive sites.
 - 4.2: Online course offerings will continue to expand, depending on availability of funds, and improve in the quality and required resources. Additional courses will be added to the Southern Regional Electronic Campus catalog.
 - 4.3: Additional University classrooms will be designed to allow for the origination and off-campus distribution of live and stored video classroom instruction, depending on available funding.

4.4: The School of Medicine will continue to develop and expand distance learning and clinical service outreach efforts in support of degree, non-degree and continuing education programs in the fields of nursing, allied health, graduate biomedical science research, forensic science and medicine.

This document was created with Win2PDF available at <http://www.daneprairie.com>.
The unregistered version of Win2PDF is for evaluation or non-commercial use only.