

I. Mission, Vision, and Positioning Posters

Poster No. 1

The Outreach Mission in Higher Education

Advances in technology, fiscal challenges, declining public confidence, changing demographics, and a host of other societal changes are forcing critical reviews of the mission and purpose of America's colleges and universities. As a consequence of this review process, much greater importance has been assigned to institutional missions as a guide to implementing many of these changes.

This project reports on an empirical assessment of college and university mission statements. A sample of 500 mission statements from institutions of higher education (stratified by Carnegie classification) was selected for content analysis and review. This analysis was driven by several basic questions which included the following: 1) How do colleges and universities describe their missions? (2) How do these missions differ by type of institution (using the Carnegie classification)? 3) How do these various institutions describe their outreach and service missions?

The implications of these findings are noted and discussed in light of recent criticisms from state legislators and public concerns with higher education. Implicit in this review is an exploration of the fundamental question of how well the missions of institutions of higher education match public expectations as well as addressing the growing educational, research, and service needs of American society.

Poster No. 2 Auburn University Outreach: A Case Concept Presentation

Recent revelations and changes at Auburn University have resulted in a renewed consideration of the University's extension/outreach mission. In an effort to address emerging outreach issues, a University Outreach Council was created and designed to 1) improve communications and coordination, 2) advise on outreach, and 3) provide a base for universitywide outreach leadership. The Council's objectives are to define outreach as an academic enterprise, to determine how best to integrate outreach into the university, to anchor outreach in university rhetoric, policy, and practice, and to provide a comprehensive, responsive, and efficient management structure for outreach activities. A deliberate effort has been made to integrate outreach into the fabric of the university and thereby significantly affect the relationship between the university and the larger society.

The Auburn University case is a work in progress, and significant lessons have been learned at each phase of development. This poster presents some of the lessons learned, and discusses a number of issues that have

Contact:

Daniel M. Johnson
Dean, School of
Community Service
University of North
Texas
P.O. Box 5428
Denton, TX 76203-0428
(817) 565-2239

E-mail:
djohnson@scs.unt.edu

Contact:

John Heilman
Associate Dean and
Professor of Liberal Arts
Auburn University
2046 Haley Center
Auburn University,
Alabama, 36849
(334) 844-2184

been raised in recent months. In addition, information is presented which compares and contrasts the outreach program at Auburn with the outreach programs of several other universities (e.g., Oregon State, Michigan State, Wisconsin).

Poster No. 3 The School of Community Service: A Model Structure for a Metropolitan University

The University of North Texas recently adopted a revised mission statement which placed greater emphasis on outreach and service to the Dallas/Fort Worth Metroplex and the North Texas region. One of the major organizational entities at the university for delivering applied research and professional service to the region is the School of Community Service (SCS). The School of Community Service is a school of applied social and behavioral sciences with eight departments.

This case study explores the evolution of the School's outreach mission and describes the challenges of moving from a traditional value orientation to one that places greater emphasis on outreach and service. Concerted efforts are underway to embrace innovative approaches in linking traditional disciplines to non-traditional activities, as well as to develop international relationships and stress interdisciplinary teaching, research, and service where appropriate. The role of the School of Community Service in operationalizing the university mission is discussed.

Poster No. 4 Outreach as a Component of the Total Restructuring of a University

The Ohio State University's current understanding of outreach has been heavily influenced by efforts to restructure and streamline the university so that it can more effectively achieve its goals. Rather than create another department or center for outreach activities, the university has decided to make outreach the responsibility of the President's Executive Committee. This university decision was based on a recommendation by the Ad Hoc Committee on University Outreach.

A survey of university departments and centers identified a wide variety of outreach efforts already underway. The Ad Hoc Committee capitalized on this fact, developing recommendations and methods of collaboration that allow the university community to conduct multidisciplinary efforts which are capable of addressing complex societal issues.

