



# PennState

## OFFICE OF THE VICE PRESIDENT FOR OUTREACH Information for Administrative Fellow Applicants for 2020-2021

Tracey Huston has nearly 35 years of experience in higher education administration, marketing, strategic communication, outreach and public engagement—including 25 years at Penn State, previously serving as Executive Director of Outreach and Online Education Marketing and Communications and then as Associate Vice President for Outreach and Online Education.

As Vice President for Outreach, Tracey works closely with her leadership team and the academic colleges, campuses, interdisciplinary centers, and administrative units to make a lasting, positive impact on society by engaging diverse audiences through the design and delivery of compelling content and meaningful evidence-based programs. (<https://www.outreach.psu.edu>)

Outreach units focus on three principles to guide their work. Outreach strives: to be a strategic University *partner* and *disruptive collaborator*; to have impact by delivering *credible and compelling content* developed by University experts; to *engage broad and diverse audiences* through traditional and digital channels of distribution. Penn State's land-grant mission and its commitment to community and student engaged scholarship drives our work.

Outreach Units include:

- Nittany AI Alliance, affording students numerous opportunities to work on AI-related projects, to enhance their learning and gain marketable hands-on experience.
- WPSU TV, FM, Digital, a PBS & NPR affiliate station, and recipient of the 2018-19 Mid-Atlantic Emmy Award for Station Excellence.
- Professional and Community Engagement (PACE), a large portfolio of programming, reaching participants in every Pennsylvania county, every state in the U.S., and more than 27 countries, with an emphasis on student/community engagement, lifelong learning, knowledge transfer, and economic development. Programming is offered through the Shaver's Creek Environmental Center, Conferences and Institutes, the Osher Lifelong Learning Institute, the Justice and Safety Institute, and the Penn State Center Pittsburgh and Philadelphia.
- Development, Human Resources, Compliance, Finance and Business, Marketing, and Information Technology Units providing additional support for Outreach initiatives.

An Administrative Fellow in the Office of the Vice President for Outreach will have opportunities to partner with Outreach leaders on many facets of higher education, including innovative and responsive program design and execution, community and student engagement, donor relations, strategic planning, lifelong learning, and a broad and diverse portfolio of University committees. Tracey serves on the executive board of the Engagement Scholarship Consortium (ESC). Penn State will host the national ESC conference in Fall 2020 in Philadelphia. This provides another unique opportunity for an Administrative Fellow.