

## 6. Extension and Outreach

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## CHAPTER 6: EXTENSION AND OUTREACH

### 1. INTRODUCTION

*The history of Auburn University as a land-grant institution is marked by programs of outreach and extension essential to the mission of a modern, comprehensive land-grant university. Beginning at the turn of the*

*Twentieth Century with a gricultural and engineering extension and, in 1914, with the establishment of the Alabama Cooperative Extension System, Auburn outreach programs have enhanced the lives of citizens of the state, region, and nation. University extension and outreach is c oordinated by the Associate Provost and Vice President for University Outreach.*

*Today, Auburn University serves as a comprehensive, multi-disciplinary source of information, expertise, and programs of lifelong learning. Through the Cooperative Extension Service, university outreach, international activities, technical assistance, and programs of continuing education and professional development, Auburn faculty contribute to an educational network that extends research-generated knowledge and services to the people and communities of Alabama and subsequently to national and internati onal audiences.*

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## **2. UNIVERSITY-WIDE EXTENSION RESOURCES**

### **A. OFFICE OF THE VICE PRESIDENT FOR UNIVERSITY OUTREACH**

*The Office of Associate Provost and Vice President for University Outreach provides coordination of and leadership for extension and outreach. The office circulates information, ideas, and resources among the colleges, schools, and outreach centers a cross campus in order to encourage and support faculty participation in the outreach mission. Further, the office promotes the University to the general public as a lifelong learning institution which creates and offers programs of "learning for a lifet ime," an ongoing set of educational experiences available for all residents of the state in classroom, conference, and distance learning formats.*

A major goal of the office is to extend Auburn University's resources through outreach services and programming in its various forms. A strategic plan outlines the scope of the outreach mission, its opportunities and challenges, and guides the determina tion of priorities.

*University faculty are assisted in outreach programming by the staff of the Office of the Associate Provost and Vice President for University Outreach. In addition to several outreach centers and programs, this office maintains an extension/outreach representative in each school and college to provide support and coordination for school-based efforts.*

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### **B. ALABAMA COOPERATIVE EXTENSION SYSTEM**

*The Alabama Cooperative Extension System (ACES) enables Auburn University to reach every segment of the state's population. Staff and faculty in each of the 67 counties and at Auburn lead research-based educational programs to regain agricultural and forestry profitability, enhance family and individual well-being, revitalize rural Alabama, develop human capital, and to develop, conserve and manage the state's natural resources.*

*County Extension agents develop, organize and carry out educational programs to meet the needs of local people. Agents live in the community, associate closely with clients, and involve them in planning and delivering educational endeavors. Subject matt er specialists, stationed on campus and in area offices,*

*constantly process and disseminate for local use new information discovered through research. Agents and specialists also serve as conduits through which problems to be researched are fed back to campus.*

*ACES is a statewide educational network which utilizes a variety of information delivery resources. Each ACES office is linked to ACENET, a computer-based communications system. In addition, "downlink" receiving dishes enable each office to receive news and programming by satellite, as well as participate in teleconferences.*

*A special resource available for extension conferences, programs, and retreats is the Alabama 4-H Youth Development Center, which is operated by the 4-H Club Foundation and ACES. The center features a modern conference facility at Lay Lake.*

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### **C. AUBURN UNIVERSITY HOTEL AND CONFERENCE CENTER**

*The Auburn University Hotel and Conference Center provides modern facilities designed to accommodate educational meetings, seminars, and major conferences. The Hotel and Conference Center acts as the host facility for Auburn University Extension programs as well as for University wide events.*

*Professional conference planning teams work directly with faculty to meet specialized conference and seminar needs. The 36,840 square foot conference center provides eight versatile meeting rooms, two ballrooms, an auditorium, seminar room, executive board room, and a computer laboratory. All are equipped with specially designed electronic teaching aids and audio/visual support. Teleconferencing can be performed through the direct fiber-optic connection to the Satellite Uplink.*

