



JPSO: A FORUM FOR OUTREACH

S. Eugene Younts, Ph.D.
Publisher

You hold in your hands the inaugural issue of *Journal of Public Service & Outreach*, an interdisciplinary, refereed journal dedicated to the broad rubric of public service and outreach, the third mission of the academy. *JPSO* was sent to you because of your interest and involvement in outreach, and it features perspectives from some of the most distinguished scholars and practitioners in outreach in the United States.

Universities and colleges are becoming more aware of their responsibility to extend knowledge and expertise to society. We believe it is critical to have an ongoing dialogue about how higher education can best meet the needs of diverse publics; the journal will provide a forum for that exchange of ideas. The notion is to create a broad and inclusive, collaborative network through which issues and challenges are identified, and information is shared in the areas of research, teaching, and technical assistance.

JPSO seeks to analyze and highlight trends, ideas, and innovative practices that will promote excellence in academic outreach in universities, colleges, and schools; business and industry; and communities at the local, regional, national, and international levels. We hope that together, we will discover solutions to problems confronting today's ever-changing and complex society.

Public service and outreach has been on higher education's agenda for more than a century, and many institutions have established initiatives that involve much of the academy in outreach programs that positively affect the world beyond the campus gate. So, why the emergence of a scholarly journal of outreach at this time?

First, no publication covers the diverse, interdisciplinary field of public service; the journal, therefore, fills a void. Second, there is an even more compelling reason: We are at a time of heightened national and international interest in the field, and the public is looking increasingly to higher education for assistance in finding answers to its problems.

Public service and outreach is being examined as never before within the academy. From La Jolla, California, in the West to Minnesota and Michigan in the Midwest, a string of national conferences focusing on outreach were conducted during the past few years. The 1995 annual meeting of the National Association of State Universities and Land-Grant Colleges devoted a number of sessions to outreach — which was not news in itself, but the standing-room-only attendance was noteworthy. It is, indeed, an era of unprecedented interest, change, challenge, and opportunity.

We are not alone in our thinking that such a journal's time has come. Early announcements of *JPSO's* founding generated a groundswell of support from leaders in higher education. For example, the late Dr. Ernest L. Boyer, president of The Carnegie Foundation for the Advancement of Teaching, wrote in an October 1995 letter, "I was delighted to hear about the new *Journal of Public Service and Outreach*. The timing for such a publication is absolutely right . . ." Before Dr. Boyer passed away in December 1995, he agreed to contribute to the first issue; his submission appears herein, and we are in his debt for adding to our confidence in undertaking this venture.

Editorial board

Our determination to proceed was fueled also by many others, several of whom agreed to be members of the *JPSO* editorial board. Each member is a superb leader in education in her or his own right. The editorial board covers the broad spectrum of outreach and higher education in the United States and internationally, and its members bring to the task an impressive combination of accomplishments, experiences, and professional responsibilities. A listing of the board follows:

C. Eugene Allen (Ph.D., University of Wisconsin) Provost for Professional Studies at the University of Minnesota and Director of the Minnesota Agricultural Experiment Station. A faculty member at the U of M since 1967, he has held administrative positions since 1984, has an distinguished record of research and publishing, and has been honored as an outstanding faculty member. Dr. Allen steered the all-university strategic plan for the U of M's outreach programs.

Robert L. Bender (Ph.D., University of Illinois), Associate Vice President for Academic Affairs, University of Illinois, Urbana. Since 1986, Dr. Bender has served in his present position and as director of the Office of Corporate and Public Services. In these capacities he serves the U of I and its three campuses: Chicago, Springfield, and Champaign-Urbana.

Velma Blackwell (Ph.D., Florida State University), Associate Provost for Continuing Education and Lifelong Learning, Tuskegee University, Alabama. Dr. Blackwell's career spans the gamut, from high-school health and physical-education teacher to college instructor, college administrator, consultant, and federal and state relations director.

Gene A. Bramlett (Ph.D., University of Kentucky), retired Public Service and Outreach Administrator, Auburn University. Dr. Bramlett devoted his career to public service and outreach as a faculty member and administrator at The University of Georgia, vice president for public service and extension at Auburn University, and as an administrator of programs in gerontology. He has written extensively on the field of public service.