Contact:

Daniel M. Johnson
Dean, School of
Community Service
University of North
Texas
P.O. Box 5428
Denton, TX 76203-0428
(817) 565-2239

E-mail:
djohnson@scs.unt.edu

Contact:

Karen Bruns
Assistant Professor
Ad Hoc Committee on
University Outreach
The Ohio State
University
831 College Avenue
Suite D
Lancaster, OH 43130
(614) 653-5419

Poster No. 5 Centralized/Decentralized Structure for Accomplishing University Outreach

As a land-grant and a sea-grant university, The University of Georgia has developed a concept of service (outreach) which rests upon the premise that university service faculty live and work among the people of the state, the proprietors of the University. It also rests upon the premise that the character of university outreach programs is determined by the people. Service faculty members are in the business of sensing change and devising university programs which bring to bear the resources of the university upon the challenges and problems that accompany change. New technologies, the readjustment of old programs to new challenges, and innovative methods for assisting the decision-making processes of a rapidly reconfiguring society are hallmarks of the Georgia concept.

The Georgia concept of service (i.e., outreach) places service on an equal and complementary footing with the teaching and research functions of the university. It emphasizes the delivery of outreach through a unique system of long-established institutes and centers which work in close harmony with programs in the university's schools and colleges. It strives to imbue each faculty member with a sense of the obligation and excitement of outreach in the land-grant tradition.

Poster No. 6 Natural Progression: Quantum Leaps

There is considerable optimism for the future of the University of Missouri-Columbia's Extension and Continuing Education programs. Two of Missouri's academic deans share their reflections on a new land grant mission. Dr. Bea Smith, Dean for the College of Human Environmental Sciences and Dr. Roger Mitchell, Dean for the College of Agriculture, Food and Natural Resources, present examples of how outreach is integrated into the university's mission.

The university has examined the merging roles of land-grant institutions and has identified a series of questions that individuals are responding to:

1. What is a progressive land-grant mission?
2. What is distinctive about a land-grant institution?
3. Has the land-grant concept outlived its academic and social utility?
4. Is the concept of outreach a distinguishing function of a land-grant institution?
5. Would most research universities have outreach as fundamental mission?

The insight and experience of these two deans, plus the insights gained from working closely with faculty and a wide range of individuals, serve to bridge the gap between the educational resources of the institution and the needs of the public.

Contact:

**S.E. Younts
Vice President
The University of
Georgia
300 Old College
Athens, GA 30602-1692
(706) 542-3352**

Contact:

**Donald W. Fancher
Interim Vice Provost
University of Missouri-
Columbia
108 Whitten Hall,
Hitt Street
Columbia, MO 65211
(314) 882-2394**

II. Leadership Roles and Responsibilities Posters

Poster No. 7 Extension Faculty and Academic Staff Workload Policy Development through the UW Systemwide Extension Council

Contact:

Gerald R. Campbell
Professor
University of Wisconsin-
Extension
432 North Lake Street
Room 521
Madison, WI 53706
(608) 262-6151

This poster discusses the development of an extension faculty and academic staff workload policy. The University of Wisconsin-Extension (UWEX) has been charged with leading and coordinating extension education programs across the fourteen institutions of the University of Wisconsin System (UWS). UWEX supports faculty who work in the UWS institutions and in the Wisconsin counties. The University of Wisconsin Systemwide Extension Council (UWSEC) was created to allow the UWEX chancellor to receive advice from faculty across the UWS.

Recently UWS required that each UWS institution have a faculty workload policy. UWEX was interested in a policy that would be useful for its own faculty and faculty at the other institutions engaged in extension and continuing education. Therefore UWEX turned to UWSEC to help develop its faculty workload policy. The UWSEC shaped and created a workload policy with clear definitions for Extension Teaching and Program Development, Applied Research and Creative Scholarship, and University/Professional Service. The policy was shared with UWS and with each of the UWS institutions, and it has become useful on several campuses as they have developed their workload policies.