*The hotel contains 248 guest rooms, a lounge, a gift shop, and a restaurant.*

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### **D. SATELLITE UPLINK**

*The Satellite Uplink transmits extension and continuing education programs, courses, arts activities, athletic events, and research information across the nation and the world. Auburn University's satellite transmissions can be viewed by anyone with a "downlink" satellite receiving dish. With more than 50,000 downlinks in the state and hundreds of thousands more nationwide, the Uplink allows Auburn to efficiently and effectively share its resources and expertise. The Uplink is part of a statewide communications network which includes a microwave relay to and from Auburn's Montgomery campus and downlinks in each of the state's 67 counties. The Uplink can also transmit directly to international audiences via the PanAmSat satellite.*

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### **E. CENTER ON AGING**

The Center on Aging, established in 1987, encourages faculty to apply their skills to issues in aging and gerontology. The Center provides leadership and administrative support necessary to identify the varied resources of the University pertinent to aging. The Center focuses resources into research and extension outreach programming to better serve the state and nation's growing population of older citizens. The Center on Aging provides assistance to Auburn University faculty to propose and conduct projects oriented to the needs of older people.

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## **F. ECONOMIC DEVELOPMENT INSTITUTE**

*The Economic Development Institute (EDI) was created in 1987 to provide technology transfers, small business support, commercialization, industrial recruitment, entrepreneurial expertise, industrial development, and job creation. In so doing, the EDI aids in the economic development of the state and region.*

*EDI brings business, industry, and government personnel into direct contact with the University's faculty and a statewide network of practicing professionals. EDI is designed to anticipate and address economic, technological, and social problems. Requests from local communities, industries, professionals, and faculty are evaluated by EDI, which provides information on available resources, makes contacts, and assembles teams of University faculty and practicing professionals to help with project development or on-site assistance.*

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## **G. EDUCATIONAL TELEVISION**

*The Division of Telecommunication and Educational Television (ETV) administers the campus telephone system, data transmission functions and campus-wide data networking. ETV also operates the campus cable television system which provides commercial, instructional, and teleconference channels to student residence halls and academic buildings. Electronic technicians are available to install local area data networks and cable outlets. Additional capabilities include film processing, slide duplication, color and black and white film prints, and custom graphics.*

*ETV features professional television and film writing, direction, production, post-production, and audio/visual duplication. A three-camera remote production unit is available for on-site videotaping or for teleconferencing. Using the remote unit, ETV can transmit on-site programming directly to the Satellite Uplink through a network of fiber-optic cable throughout campus.*

*The division's ETV production studio is affiliated with the Alabama Public Television Network and provides instructional and documentary programs for state and national broadcast through the PBS network. ETV also provides support to the state network for specialized programming. Through the Satellite Uplink, ETV provides support for live news and information segments in a number of national telecasts, featuring Auburn faculty experts.*

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## **H. CENTER FOR GOVERNMENTAL SERVICES**

*The Center for Governmental Services (CGS), formed at Auburn University in 1976, provides a continuing link between the University and state and local government. CGS offers an established medium through which the technical knowledge, research skills, and training expertise of Auburn faculty can help build human resources and promote excellence in Alabama government.*

*CGS provides expertise in public administration, taxation, financial management, personnel administration, energy conservation, and public employee training. CGS's primary activities include technical assistance, training programs, and public policy research.*

*A major goal of CGS is to promote improved effectiveness and efficiency in government. At the same time, the center supports the instructional and research roles of Auburn University by providing faculty and advanced students with opportunities for further professional growth through participation in its programs.*

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## **I. UNIVERSITY CONTINUING EDUCATION**

*University Continuing Education (UCE) assists faculty in meeting their outreach objectives. UCE's program development services include background research and needs assessment; program planning and design; selection of content, instructional technique and technology; identification of speakers and resources; and proposal and budget development.*

*To assist with program publicity, promotion and marketing, UCE helps develop market research, brochure design, press releases, newsletters, direct mail, advertising, and special campaigns. UCE provides assistance in administering programs, such as making arrangements for logistics, facilities and amenities; financial accounting and reporting; registration and information services; media services, permanent record-keeping and transcription.*

*To evaluate a program's effectiveness, UCE assists with design and selection of evaluation techniques, post-conference analyses and future program recommendations. UCE can serve as a single point of contact for University resources, including the Hotel and Conference Center, business services, purchasing, and security.*