James Christenson (Ph.D., Washington State University), Associate Dean of Agriculture and Director of Cooperative Extension, The University of Arizona. Dr. Christenson brings to the board a wealth of experience as a classroom teacher and researcher in the field of sociology. He is co-editor of five books,

including *The Cooperative Extension Service: A National Assessment and Rural Data, People and Policy*. He has been director of Cooperative Extension at The University of Arizona since 1989.

Sherwin L. Davidson (Ph.D., University of Utah), Vice Provost for Academic Affairs and Dean of the School of Extended Studies and Continuing Education, Portland State University. Dr. Davidson has been dean of the School of Extended Studies since 1989 and Vice Provost since 1984. She has a long and distinguished career as an educator and is author of numerous publications in the field of public service and outreach, in which she has been an innovator and leader.

Paula L. Dressel (Ph.D., The University of Georgia), Associate Provost and Professor of Sociology, Georgia State University. Dr. Dressel was Associate Dean for Social Sciences before becoming Associate Provost for Academic Programs in 1994. Her contributions to university service are substantial, and she has numerous publications in the field of sociology.

Margaret P. Geisler (Ph.D., University of Wisconsin-Madison), Director of Outreach, University of Wisconsin-Madison. Dr. Geisler has been active in outreach at the University of Wisconsin for a number of years and serves as a member of the executive committee of the NASULGC Council on Continuing Education, Extension, and Public Services. She also sits on the University of Wisconsin panel of editors for NUCEA's Continuing Higher Education Review.

Theodore L. Hullar (Ph.D., University of Minnesota), Professor, Department of Environmental Toxicology, University of California, Davis. Dr. Hullar formerly served as chancellor of the Davis and Riverside campuses. During a leave in Washington, D.C., in 1994-95, he studied institutional arrangements for increasing university service to society. Dr. Hullar has a deep and abiding interest in integrated academic programs of universities and has spoken frequently on university outreach.

C. Peter Magrath (Ph.D., Cornell University), President, National Association of State Universities and Land-Grant Colleges. Dr. Magrath has been head of the nation's oldest higher education association since January 1992. As past president of three public universities, Magrath has a broad perspective on higher education and is the author of numerous books, monographs, and articles on history, higher education, and international affairs.

Edna Lieb McBreen (Ph.D., Cornell University), Assistant Provost of International Programs, West Virginia University. Dr. McBreen has more than 20 years of experience in domestic and international education, specializing in agriculture, home economics, and adult education. She has been in the position of assistant provost of international programs since 1990.

Gordon H. Mueller (Ph.D., University of North Carolina), Vice Chancellor for Extension and Research, University of New Orleans. Dr. Mueller is recognized nationally as an authority, speaker, and consultant on research park development, work-force training, education and economic development, business and higher-education collaboration, education reform, distance-

learning technologies, and international education. He has held his present position since 1990.

Lucinda A. Noble (Ph.D., University of North Carolina), Assistant to the Vice President for University Outreach and Administration, Cornell University. Dr. Noble has been in her present position since September 1994. Prior to that time she was director of the Cornell Cooperative Extension System. She is a leader in university outreach at national and international levels.

José Antonio Outón Mato (Ph.D., Universidad Iberoamericana), Director of Didactic Department and General Academic Director at the Universidad Iberoamericana. Dr. Outón Mato is president of the Teachers and Researchers Association, vice rector of the Universidad del Valle de Mexico, and president of the Mexican Association for Continual Education.

James P. Pappas (Ph.D., Purdue University), Vice Provost for Continuing Education; Associate Vice President for Research and Public Service; Professor of Educational Psychology, University of Oklahoma. Dr. Pappas oversees the program of academic outreach that serves 100,000 participants each year.

Robert G. Simerly (Ph.D., University of Tennessee), Dean of University Outreach, Center for Professional Development, Florida State University. Dr. Simerly provides leadership for facilitating the university's outreach activities that support lifelong learning. Prior to assuming his present position, he was dean of the division of continuing studies and professor of continuing education at the University of Nebraska-Lincoln for nine years.