Poster No. 8 MeetMichigan: Orienting Faculty and Staff to the Partnerships between Michigan State University and Michigan's Communities

Contact:

Robert L. Church
Assistant Vice Provost
Office of the
Vice Provost for
University Outreach
Michigan State
University
221 Hannah
Administration Building
East Lansing, MI
48824-1046
(517) 355-8727

As part of its commitment to building faculty capacity across the mission, the provost sponsors one-day and four-day off-campus bus tours that enable faculty to both observe Michigan State outreach activities in situ and also interact with community leaders and university field staff. The wide mix of disciplines and departments represented by faculty members on each tour also fosters better cross-unit understanding and cooperation. Several interdisciplinary research/outreach projects have arisen from relationships established on the MeetMichigan bus.

E-mail:
rchurch@msu.edu

Poster No. 9 The UW-Extension Administrative Leadership Program: Building a Foundation for Leadership

The University of Wisconsin-Extension (UWEX) has been charged with leading and coordinating extension education programs across the fourteen institutions of the University of Wisconsin System (UWS). The UWS has a long history of shared governance among faculty, staff, and the administration. Extension program personnel handle the daily administration in extension, continuing education, and public broadcasting programs. The Extension Administrative Leadership Program (EALP) was developed for faculty and academic staff professionals working in extension, continuing education, and public broadcasting. The goal was to provide a select group of individuals with a broader institutional perspective, to assist them in learning administrative tools, and to develop their leadership potential.

A competitively selected class of 25 extension individuals has met every other month for two years in one- or two-day seminars. The class provides a forum in which to share lessons learned and to create new ideas for university-based extended education. EALP graduates have become a cadre of leaders working throughout the organization who instill this broader perspective in their work units. They also become teachers of their colleagues about both administrative practice and leadership skills.

Poster No. 10 Faculty Outreach Survey

The Evaluation Division of the Institute for Public Policy and Social Research (IPPSR) was commissioned to evaluate all facets of the W.K. Kellogg Foundation Lifelong Education Grant to Michigan State University. IPPSR was to assess faculty attitudes toward outreach, investigate faculty outreach practice, and place outreach into the context of all of the other demands facing faculty. It is important to understand attitudes, practices, and contexts because it is the faculty of MSU who will determine the degree to which outreach is woven into the fabric of the university.

A questionnaire was developed and sent to all faculty at MSU in order to assess the degree to which outreach attitudes, practices, and contexts vary across departments, colleges, disciplines, professions, and career paths. For about one-fourth of the items, historical data is available which can be used to determine whether the relative position of outreach has changed and, if so, to what degree. The analysis of faculty outreach activities serves as the capstone of the total grant evaluation and is used to frame conclusions and recommendations concerning the future of outreach at MSU.

Contact:

Gerald R. Campbell
Professor
University of
Wisconsin-Extension
432 North Lake Street
Room 521
Madison, WI 53706
(608) 262-6151

Contact:

Chuck Ostrom
Professor of Political
Science
Institute for Public
Policy and Social
Research (IPPSR)
Michigan State
University
321 Berkey Hall
East Lansing, MI
48824-1111
(517) 355-6602

E-mail:
charles.ostrom@
ssc.msu.edu

Poster No. 11 Michigan State University: Our Leadership Priorities in Michigan - Economic Impact Report

Contact:

Marylee Davis
Associate Vice President
for Government Affairs
and Professor of Higher
Education
Michigan State
University
484 Hannah
Administration Building
East Lansing, MI
48824-1046

(517) 353-1717

E-mail: vpa06@msu.edu

Impact Web Page:
[http://www.msu.edu/](http://www.msu.edu/impact/)
[impact/](http://www.msu.edu/impact/)

In 1994, under the leadership of the associate vice president in the Office of the Vice President for Governmental Affairs, an Impact Study Design Team was formed consisting of key administrators from the Office of the Provost and the Office of the Vice President for Finance and Operations and Treasurer. The team collected information on the programs of Michigan State University, and it reviewed economic impact statements produced by other universities. The net result of these efforts was a two-volume publication which provides an overview of MSU's presence and its economic impact in each of Michigan's 83 counties (electronic versions of this document are available via Gopher and the World Wide Web). Production of the written and electronic reports was managed by the Division of University Relations and the Office of Computing, Technology, and the Libraries.

