



ESF Outreach

221 Marshall Hall
SUNY College of Environmental Science and Forestry
1 Forestry Drive
Syracuse, NY 13210
315-470-6817 (phone)
315-470-6890 (fax)
www.esf.edu/outreach (web)
outreach@esf.edu (e-mail)

Assessment Plan 2010-11



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Executive Summary

Founded in 1911, the State University of New York College of Environmental Science and Forestry (ESF) is dedicated to the study of the environment, developing renewable technologies and building a sustainable future. One of nine doctoral-granting institutions in the SUNY system, ESF is dedicated to excellence in undergraduate and graduate education, research, demonstration, and outreach.

Outreach, in its many forms, is integral to the College's mission. ESF faculty and staff, along with our partners, pursue a range of programs and projects that build upon ESF's academic and research expertise. ESF's Outreach office enriches partnerships and provides planning, marketing, management, and evaluation support to these faculty-driven and faculty-partnered initiatives.

In 2001, ESF renewed and strengthened its commitment to outreach. Collaborations were initiated with schools, colleges and universities, economic and workforce development organizations, and other public, private and non-profit organizations. As a result, ESF serves and partners with more people and organizations through a broader array of programs and projects than ever before.

ESF Outreach, through the Associate Dean for Outreach, provides institutional leadership, consolidates educational outreach activity throughout the Academic Affairs division of the College, and coordinates outreach advancement. Representatives from constituent organizations comprise the several advisory councils that inform program strategy.

ESF Outreach links the College with our partners and constituents outside the academic community. We serve professionals; middle school, high school, and college/university educators; and middle school, high school, college/university, adult and lifelong learners – all with an aim to enhancing education, leadership and practice in the science, design, engineering and management of natural resources and the environment.

To this end, we engage in a rich mix of activities that include

1. **Credit courses and certificates** offered on campus, off campus, and online.
2. **Professional education** programs, including regional, state-wide, national and international contract trainings, seminars, workshops and conferences.
3. **Experiential learning and engagement** programs and projects, including youth-focused Green Entrepreneurship programs, and community-based Green Infrastructure training and demonstration projects.
4. **Collaborative grant-funded projects** that focus on outreach or integrate outreach into research grant proposals; and
5. **Scholarship and service** related to outreach.

This *Assessment Plan* is a part of our *Guide to Self-assessment and Planning*, and serves our ongoing quality improvement efforts, as well as communication with on- and off-campus collaborators and stakeholders. The *Guide to Self-assessment and Planning* is organized around a three-part framework to ensure alignment of outreach efforts with College, regional and State-wide transformation initiatives. We focus on our (1) learners; (2) external communities; and (3) outreach colleagues and collaborators.

Outreach Mission

The College of Environmental Science and Forestry's mission is to advance knowledge and skills and to promote the leadership necessary for the stewardship of both natural and designed environments.

Vision 2020: ESF's Strategic Plan | www.esf.edu/vision2020

To support the College's mission and to realize the College's vision of *A Better World through Environmental Discovery*, ESF Outreach links the College's faculty, staff, students and resources to our collaborators and diverse communities in order to

advance education and practice in the science, design, engineering and management of natural resources and the environment.

To do so, we will

- Meet the needs of our learners through high quality educational programs;
- Connect our communities, our collaborators and the College; and
- Create dynamic and sustainable outreach capacity.

Strategic Priorities and Indicators

1. Meet the needs of our learners through high quality educational programs.

Indicators

1. Overall learner satisfaction, including degree of satisfaction with individual programs and courses.
2. Number and percentage of programs that are, at a minimum, a "break-even" venture, including all direct and indirect costs.
3. Number of learner-centered innovations, including programs employing alternative schedules, off-campus locations or web-based and hybrid learning technologies.
4. Total non-matriculated headcount enrollments.
 - A. Non-matriculated headcount enrollments by course/program.
5. Total matriculated headcount enrollments.
 - A. Matriculated headcount enrollment by program.
6. Number of non-credit programs offered.
7. Total noncredit program participation.
 - A. Participation by specific program.
8. Total participation (credit and non-credit) in ESF's Outreach programs. [sum of nos. 4, 5, 7]
 - A. Total participation including "repeat" participants.