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Graham R. Skanes (Ph.D., McGill University), Dean of the School of General and Continuing Studies and Extension, Memorial University of Newfoundland. Dr. Skanes has held a number of administrative posts at Memorial University of Newfoundland, including director of the Institute for Research in Human Abilities, head of the department of psychology, associate dean of science, and director of the School of General Studies. He is a native of St. John's Newfoundland, Canada.

Geoffrey P. Thomas (Ph.D., University of Cambridge), Director of the University of Oxford's Department for Continuing Education, founding President of Kellogg College of Oxford, and an Honorary Fellow of Linacre College, Oxford. In his capacity as director of the department, he is responsible for all the university's continuing-education activities, which comprise large numbers of part-time programs for the public; specialized

courses for business, industry, and the professions; and a wide range of programs for international groups.

James T. Votruba (Ph.D., Michigan State University), Vice Provost, University Outreach and Professor of Higher Education, Michigan State University. Dr. Votruba has held his present position since 1989; he has led the university's efforts to broaden and more fully integrate the extension and application of knowledge as a primary mission of the campus and its various academic units.

Mary L. Walshok (Ph.D., Indiana University), Associate Vice Chancellor-Extended Studies and Public Service and Adjunct Professor in the Department of Sociology, University of California, San Diego. Dr. Walshok is responsible for the university's self-funded continuing education and outreach programs, which serve more than 40,000 participants annually. She is also responsible for two off-campus extension centers. She is the author of numerous book chapters and two books, the second of which is *Knowledge Without Boundaries: What America's Research Universities Can Do for the Economy, the Workplace, and the Community*, published in 1995.

K. Jack Yost (Ph.D., Purdue University), Associate Vice President for Research and Technology Transfer, the Pennsylvania State University. Dr. Yost is responsible for administering the university's total research budget, and overseeing patent and copyright management and the industrial-relations program; he also plays a lead role in marketing the Penn State Research Park. In addition, he is responsible for University economic-development programs, including technology development and technical-assistance programs.

The inaugural issue

Together with this distinguished board of academic leaders, we will strive to make the journal a hallmark of public service and outreach. This commitment to excellence is enhanced by the essays that comprise the heart of this inaugural issue.

Volume 1, Number 1 opens with a tribute to the late Dr. Ernest L. Boyer. Written by friend, colleague, and *JPSO* editorial-board member Dr. C. Peter Magrath, "**Ernie Boyer: A Eulogy**" fondly and profoundly portrays the vibrance, passion, and simple humanity of one of the nation's most respected leaders who enthusiastically endorsed the public-service mission.

Dr. Ernest L. Boyer's article, "**The Scholarship of Engagement**," opens with a skillful précis of the heretofore inextricably interlocked relationship between higher education and the larger purpose of American society. Dr. Boyer sounds a wake-up call for the academy, warning of a growing feeling in the country that higher education is, in fact, part of the problem rather than the solution. He admonishes colleges and universities to connect the rich resources of its campuses with its publics in order to address our most-pressing societal problems and enriching the quality of life for us all.

Dr. David Mathews, President of the Kettering Foundation, in his essay, "**The Public's Disenchantment With Professionalism: Reasons for Rethinking Academe's Service to the Country**," provocatively argues that the academy must understand and respond to public disenchantment with higher education — a "public disconnect." He writes, "It's time for academics

to consider changing some established practices so what is done by our campuses aligns with, rather than contravenes efforts at creating a richer, healthier public life in America.”

Dr. James Votruba, Vice Provost for University Outreach at Michigan State University and a member of the *JPSO* editorial board, provided the leadership for a six-year process at MSU and more than a dozen universities across the nation in a process to design and implement strategies for strengthening and integrating outreach as a primary institutional mission. His article, **“Strengthening the University’s Alignment with Society: Challenges and Strategies,”** provides an excellent account of this process, emphasizing the importance of establishing a solid intellectual foundation as the basis for the relationship of outreach to the overall mission of the university.

Dr. Mary Walshok, Associate Vice Chancellor, Extended Studies and Public Service, Adjunct Professor in the Department of Sociology at the University of California, San Diego, and *JPSO* editorial board member, outlines **“New Approaches to Funding University Public Service and Outreach.”** Dr. Walshok stresses that universities must better understand and respond to the diversified knowledge needs of the communities they serve. Higher education, she contends, must also develop a wider array of knowledge services responsive to the multifaceted needs of specific stakeholder groups. The author describes innovative approaches to financing service and outreach as it relates to constituent needs.