These products were targeted primarily at state legislators and the Michigan Congressional delegation in an effort to provide them with timely information. Secondary audiences included other governmental and business leaders, chambers of commerce, and the news media.



III. Documenting and Assessing Outreach Posters

Poster No. 12 Oregon State University: Changes in Faculty Promotion and Tenure

Recent changes at Oregon State have resulted in faculty members receiving greater rewards for participation in outreach/extension related activities. When President Byrne created Extended Education at OSU, he stated that “the extended education mission...is considered of equal importance to that of instruction and scholarly creativity....To assure that faculty directly involved in extended education are appropriately recognized and rewarded, evaluation and reward systems . . . will be reviewed and . . . revised.” Resulting changes from this review process included the following:

- The dean of extended education was added to the University Promotion and Tenure Committee.
- Academic units will ensure that their promotion and tenure committees are qualified to evaluate extended education activities.
- Scholarship is defined as “intellectual work whose significance is validated by peers and which is communicated.”
- Candidates will be evaluated based on their position description, which will emphasize the importance of job performance, scholarship, and service.
- Vita format will include sections on the following:
 - (a) teaching, advising, and other assignments,
 - (b) scholarship, and (c) service, in that order.
- Candidates will include a three-page statement that addresses their primary contributions.
- Efforts to collaborate with others and form project teams will be noted in the reward and evaluation process.

Contact:

**Lyla Houghlum
Interim Dean of
Extended Education
and Director of
Extension Service
Oregon State University
101 Ballard Hall
Corvallis, OR
97331-3606**

(503) 737-2713

E-mail:

**houghlum@bedrock.des.
orst.edu**

Poster No. 13 Encouraging and Recognizing Faculty Involvement in Outreach

Contact:

**Alan Knox
Professor of Continuing
and Vocational
Education,
Departmental Chair
University of Wisconsin-
Madison
225 North Mills,
Room 276 Teacher
Education Building
Madison, Wisconsin
53706**

(608) 263-2937

E-mail:

**alan.knox@mail.admin.
wisc.edu**

Assessing and rewarding faculty outreach performance is examined through the recent experience of The University of Wisconsin-Madison. Criteria and guidelines for assessing faculty outreach performance, plus analysis of a fictionalized promotion and tenure packet, is presented to help demonstrate the criteria used in decision making.

Poster No. 14 A Faculty Guide for Relating Public Service to the Promotion and Tenure Review Process

Contact:

**Steven F. Schomberg
Associate Vice
Chancellor and Director
Continuing Education
and Public Service
University of Illinois at
Urbana-Champaign
302 East John Street,
Suite 202
Champaign, IL
61820-5126**

**(217) 333-7368 Fax
(217) 333-9561**

E-mail:

sschombg@uiuc.edu

This display focuses on a guide which was written by James A. Farmer, Jr. and Steven F. Schomberg in cooperation with the members of the Senate Committee for Continuing Education and Public Service, 1990-1993. Material for this guide was drawn from a 1991 study of faculty views about public service. In the first part of the guide, public service is described, and examples of this type of activity are presented. Potential sources of confusion about public service are identified and discussed. In the second part of the guide, suggestions are made for planning, documenting, and evaluating public service.

The guide is useful to faculty whose public service responsibilities are either a major or minor component of their job duties. Department heads may also find the guide helpful as they advise faculty members on the preparation of materials for promotion and tenure review.

Poster No. 15 Points of Distinction: Evaluating Quality Outreach

What is quality outreach? How do you define it? How do you document the process and outcomes? How do you evaluate it at the project, academic unit, and individual faculty member levels? Michigan State University unit and faculty leaders – participants in a provost-charged working committee on evaluating quality outreach – share their work that has resulted in a guidebook for planning and evaluating outreach. Four dimensions of outreach quality are identified – significance, contextualization, scholarly characteristics and contributions, and external and internal impacts. In addition, components within each of these quality dimensions are suggested. Examples are provided of both qualitative and quantitative indicators of these dimensions, and these indicators may be used as evidence and cited in documentation.