*UCE's Department of Conferences and Special Courses produces development programs for a number of professional organizations. It also hosts special interest programs for youth as well as older individuals. In total, UCE annually conducts over 300 programs reaching over 10,000 individuals.*

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## **J. DISTANCE LEARNING AND OUTREACH TECHNOLOGY**

*The professional staff of this department offers faculty members support and opportunity to develop and offer distance education programs (courses, conferences, telecasts, etc.) using either print-based or telecommunications-based technologies or both. Consultation, support, and production services are available.*

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### **3. COLLEGE AND SCHOOL INVOLVEMENT IN EXTENSION AND OUTREACH**

#### **A. COLLEGE OF AGRICULTURE**

*College of Agriculture departments provide a broad range of assistance from micro-computer training to farm financial management and business analysis. The College has joined with industry to develop uses for poultry litter by-products, create irrigation management programs, and provide assistance to farmers.*

*Agricultural continuing education efforts include providing information on herbicides, pest control, horticulture, gardening, and plant pathology. A diagnostic laboratory is available for processing soil samples and identifying plant diseases. Major emphasis has been placed on increasing agricultural profitability. A number of alternative-enterprise programs are offered featuring aquaculture, horticulture, and livestock options.*

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#### **B. COLLEGE OF ARCHITECTURE, DESIGN AND CONSTRUCTION**

*The College of Architecture, Design and Construction has provided a number of community outreach projects and services to the profession. Several architectural and community development master plans in the state and region have been supervised by faculty in the school.*

*Architecture faculty produce workshops for organizations in addition to major conferences for students, faculty, and industry professionals in the field of design and other areas of architecture education. The "Communitas" Program provides students an opportunity to gain a practical educational experience while contributing to beneficial community improvement.*

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#### **C. COLLEGE OF BUSINESS**

*The College of Business includes outreach through the Auburn Technical Assistance Center (ATAC), the Center for International Commerce (CIC), the Center for Management and Executive Development (CMED), and the Small Business Development Center (S BDC).*

*The Auburn Technical Assistance Center works with Alabama industries to assist them in creating new jobs, preserving existing jobs, increasing productivity and efficiency, and improving quality of work life. ATAC's services include needs assessments, feasibility studies, and assistance in goal-setting, training, and communication. The Center for International Commerce works to improve cooperation and exchange of*

*information between the United States and other countries and to attract international companies to the state. The Center for Management and Executive Development conducts seminars, workshops, and conferences for the professional development of business managers and supervisors. The Small Business Development Center provides assistance to the state's small businesses in order to create new jobs, train business employees and managers, and develop and market new products.*

*In conjunction with Engineering's Video-based Outreach (see below), the College offers the MBA to an external constituency.*

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#### **D. COLLEGE OF EDUCATION**

*The College of Education's Extension and Public Service Program seeks to provide professional assistance and service to those who work in education in its many settings--schools, colleges and universities, community agencies, the home, and business and industry.*

*Professionals in the field are served through off-campus centers and programs, consortial arrangements, and close relationships with individual school districts. The College of Education responds to lifelong professional needs of educators by bringing new ideas to practitioners to assist them in solving problems encountered in the field. The College also conducts conferences, workshops, and seminars and prepares informational material.*

*The College has developed collaborative relationships with educational and education-related agencies, permitting the design of programs that include local staff development as well as research, internship, and practical experiences for students. The College of Education's various departments serve the community through diagnostic and clinical programs in reading, motor development, rehabilitation and special education for children and youth, and adult health and lifestyle enhancement.*

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#### **E. COLLEGE OF ENGINEERING**

*The Engineering Extension Service develops, markets, and conducts non-degree credit continuing education and service programs for the constituency of the College of Engineering. These programs are in the form of conferences, seminars, short courses, and workshops. Through the Auburn campus and the Engineering Extension Service's Birmingham office, programs and special projects funded under contracted agreements are presented yearly. Masters degrees in Engineering are available through the Video-based Engineering Outreach program.*

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#### **F. SCHOOL OF FORESTRY AND WILDLIFE SCIENCES**

*The School of Forestry and Wildlife Sciences, in cooperation with Auburn University's Department of Agricultural Engineering and the U.S. Forest Service, operates the Southern Forest Engineering Center. The Center is dedicated to solving harvesting and engineering problems facing the Southern forestry community. The Center's goal is to improve management and utilization of forest resources through superior programs in forest engineering education, research, and extension.*