Finally, we close the inaugural issue of *JPSO* with a return to The University of Georgia — and, yet, with a national look ahead at **“The Challenge for Outreach for Land-Grant Universities As They Move Into the 21st Century.”** Dr. Russell G. Mawby, Chairman Emeritus and Trustee of the W. K. Kellogg Foundation, delivered this challenge at UGA to inaugurate the Walter B. Hill Distinguished Lecture Series for Service and Outreach. Dr. Mawby discusses five challenging ideas for public service, as well as ways in which universities can begin to meet them.

Future issues of *JPSO* will cover the diverse nature of outreach, with an emphasis on awareness, appreciation, and innovative responses to the radical changes facing higher education today. Topics slated for upcoming issues include:

- involving students in outreach
- using technology to broaden outreach
- examining the many unanswered, pedagogical questions related to distance learning,
- escaping from the paternalistic approach of “top-down” outreach to create partnerships — from the beginning — with those being served,
- accepting the challenge of serving increasingly diverse publics,
- analyzing critically the importance of interdisciplinary collaboration,
- understanding the shrinking globe and international connections,
- solving the nagging problem of faculty incentives and rewards, and
- making technology transfer work successfully.

In order to achieve success with the journal, we solicit your scholarly contributions and support. We will publish two issues in 1996 — April and October — and, three per year thereafter, in January, May, and September. The complimentary copy you hold is our way of letting you know of the journal’s existence and mission. We believe we can be stronger by sharing our research, information and views. We need you to do that.

Where we began — and where we are headed

The *Journal of Public Service & Outreach* owes its beginning to a great extent to an ongoing, abiding interest in and commitment to public service at The University of Georgia, building upon a strong tradition which started in the 19th century.

Nearly one-quarter of a century ago, I arrived at UGA to begin what has been a great love affair of administering the public service and outreach program of the institution. My predecessor, Dr. J. W. Fanning, maintained throughout his 40 years on this campus that society's largest storehouse of knowledge is the university. "One way that a university achieves excellence," he said more than once, "is when it uses knowledge to serve." The UGA president under whom I first served, Dr. Fred C. Davison, defined my task simply: "The role of the Vice President for Services (Outreach) is to take the academic resources of the university and improve the quality of life of the people being served."

This tradition of public service and outreach thrives today. Our current president, Dr. Charles B. Knapp, is providing the leadership vital to maintaining a partnership between the university and society. The new journal, he notes, has the potential of making a significant contribution to this collaborative effort.

"With the publication of this inaugural issue of the *Journal of Public Service & Outreach*, The University of Georgia has taken a leadership role in making the resources of higher education available to its sponsoring public," he wrote. "An obligation to extend knowledge beyond traditional campus boundaries is a concept unique to American universities and colleges, and I am pleased that this new journal will be devoted to this goal.

"With the active support of educators from across the nation, this new journal can result in a better quality of life for citizens today and for generations yet to come."

Additional and equally substantial on-campus support for public service assists us in pooling our resources here at UGA to publish *JPSO*. The publisher is the Office of the Vice President for Services (Outreach); three public service administrators/faculty serve as journal staff. Dr. Albert F. Ike, Associate Vice President for Services and Outreach, is managing editor, and is responsible for the *JPSO* business office, including circulation. Co-editors are Dr. Melinda D. Hawley, Director of Public Service and Outreach in the College of Journalism and Mass Communication, and Dr. Donna Q. Butler, Director of Outreach in the College of Education. Dr. Hawley has almost two decades of publication experience, and she guides the editorial process itself. Dr. Butler, who has a long history of experience in outreach, is responsible for the submission and review process for refereed articles.

Much hard work and cooperation have made this inaugural issue possible. A special word of thanks for getting the journal up and running goes to the essayists, the *JPSO* staff, and the support staff in my office.

We believe the journal will provide a voice for public service and outreach that will serve not only to unite all of us in our efforts, but also to increase our ability to be heard. We look forward to an exciting journey as public service and outreach moves increasingly closer to center stage in higher education. ■