Contact:

**Lorilee Sandmann
Director,
Community Outreach
Office of the
Vice Provost for
University Outreach
Michigan State
University
56 Kellogg Center
East Lansing, MI
48824-1022
(517) 3554589
Fax (517) 432-1327
E-mail:
sandmann@msu.edu**

IV. Problem-Focused Community Collaboration Posters

Poster No. 16 Urban Outreach: Building an Effective Community and Federal Partnership

Contact:

Rex L. LaMore
**Director, Community
and Economic
Development
Program**
**Michigan State
University**
1801 West Main Street
Lansing, MI 48915
(517) 353-9555

E-mail:

22607rex@msu.edu

In 1992, the U.S. Congress passed the Community Outreach and Partnership Act. This act – which was modeled after the urban outreach program of Michigan State University's Center for Urban Affairs Community and Economic Development Program – is intended to provide support for research and community outreach activities which are designed to help solve locally identified urban problems. This innovative partnership with HUD recently awarded support to 18 universities across the nation to replicate this model in targeted urban areas. The potential to significantly complement the activities of institutions of higher education in urban communities is greatly enhanced by this federal partnership.

This poster discusses the act, its history, and the MSU model it is derived from. It also describes current activities being undertaken by MSU in Detroit, Lansing, Saginaw, and Grand Rapids, Michigan. Implications for the future of urban outreach by higher education institutions are discussed.

Poster No. 17 Putting Research into Practice

Contact:

Jack H. Knott
**Director, Institute for
Public Policy and Social
Research**
**Michigan State
University**
321 Berkey Hall
**East Lansing, MI 48824-
1111**

(517) 355-6672 Fax:

(517) 432-1544

E-mail:

jack.knott@ssc.msu.edu

The Institute for Public Policy and Social Research (IPPSR) follows the land-grant tradition by not only upholding a high standard of excellence in database, evaluation, and survey research, but also by tying these activities to the needs and concerns of the community. IPPSR conducts economic, social, and tax analyses through the largest and most comprehensive electronic database ever assembled on Michigan's economy, demography, fiscal structure, and society. Besides providing database information and conducting analyses, IPPSR specializes in telephone and mail surveys which are designed to collect the most unbiased, reliable data possible to lend to the decision-making and problem-solving process. IPPSR also develops a variety of forums and conferences which call both academicians and practitioners together to discuss how valuable research knowledge can be put to practice. The IPPSR poster displays specific activities that are currently underway at the Institute. This includes information on the State of the State Survey (a quarterly survey of citizen opinions on current issues), the Michigan Demographic Fact Sheet (an important "at-a-glance" informational resource), and information on the IPPSR Forum Series (six luncheon presentations on issues facing communities).

Poster No. 18 NEM On-Line

NEM On-Line is the electronic communication network of the Michigan Network for Excellence in Manufacturing (NEM). Under a Technology Reinvestment Project (TRP)-funded activity led by Michigan State University, a statewide information and communication system is being developed on the Internet to link specialist resources, industrial extension agents, and small manufacturers in the state of Michigan. Display and discussions about this project focuses on issues from three perspectives:

- Accessing both public and private sources of information through the Internet.
- The organization of information on the Internet.
- The role of the human interface relative to this electronic system.

Poster No. 19 Health and Safety Solutions

The MSU School of Labor and Industrial Relations has offered high quality health and safety training programs on a nationwide basis for nearly two decades. Emphasizing practical applications and a “hands-on” approach, both employers and employees are assured that the training will be immediately useful in the work environment.

Program staff can help to identify the particular problems facing employers, and they can recommend pragmatic solutions. No “canned answers” are given — all programs are custom-made and focus on those areas of the law that a client group needs to know. Prior to training, a staff specialist conducts a site visit to facilitate the design of the program. Times and dates for on-site programs are set to meet the client’s schedule. The fees for each course are based on the number of participants, as well as the number of hours spent in training.

