

## **Minutes of the Outreach Committee**

### **The University of Tennessee Board of Trustees**

**March 7, 2007  
Martin, TN**

The meeting of the Outreach Committee of the Board of Trustees was held at 10:45 a.m. CT, Wednesday, March 7, 2007 in Room 111 of the Boling University Center at UT Martin.

**I. Call to Order**

Mr. Bucky Wolford, Chair of the Outreach Committee, called the meeting to order.

**II. Roll Call**

Dr. Jack Britt called the roll and the following voting members were present:

Mr. Bucky Woford  
Mrs. Castleman  
Mr. Jim Hall  
Mr. Jerry Jackson  
Ms. Andrea Loughry  
Dr. Lawrence Pfeffer  
Mr. Karl Schledwitz  
Mr. Joseph Sturdivant  
Ms. Anna York

The following non-voting members were present:

Dr. John Petersen  
Mr. Paul Hart  
Mr. Romeo Morrissey  
Mr. Chuck Shoopman

Commissioner Seivers, Commissioner Givens, Dr. Rhoda, Professor Kennedy, Dr. Gourley, Ms. Ridgeway were absent from the meeting.

The Chair stated that he wished to make a few comments prior addressing the first item of business. He stated that this would be the last meeting of the Committee with Dr. Britt. On behalf of the Committee, he expressed his appreciation to Dr. Britt for all the effort he has put forth for this Committee. He thanked Dr. Britt for taking

time to prepare thoughtful agendas to assist the Trustees to understand and experience UT's outreach efforts. He wished Dr. Britt well in his retirement and thanked him for his dedicated service to the University. He also relayed the appreciative sentiments of his predecessor, John Thornton.

Dr. Britt thanked the Chair and Committee and stated it has been his pleasure to be the staff member that supports this Committee.

### **III. Approval of Minutes of Last Meeting**

The Chair stated that the first item of business was approval of the minutes. He referred the Committee to the minutes from the November 3, 2006 meeting included in the materials.

Mr. Jackson moved approval of minutes. The motion was duly seconded and carried unanimously.

### **IV. Review of Progress Toward Strategic Plan Goals—Research and Economic Development, and Review of Progress Toward Strategic Plan Goals—Outreach and Engagement Survey**

The Chair called on Dr. Britt to discuss the next two agenda items. Dr. Britt reported on the progress the administration has made with the scorecard and the Strategic Plan. He referred the Committee to materials distributed prior to the meeting. He stated that the data presented were preliminary but demonstrates approximately where we stand. He discussed how the benchmarks were set and how each of the goals was established. He stated that the data presented does not represent a final scorecard for 2006; he expected the final scorecard to be presented at the board meeting in June. He explained wherever possible they are using a third party to verify the data collected. However, third-party data collections services do not always have data that is synchronized to our timetable. He stated that THEC was able to provide data for across the state and make calculations specifically for our scorecard.

Dr. Britt discussed the proposed goals for Research and Economic Development. Goals are preliminarily listed in red and as they are attained they will be listed in green. He discussed each of the goals listed in green that have already been attained. He stated the scorecard is a dynamic process and, if a goal was possibly set too low, it would be reviewed and revised.

Dr. Britt discussed data collected to determine progress made toward our expected five-year change. He stated the expected five-year

change is measured by determining requirements to be met to achieve goals set for 2010 and measuring incremental changes from 2005. He discussed the expected five-year change goals for enrollment noting we are 36.8 percent progressed towards the benchmark goal we expect to be at in 2010.

In response to a question from the Committee, Dr. Britt stated that THEC is providing graduation rates for us for verification of our calculations.

Dr. Britt discussed progress in economic development. He stated that good progress has been made in the area of intellectual property; we are at 55.8% of the 2010 goal. He stated that the measurement of new jobs created was added as an economic development impact area. He discussed how the data were collected for 'new jobs created'. He stated that we are using a federally-reviewed process that the Department of Defense also uses. He stated we have also examined how many jobs are created by grants and contract money that comes to UT and nearly 4,000 jobs were created. Dr. Britt discussed the economic impact to the state based on total jobs created.

Dr. Britt discussed goals for patients seen and people served by UT across the state. He stated the data presented does not include reports yet from UTM and UTC. He discussed examples included in this goal, such as 'biology in a box,' a group of resources prepared by the Department of Ecology and Evolutionary Biology on the Knoxville campus and used by schools to teach children biology. These are resources to which the school systems may not have access. He stated that this past year 161,000 biology teachers in schools across the state utilized 'biology in a box' content. He stated that the College of Veterinary Medicine had 216,000 people served last year. This includes people served by the Human Animal Bond, an animal therapy program.

Dr. Britt discussed goals for globalization. He discussed goals set for students to have global experiences. He noted that the Board just heard from a UTM professor about a very positive experience UTM percussion students had in Brazil.

Dr. Britt discussed the measurement of faculty salaries. He stated that he is working with preliminary numbers in that area. He stated the measurement compares salaries to all the peers of all the campuses for each level of faculty.

The Chair noted that many of the goals would be affected by support from the legislature. Dr. Britt responded that the scorecard would be very useful tool to help us work with legislatures.

Ms. Loughry asked how we would access internal communication. Dr. Britt stated that the scorecard would have two communication pieces, one external and one internal. He stated that Sylvia Davis conducts an internal employee satisfaction survey that includes questions that focus on internal communications.

Dr. Britt turned to the Second agenda item, Outreach and Engagement Measurement Survey, included under tab 23 of the meeting materials. He stated that we joined an effort with Michigan State University about a year ago. They have a new center for the scholarship of outreach and engagement. They have developed a faculty survey that we piloted last September and October. He stated it was modified specifically for UT using a set of standardized questions that they developed over several years. More than 550 UT faculty responded to the pilot survey. He stated the survey helps us capture outreach projects we can roll into our Strategic Plan. In response to a question he stated that the cost payable to Michigan State University is very low, approximately \$5000. They do the analysis and provide reports back to us. He stated that Michigan State is interested in expanding this program with several national partners. He stated that Penn State and the University of Kentucky, among others, have since joined the program. He reviewed the data captured by the survey included in the meeting materials. He stated that more data was available and explained it can be sorted from the campus level to the department level and to the individual faculty level. The individual faculty level survey can be used towards the evaluation process. He discussed the outreach focus areas captured by the survey. He stated that the pilot program helped us to identify areas not captured by the survey to enhance the survey. After further discussion, Dr. Britt concluded his report.

## **V. Other Business**

There was no other business to come before the Committee.

## **VI. Adjournment**

There being no further business before the Outreach Committee, the meeting was adjourned.

Respectfully Submitted,

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David E. Millhorn, Executive Vice President