*The Forest Products Development Center, operated by the School of Forestry with the support of the Alabama Cooperative Extension Service and the Alabama Forestry Commission, assists in coordinating the activities of state agencies and industry associations. The Forest Products Development Center works to better utilize existing resources, develop domestic and international markets for the state's forest products, and support forest-based economic development.*

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## **G. COLLEGE OF HUMAN SCIENCES**

*The College of Human Sciences works closely with the Alabama Cooperative Extension System to provide educational programs and informational publications on topics ranging from home-based businesses and money management to family, clothing, aging, and health.*

*Efforts of the college include the establishment of several Family Money Management Centers across the state. Hundreds of citizens are reached through the centers' programs in budgeting, debt management, record keeping and goal setting.*

*Human Sciences Extension specialists develop publications and videos for training, such as the home-based business programs. The college also provides industry contacts for such businesses.*

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## **H. COLLEGE OF LIBERAL ARTS**

*The College of Liberal Arts' extension activities come primarily through the Center for the Arts and Humanities which is located at Pebble Hill, a restored 19th century home. The Center presents lectures, seminars, and workshops on historical and social issues and literary works; it also helps sponsor art exhibits and fine arts performances. These are open to the general public; many are aimed specifically at libraries and schools throughout the state. Many Center activities are supported by grants from such agencies as the Alabama Humanities Foundation, the National Endowment for the Humanities, and the National Endowment for the Arts.*

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## **I. SCHOOL OF NURSING**

*The School of Nursing has as one of its priorities becoming more involved in interdisciplinary research and extension projects. The School of Nursing is now working cooperatively with organizations and individuals in*

*the community who are interested in quality health care in this country to encourage growth in the profession and to address the continuing education needs for professionals in nursing.*

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## **J. SCHOOL OF PHARMACY**

*The School of Pharmacy's Office of Alumni and Professional Affairs administers the school's outreach program. Its goals include providing organized continuing education to health care professionals, especially pharmacists, and providing other services and information useful in optimal distribution and use of medications and related health care items. Television is the primary vehicle which delivers continuing education to 25 hospitals located strategically throughout the state. In addition, the School of Pharmacy utilizes workshops and seminars both on and off campus.*

*The School of Pharmacy provides a drug identification and information service which is available to various professionals in the state, as well as a public health education and screening program.*

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## **K. COLLEGE OF SCIENCES & MATHEMATICS**

*The College of Sciences and Mathematics' extension outreach includes presenting lectures and continuing education courses, conducting workshops, conferences and seminars, and organizing special projects.*

*Faculty from each of the college's departments assist with state and regional Science Olympiads and Science Fairs for talented Alabama high school students. The college is the state's headquarters for "Operation Physics," a national effort to enhance science teachers' understanding of physics and to provide them with more effective methods of teaching physics.*

*Working with ACES, the college's Department of Zoology and Wildlife Science works to improve economic aspects of the state's wildlife resources and help environmentalists and farmers control wildlife population and damage.*

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## **L. UNIVERSITY LIBRARIES**

*The Auburn University Libraries engage in numerous activities that extend beyond the immediate Auburn University community. These include participating in the Network of Alabama Academic Libraries (NAAL) as a founding member; providing cooperative access to numerous online journal titles; active participation in interlibrary loan services through NAAL and KUDZU; active participation in statewide and regional groups of cooperating research libraries; and active participation in the ALLIES program, which enable patrons to check out materials from all participating libraries either online or in person. Circulation privileges at the Auburn University Libraries may be available upon application to individuals outside the university, as are tours of the facilities. The libraries also participate as partners in several statewide and nationwide digital projects. Library faculty and staff are actively involved in outreach projects that provide services to distance*

*education students and agents of the Alabama Cooperative Extension System. The reference and outreach departments of the University Libraries are available for individual or classroom teaching, tours, and lectures. The University Libraries sponsor periodic public lectures on topics of interest. Further information regarding any of these services may be found either on the University Libraries' homepage or at the reference and circulation desks.*

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## **M. COLLEGE OF VETERINARY MEDICINE**