Noncredit course offerings include specific topics within each of the following generalized areas: hazardous waste, emergency response, confined space entry, and medical/first aid. Courses have been offered to a wide range of organizations in both the public and private sector.

Contact:

William Hetzner
Director, NEM On-Line
Michigan State
University
N454 North Business
College Complex
East Lansing, MI
48824-1121

(517) 353-6642

E-mail:

hetzner@msu.edu

Contact:

Scott Tobey
School of Labor and
Industrial Relations
Michigan State
University
416 South Kedzie Hall
East Lansing, MI
48824-1032

(517) 355-3363

E-mail:

scott.tobey@ssc.msu.
edu

Poster No. 20 UM-St. Louis: Partnerships for the Future

Contact:
Wendell Smith
Associate Vice
Chancellor for Academic
Affairs and
Dean of Continuing
Education and Outreach
University of Missouri-
St. Louis
8001 Natural Bridge
Road
St. Louis, MO
63121-4499
(314) 5165915
E-mail:
smithw@ext.missouri.
edu

The University of Missouri-St. Louis is a 30-year-old campus located in the population center of Missouri. Partnerships have been integral to the university's success in developing and fulfilling its land-grant mission. These partnerships have yielded meaningful and mutually beneficial collaborative efforts with cultural, educational, business, and governmental agencies and organizations. UM-St. Louis currently has hundreds of formalized partnership arrangements. Many of the initial partnership efforts have now evolved into activities involving additional agencies and organizations.

The UM-St. Louis presentation showcases the life cycle of initiating, managing, and perfecting successful outreach partnerships. Specific partnership initiatives are described.

Poster No. 21 Enhancing Alignment between Traditional Campus Practices and Emerging Regional and National Economic Development Needs

Contact:
Margaret E. Winters
Associate Vice President
for Academic Affairs
Southern Illinois
University
Anthony Hall,
Room 506
Carbondale, IL
82901-4305
(618) 536-5535
E-mail:
mewl@siu.edu

The Office of Economic and Regional Development (OERD) was established in 1985 at Southern Illinois University at Carbondale in response to a mandate from the Illinois Board of Higher Education to provide regional economic development services. The Small Business Incubator, which now averages 650 business clients a year across a 20-county area, was the outcome of the first decade of OERD efforts. Its success has come from the joint efforts of members of the university and regional entrepreneurs to develop new businesses. Faculty consulting on technology, management, and production issues have provided opportunities for their further professional development, and for the involvement of their students in real-world problem solving activities. In addition, the successes and setbacks of businesses have provided university members with the opportunity to examine the impact of business practices. Further outreach needs must still be met, however. Of particular note is the university's current investigation — via its recently formed Task Force on Outreach — into how the university's role in providing instruction, research, and service can be aligned with the more traditional campus practices while simultaneously serving wider regional and national needs.

Poster No. 22 Community-based Learning Courses: Reaching Across Campus

This case of campuswide community-based learning courses demonstrates the range of coursework in which academic content is connected to community projects. Higher education has been urged to expand upon the pedagogic importance of service experiences. Shulman (1991) has recommended that this expansion include making “public and community service a clinical component for the liberal arts and sciences.” Portland State University has taken this suggestion seriously, and community-based learning experiences have become a campuswide phenomenon at this University.

The display of “Community-based Learning Courses: Reaching Across the Campus” includes artifacts and photographs from Black studies and English courses, community products from speech communications and education courses, and video clips from math and sociology courses. Two specific examples of community-based learning courses are highlighted: Professor Joseph Poracsky’s geography course in which PSU students worked with public school teachers and student teams to develop skills in inventory mapping for the Green City Data Project, and Professor Milan Svoboda’s public health education course in which PSU students worked in community health agencies on tasks related to current health issues and also developed projects collaboratively with the agencies.

