

## **EXTENSIÓN UNIVERSITARIA: FUNCIÓN ORIENTADA AL DESARROLLO REGIONAL**

**Rossana Bastías\***  
**Alejandro Rodríguez\*\***

\* Académico de la Escuela de Diseño. Universidad de Valparaíso

\*\* Director de la Escuela de Diseño. Universidad de Valparaíso

### **ABSTRACT**

*University outreach activities are one of the main historical functions of universities. This is a particularly relevant fact in outlying regions where it is instrumental to development in the field of culture in comprehensive terms, extending beyond artistic and cultural activities*

*The paper discusses the role of outreach departments as strategic units to help achieve institutional goals –at universities conceived as bodies that interact with the social environment of which they form part– and the duties of academicians in this context.*

*The document also analyzes some roles inherent to universities such as outreach centers, printing houses and programs involving collaboration and cooperation. Finally, the paper addresses the issue of outreach activities as a significant factor in terms of corporate communications by universities.*