2. Connect our communities, our collaborators and the College.

Indicators

1. Number and percentage of (a) ESF faculty and (b) academic departments involved in organized Outreach programs and projects.

2. Number of community, education, public, private, and non-profit partnerships and regional transformation initiatives established.
3. Percentage of staff serving on work-related College, community, and professional committees and boards.
4. Number and amount of collaborative outreach and engagement grant proposals submitted and funded, led by ESF faculty, staff and/or partners.
5. Number of scholarly activities (teaching a course, serving on thesis/dissertation committees, service-learning projects, consultations, presentations and publications) based upon organized outreach led by
 - A. Outreach staff
 - B. ESF faculty
 - C. Jointly with on- and off-campus partners
6. Extent to which outreach efforts reflect diversity in staffing, students/participants served, and communities served.
7. Evidence of impacts on communities and the College as a result of programs and projects.

3. **Create dynamic and sustainable Outreach capacity.**

Indicators

1. Degree of faculty, staff and partner satisfaction with program and project experiences.
2. Establishment of an ESF Outreach Advisory Council with on- and off-campus representatives (and potential linkages to faculty governance and program-specific advisory councils).
3. Investment in professional education and development opportunities for staff, faculty and graduate students involved in outreach scholarship and practice.
4. Investment in technology and quality efforts to improve workplace efficiency.
5. Capacity and resources to identify respond to and manage externally funded opportunities, along with their successful transition to sustainable and institutionalized non-credit and credit programs and other initiatives.
6. Results of ongoing and annual self-assessment, planning and reporting processes, including program-level and aggregate financial analysis, e.g.,
 - A. Amount of faculty technical service funds generated.
 - B. Amount of indirect cost generated.
 - C. Percentage of college-supported outreach staff salaries (i) cost-shared in grants and (ii) recovered from grants.
 - D. Amount of ESF faculty extra service and summer salary generated (including fringe).
 - E. Number of (i) staff and (ii) graduate students supported with extramural funding.

Outreach Self-assessment Operational Plan

ESF Vision 2020 Strategic Priority	Outreach Strategic Priority	Strategy	Indicator	Data Source & Method
<p>GOAL 1: Enrich academic excellence in both undergraduate and graduate education</p> <p>GOAL 2: Provide an outstanding student experience</p> <p>GOAL 5: Strategically build and enhance partnerships and collaborative relationships</p> <p>GOAL 6: Respond to the needs of society</p>	<p>1. Meet the needs of our learners through quality educational programs.</p>	<p>We will build, market and deliver faculty-driven and faculty-partnered educational experiences and engagement projects throughout New York State and beyond that are:</p> <p>A. Synergistic with ESF’s academic and research programs;</p> <p>B. Educationally effective;</p> <p>C. Fiscally effective; and</p> <p>D. Learner-focused and responsive.</p>	<p>1. Overall degree of learner (student/participant) satisfaction, including degree of satisfaction for individual programs and courses offered.</p>	<p>End of course/program survey statistics (frequencies, means & illustrative anecdotal).</p>
			<p>2. Number and percentage of programs that are, at a minimum, a “break-even” venture, including all direct and indirect costs.</p>	<p>Analysis of project/program budget reconciliations.</p>
			<p>3. Number of learner-centered innovations introduced.</p>	<p>Project/program leaders.</p>
			<p>4. Total non-matriculated credit course and headcount enrollments.</p>	<p>ESF Computing Reports.</p>
			<p>4.A. Non-matriculated credit course and headcount enrollments by program.</p>	<p>ESF Computing Reports.</p>
			<p>5. Total matriculated credit course and headcount enrollments.</p>	<p>ESF Computing Reports.</p>
			<p>5.A Matriculated credit course and headcount enrollments by program.</p>	<p>ESF Computing Reports.</p>
			<p>6. Number of non-credit programs offered.</p>	<p>Tally of Appropriate Programs.</p>
			<p>7. Total registrations in noncredit programs.</p>	<p>Registration Data Tally.</p>
			<p>7.A. Registration in specific non-credit programs</p>	<p>Registration Data Tally.</p>
			<p>8. Total participation (i.e., credit and non-credit) in ESF Outreach programs. [nos. 4, 5, 7]</p>	<p>Compilation of appropriate data.</p>
			<p>8.A. Total participation</p>	