Contact:

**Sherwin Davidson
Vice Provost and Dean
of Extended Studies
Portland State
University
1721 SW Broadway
303 Cramer Hall
Portland, OR 97201
(503) 725-5642**

E-mail:

davidson@po.pdx.edu

V. Instructional Outreach Posters

Poster No. 23 Michigan State University Library Outreach Services: Access to Information Resources from a Distance

Contact:
Amy Blair
Coordinator of Library
Outreach Services
Michigan State
University
W210 Main Library
East Lansing, MI 48824
(517) 352-1644
E-mail:
20676agb@msu.edu

The advent of new technologies in information access and delivery has made it possible to provide library support and services for off-campus programs. This display describes services provided by MSU Library Outreach Services and the various procedures and mechanisms involved in providing successful information support from a distance. This poster is an opportunity for Library Outreach Services to share its information delivery experiences with members of other universities, and to also learn from the experiences of others through informal discussions.

Poster No. 24 Oklahoma Department of Human Services Satellite Training Network

Contact:
James I? Pappas
Vice Provost, College of
Continuing Education
The University of
Oklahoma
1700 Asp Avenue
Room 111
Norman, OK
73072-6400
(405) 325-6361
E-mail:
jpappas@uoknnor.edu

In January of 1994 Oklahoma University's College of Continuing Education joined with the Oklahoma Department of Human Services (DHS) to develop the agency's live, interactive Satellite Training Network (SATTRN). SATTRN provides for the delivery of comprehensive, professional training to over 9,000 DHS employees, 20,000 service providers, and thousands of DHS clients scattered statewide. Under OU's direction, the project represents a coordinated effort among Oklahoma's higher education, vocational education, and government communities.



Poster No. 25 The MSU School of Social Work's Distance Education Initiative

In response to very strong indications of interest from bachelor-level social work practitioners in northern Michigan, the faculty of the Michigan State University School of Social Work unanimously approved the Distance Education Initiative (DEI) early in 1993. The School has established two MSU programs – one in Gaylord and one in Marquette – with all courses offered on site through interactive television. Both programs involve local faculty, advisors, and staff in addition to the TV monitors and cameras. The programs have been approved by the national social work education accrediting organization.

These two programs will add considerably to the number of professionally trained service providers in northern Michigan, with each program contributing at least 40 graduates. There will also be increased linkages between and among local agencies and the School of Social Work.

In addition to the impact on students and agencies at the distant sites, participation in the DEI has also affected many aspects of the MSU program on the main campus. Finally, the DEI has provided an opportunity for the School of Social Work to examine its mission and role within a land-grant university approaching the 21st century – where communications technology and lifelong education will come together.

Contact:

Paul I? Freddolino
Professor,
School of Social Work
Michigan State
University
254 Baker Hall
East Lansing, MI 48824
(517) 432-3723

E-mail:

paul.freddolino@
ssc.msu.edu

Poster No. 26 All-University Outreach Science Challenge Project for High School Students: Using a Computer- Assisted Personalized Approach with the Networked CAPA System

Contact:

David J. Morrissey
Professor of Chemistry
and
Associate Director for
Nuclear Science
National
Superconducting
Cyclotron Laboratory
Michigan State
University
East Lansing, MI 48824
(517) 3559672, ext.321

E-mail:
morrissey@nsc.msu.edu

The All-University Outreach Science Challenge for High School Students is a collaborative program with high school science teachers that is intended to motivate and challenge students to improve and then demonstrate their understanding of science, as they simultaneously become more familiar with the Internet. This project uses the MSU-developed networked software system CAPA, which provides a Computer-Assisted Personalized Approach to problem solving. Included in the program is a search and discovery project in which students uncover the mysteries of intriguing physical puzzles. The goal is to provide students with challenging qualitative and semiquantitative material. The selection of problems and puzzles was made in collaboration with high school teachers.

In 1995 the pilot program included 7 teachers and 331 students from across the Midwest, and the problem set included both chemistry and physics. Students and teachers were very enthusiastic about this project; teachers provided the following comments: "My students are loving this project. Many of them are totally obsessed with finding the answers," "The students enjoyed the puzzles and the problem sets, and recommended doing it every year hereafter," and "I would definitely do this again." Participation is expected to expand in 1996 and will include other sciences and mathematics.

MSU is an affirmative-action, equal-opportunity institution