*The College of Veterinary Medicine offers an extensive continuing education program which delivers its expertise to practicing veterinarians. The college's outreach also includes conferences, reunions, and publications for professionals in the veterinary medical field. Clinical and diagnostic services are available to animal owners and producers.*

*One of the highlights of the College of Veterinary Medicine's extension activities is the annual Veterinary Conference and Reunion. For over 80 years, the college has hosted this event for veterinarians, students, faculty, and exhibitors from around the country.*

*Seminars and continuing education course offerings cover subjects such as orthopedic surgery, radiology, treatment of skin problems, and respiratory surgery. Treatment of both large and small animals is featured in continuing education programs.*

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## **4. OUTREACH ACTIVITIES**

### **A. COMMUNITY ORIENTED ACTIVITIES**

#### **1. CHILD STUDY CENTER**

*The Child Study Center is operated by the Department of Human Development and Family Studies to support its instructional and research programs. Directed observations of children at the Child Study Center supplement regular classwork in Child Development. Students who are planning careers in which they will work with families and children have the opportunity to translate knowledge obtained in the classroom into planning, implementing, and evaluating programs for the clients of the Child Study Center.*

*The program at the Child Study Center is designed to promote the development of the total individual by helping each child develop social, emotional, cognitive, and physical skills. The Center offers a one-half day pre-school program to the community and seeks a diverse group of children.*

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#### **2. MARRIAGE AND FAMILY THERAPY CENTER**

*The Marriage and Family Therapy Center is a marriage and family therapy training clinic that provides services to East Alabama residents. The clinic is administered by the Department of Family & Child Development and is staffed by Master's level therapists-in-training. Supervisors are clinical members of the American Association for Marriage and Family Therapy.*

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### **3. PSYCHOLOGICAL SERVICES CENTER**

*The Psychological Services Center is the major clinical teaching facility for the doctoral program in Clinical Psychology. The Center is open to all community residents, serving individuals, couples, families, groups, and organizations. Both the training needs of the Center and the needs of the client serve as criteria for acceptance as a client. The Psychological Services Center is unable to function as a service facility because of limited resources; therefore, individuals seeking services may not be accepted as clients. Most clients will be seen by an advanced graduate student in clinical psychology under the supervision of Ph.D., Licensed Psychologists who are faculty members in the Department of Psychology. The Psychological Services Center does not exist as a profit-making organization; its sole purpose is to provide a training and research facility for the Department of Psychology's clinical doctoral program. Nominal fees are charged to help offset the cost of operating the Center.*

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### **4. REHABILITATION AND SPECIAL EDUCATION CLINICAL SERVICES**

*Clinical Services in the Department of Rehabilitation and Special Education offers a variety of services for exceptional individuals and children with learning problems. Assessments include educational, behavioral, development, and psychological evaluations. Also, Clinical Services offers remediation and training for school related learning problems that include individual and group tutoring, behavior management plans, and the development of vocational programs. The clinic offers support services such as counseling and the Clinic Library loans educational material to students in the department and educators in the community.*

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### **5. SPEECH AND HEARING CLINIC**

*The Auburn University Speech and Hearing Clinic offers hearing, speech, and language services to a large area of East Alabama. The Clinic accepts self-referrals as well as referrals from physicians and other professionals. Among the services provided are: speech-language screening; in-depth evaluation and treatment for articulation disorders, language delay, stuttering, voice problems, cleft palate, and problems following stroke and other brain injuries; parent training in language stimulation; hearing screening; full audiological diagnostic evaluation; hearing aid sales and services; speech reading and auditory training for the hearing impaired; and evaluation and management of tinnitus.*

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## **B. INTERNATIONAL ACTIVITIES**

*Auburn University's Office of International Programs was initiated in 1985 to fulfill the University's mission of internationalizing the Auburn campus. The Office coordinates Auburn's international teaching, research, and extension activities. This includes guiding and assisting foreign students, faculty, and scholars during their stay in the United States, actively seeking funding for research abroad by Auburn faculty members, coordinating and supervising long-term international research projects, expanding the study abroad and internship opportunities for Auburn students, and developing programs to educate faculty, students, and Alabama citizens about other cultures and the importance of global awareness.*

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