

IV. Faculty Member in Economic Development, Outreach, and Public Service

A. Corporate Relations

Campus and faculty relationships with corporations are important to almost all aspects of campus life. They fund and participate in research, fund student scholarships, hire students for field experience and career opportunities, join advisory boards, license campus technology, hire faculty as consultants, sponsor arts, athletic, and academic events, provide case studies for practicums and capstone courses, and many match the philanthropic contributions of our alumni. The proximity of companies based in Massachusetts make them desirable partners, but the campus reach is international. Several campus administrative and academic offices can help you find corporate partners and sponsors. Most of these offices would also like your help in identifying corporate opportunities, technology interests, highly placed alumni, and how your research might be of interest to corporate supporters. Offices that facilitate the campus' corporate links *in ways that are of particular interest to faculty* include the Office of Corporate Relations (www.umass.edu/corporate), college and school development offices, the Office of Commercial Ventures and Intellectual Property (<http://amherst.cvip-umass.net/>), Industry Liaison and Economic Development (<http://www.umass.edu/iled>), and the Office of Grant and Contract Administration (<http://www.umass.edu/research/ogca/>).

1. Industry Liaison and Economic Development (ILED)

ILED supports the development of high priority, multi-college/school initiatives with services that include strategic planning, data analysis, conference support, and grant writing assistance. The staff will help faculty identify and cultivate industry partners for federal grant opportunities and maintains corporate research links at targeted companies. This unit is the place to go for information on and access to regional and state economic development initiatives such as the Massachusetts Science and Technology Roadmap, the John Adams Centers of Excellence Program, and the Regional Technology Alliance. The Research Area electronic newsletter, ACCESS, provides updates on research opportunities. Additional information is available at <http://www.umass.edu/iled>.

2. Office of Corporate Relations (OCR)

The OCR takes a campus-wide view corporate/university interaction in enhancing corporate funding of campus activities. The OCR maintains the campus website www.umass.edu/corporate, a guide for corporations and faculty; sustains relationships with targeted corporations and industry associations; and provides corporate research services to the Development and Outreach staff in each college and their deans. For questions and support, faculty should first contact the Development staff in their college or school.

B. Division of Continuing Education

The Division of Continuing Education provides access to the academic resources of the University for the people of the Commonwealth who are not full-time degree students, for businesses throughout the state and region, and for the online community.

Each year, the Division meets the needs of more than 15,000 people in a variety of programs that include evening and credit courses, University summer and winter

sessions, online courses, specialized on-campus and off-campus undergraduate and graduate programs, post baccalaureate programs, a Bachelor of General Studies degree program, second bachelor's degree programs, independent study courses and internships, specialized credit courses designed to meet the needs of specific groups, noncredit workshops in the areas of the arts, and professional and personal development programs.

The Division's Academic Programs Office offers over 600 courses a year through its evening, winter and summer sessions. These courses serve the needs of many Continuing Education students as well as regular University students when the University is not in session. The Division does not, however, have its own faculty; instructors are identified and approved by the academic departments.

1. Credit Courses

Each semester, a proposed curriculum is submitted to chairs and department heads. Proposals are submitted in March for fall courses, in August for winter session and spring semesters, and in November for summer sessions. To maintain the high academic standard of the University, all credits offered through the Division of Continuing Education must be approved by the department head and the dean of the appropriate school. Faculty wishing to teach through Continuing Education should contact their department head. Compensation earned through the Division by full-time faculty and staff is subject to current University regulations on additional compensation.

2. Online Courses and Degree Programs

Between 20 and 30 undergraduate- and graduate-level courses are offered online each semester and during summer and winter sessions. Information may be obtained through www.umassonline.net as well as www.umass.edu/contined. Three online graduate programs are also offered: the accelerated P.M.B.A. program for working professionals, the Master of Science Nursing in Community/School Health (designed for advanced-practice nurses), and the Master of Public Health (for practicing professionals with relevant public health-related experiences). Developed and taught by resident University faculty, online courses meet the same academic requirements as traditional on-campus courses.