			including "repeat" participants.	
GOAL 5: Strategically build and enhance partnerships and collaborative relationships GOAL 6: Respond to the needs of society	2. Connect our communities, our partners and the College.	We will expand and strengthen ESF's role in collaborative efforts with public, private and non-profit organizations, especially those related to our traditional and emerging commitment to areas of environmental science, design, policy, engineering, and renewable energy in order to address the needs of those whom we serve.	1. Number and percentage of (a) ESF faculty and (b) academic departments involved in organized Outreach programs and projects	Count of project/program reports.
			2. Number of community, corporate, government, and industry partnerships and regional transformation initiatives established.	Count of project/program reports.
			3. Percentage of staff serving on work-related College, community, and professional committees and boards.	Count of project/program reports.
			4. Number and amount of collaborative grant proposals submitted and funded by ESF faculty, staff and partners.	Record of in-progress, current & pending grant proposals.
			5. Number of scholarly activities (teaching a course, serving on thesis/dissertation committees, service-learning projects, consultations, presentations and publications) based upon ESF organized outreach and engagement programs and projects by i. Outreach staff ii. ESF faculty iii. Jointly with off-campus partners	Survey of Department chair faculty and staff.
			6. Extent to which outreach efforts reflect the value of diversity (staffing, students/participants served, communities served).	Comparison of staff, student, and participant information from program evaluations with statistics from the greater community.
			7. Evidence of impacts on communities and the	Qualitative summary of project

			College as a result of engagement projects.	outcomes.
GOAL 7: Invest in ESF's human resources and physical infrastructure	3. Strengthen sustainable Outreach capacity.	<p>We will engage in systematic review and improvement to all aspects of ESF's Outreach efforts.</p> <p>We are committed to effective, efficient and satisfying work and educational experiences for our staff, our partners, and our participants.</p> <p>We want a culture that proactively encourages, facilitates and values collaborative, entrepreneurial, and creative outreach scholarship and practice.</p>	1. Degree of faculty, partner and staff satisfaction with program and project experiences.	Faculty, partner, and staff surveys
			2. Establishment of an ESF Outreach Advisory Council that includes on- and off-campus representatives, and explore potential linkages to faculty governance and program-specific advisory councils.	Advisory Council established and launched.
			3. Investment in professional education and development opportunities for staff, faculty and graduate students involved in outreach, including, e.g., outreach scholarship and practice, project management, consulting/facilitating, marketing, interactive learning technologies.	Number outreach related opportunities afforded staff, faculty, and graduate student
			4. Investment in technology and quality efforts to improve workplace efficiency.	Expenditures on technology efficiency initiatives.
			5. Capacity and resources to identify, respond to, and manage externally funding opportunities, along with their successful transition to sustainable and institutionalized non-credit and credit programs and other initiatives.	Number and amount of grant proposals submitted; Number of percentage of grants awarded.
			6. Results of ongoing and annual self-assessment, planning and reporting processes, including	Implementation of ongoing quality assurance and

			<p>program-level and aggregate financial analysis, e.g.,</p> <ul style="list-style-type: none"> A. Amount of faculty technical service funds generated. B. Amount of indirect cost generated. C. Percentage of college-supported outreach staff salaries (i) cost-shared in grants and (ii) recovered from grants. D. Amount of ESF faculty extra service and summer salary generated (including fringe). E. Number of (i) staff and (ii) graduate students supported with extramural funding. 	<p>improvements.</p>
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