3. Seminars, Conferences, and Workshops

Conferences, customized training, and various certification programs enable individuals and businesses to upgrade and increase their knowledge in both general and specialized fields.

Noncredit workshops, with their flexible formats, short time commitment, and low cost, offer the public an opportunity to expand their skills, advance their careers, or improve their community or personal lives. Some of these workshops allow faculty to experiment with ideas for future credit courses and offer the opportunity to pursue personal avocations. In addition to noncredit workshops, English as a Second Language classes for

visiting faculty and their families, special certificate programs, and cultural trips and tours to fit specific interests or classroom needs are also available.

4. Arts Extension Service

The Arts Extension Service (AES) is a national arts service organization inspired by the example of cooperative extension. Since 1973, AES has extended the resources of the University to promote access and integration of the arts in communities through continuing education for artists, arts organizations, and community leaders. While most of AES constituents are in Massachusetts and New England, AES programs extend throughout the country and the world with participants from more than 30 states and six foreign countries.

C. University Without Walls (UWW)

University Without Walls (UWW), an alternative program of individualized learning that leads to the baccalaureate degree, was developed in conjunction with the Union for Experimenting Colleges and Universities. UWW abandons the idea of a sharply circumscribed campus and provides education for students wherever they may be--at work, in their homes, through internships, independent study and field experiences, as well as in traditional classes. UWW students are most easily classified as students who would not normally have access to the University and its resources. These are older students with fulltime jobs, women or men with full-time family responsibilities, and students who, for philosophical or logistical reasons, cannot pursue a chosen field of study within present University structures.

D. Cooperative Education

The Office of Cooperative Education in the University Career Center provides a partnership between education and industry, enabling students to combine semesters of classroom study with periods of off-campus employment and training. The office affords students access to hundreds of employer representatives who visit campus each year. Manufacturing, banking, insurance, high technology, tourism, government and private agencies are among the many programs included in Cooperative Education.

E. UMASS Extension

For more than 90 years, UMass Extension has provided educational programs to assist the citizens, businesses, and communities of the Commonwealth in adapting to a world of scientific, social, and economic change. UMass Extension is the Massachusetts arm of the national Cooperative Extension System and a unit of UMass Amherst's University Outreach division.

The mission of UMass Extension is to improve the health, well-being and security of youth, families and communities; conserve and enhance natural resources; and strengthen agriculture and food systems. We fulfill our mission by utilizing the research and teaching capacity of the University of Massachusetts Amherst to generate and communicate knowledge while creating approaches, methods, and tools for solving problems. UMass Extension links the Massachusetts land grant university with a larger community of people in collaborative partnerships to address issues of fundamental importance to the people of Massachusetts, New England, and the nation.

UMass Extension has programs affiliated with the university's College of Natural Resources and the Environment and the School of Public Health and Health Sciences. Its five programs are: 1) Agriculture and Landscape; 2) Nutrition Education; 3) Communities, Families and Youth; 4) Natural Resources and Environmental Conservation; and 5) the Massachusetts 4-H Program. More information on UMass Extension and its programs can be found at www.umassextension.org.

F. International Participation Opportunities

Faculty Research and Teaching Experience Abroad: The International Programs Office (IPO) helps faculty to have professional experience abroad by serving as the campus contact for the Fulbright Senior Scholar Program. IPO also facilitates international faculty exchanges, which permit a change of location personnel action under which faculty may continue to receive their regular salary and benefits while teaching abroad on exchange.

Faculty Administration Abroad: Some Amherst campus study abroad programs offer opportunities for faculty to serve as program director, especially during the summer programs. Arrangements are developed through consultation with IPO and academic departments.

Other International Programs, Outreach: IPO outreach includes arranging programs for visitors from other countries and initiating or assisting with special programs to honor important figures from abroad, as in honorary degree ceremonies, special lectures, and awards ceremonies. IPO also collaborates with the Massachusetts Council for International Education (MaCIE), a consortium of all the public institutions of higher education in Massachusetts. MaCIE offers important channels to encourage and implement international education throughout the Commonwealth. MaCIE also offers faculty at its member institutions inter-institutional exchange and consulting opportunities both within Massachusetts and abroad.