

MICHIGAN STATE
UNIVERSITY

Benchmarking UNIVERSITY Engagement

A CONFERENCE ON STRATEGIES AND METHODS

May 23 and 24, 2005

Kellogg Hotel & Conference Center
Michigan State University

Engagement



outreach.msu.edu



Benchmarking UNIVERSITY Engagement

Registration and Information Desk

The registration/information desk is located in the South Ramp Entrance, Lobby Level.

Registration hours:

Monday, 8:00 am - 5:00 pm
Tuesday, 7:30 am - 4:00 pm

Social Program

Monday, May 23

Reception

5:00 – 6:00 pm
Lincoln Room

Dinner

6:00 – 7:30 pm
Big Ten A

Entertainment

5:00 – 7:30 pm
London Trio

Name Badges

Please wear your name badge at all times. It is your admission to sessions and social events.

Parking

Parking included for registered hotel guests. All others may request parking passes at registration.

Messages/Assistance

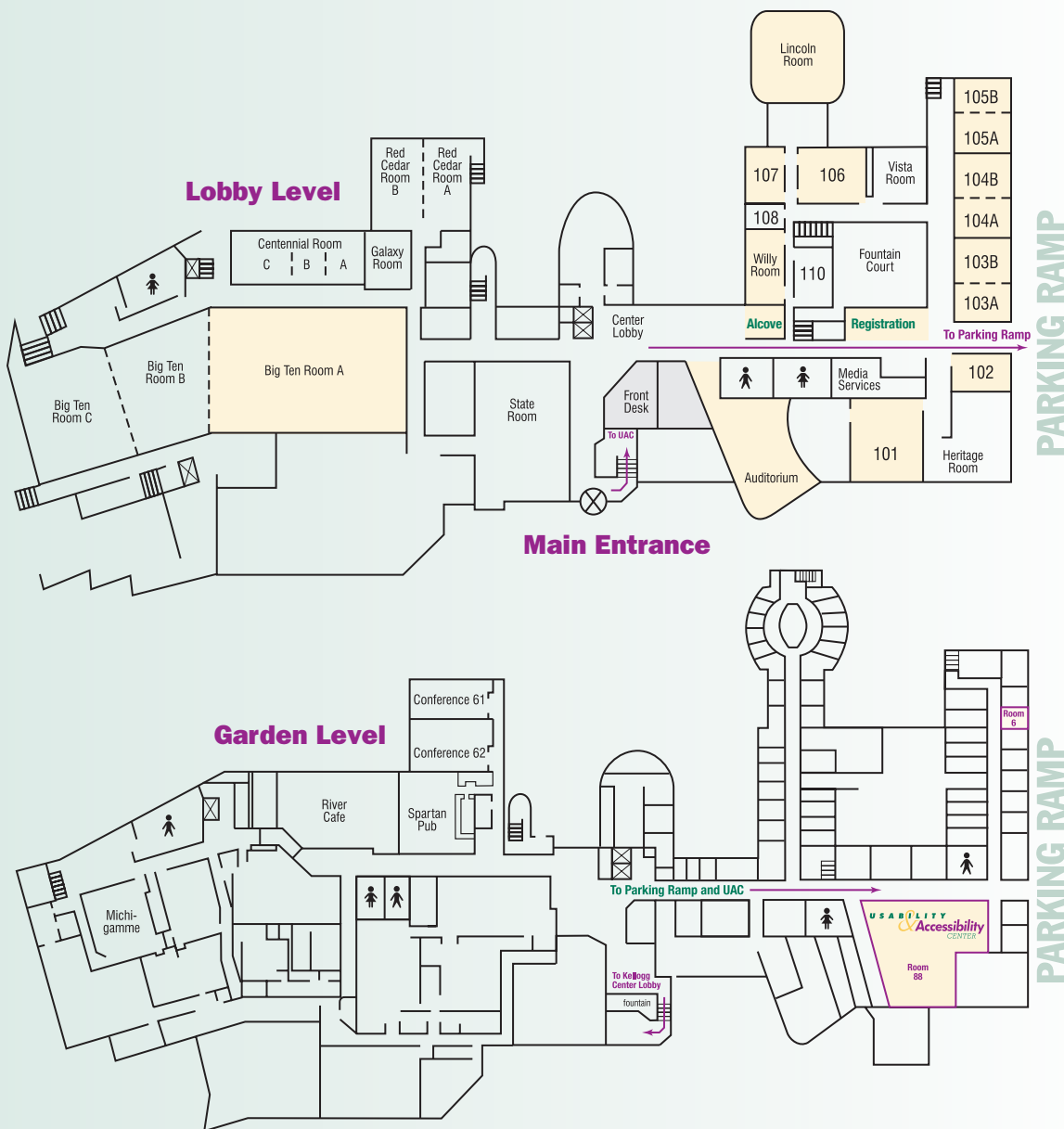
Call University Outreach & Engagement, (517) 353-8977.

Consult bulletin board near the conference registration desk.

Courtesy Office

Computers with Internet access are available for participant use in room 107.

Kellogg Hotel & Conference Center



MICHIGAN STATE UNIVERSITY

May 23, 2005

Dear Colleagues:

Welcome to Michigan State University for the Benchmarking University Engagement 2005 Conference.

And thank you for participating in an important conversation that gives university colleagues an opportunity to take a broad look at developing criteria, measures, and documentation that will enable benchmarking your institution's outreach and engagement performance with that of comparable institutions.

At MSU we are challenged to apply our historic land-grant philosophy and mission to the needs of the 21st century. When we talk about advancing knowledge and transforming lives, we're talking both about a responsibility to society and an obligation to remain engaged with society. We are in the midst of celebrating our sesquicentennial, 150 proud years of teaching, research, and scholarship. Our primary challenge is to help shape the agenda—not simply to let it shape us.

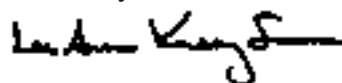
We all are committed to using our knowledge for the benefit of society. In that context, we can be more accountable for what we do—to a variety of audiences.

So how can research universities document and promote their commitment to outreach and engagement? Our fundamental mission is to measure the impact we have in these programs and translate that not simply with human faces but measurable criteria that provide further insight to the scholarship of engagement.

I hope this conference will give you the opportunity to share experiences, learn from one another, and work together as we take concepts to reality and discuss the vital role of outreach and engagement scholarship at our institutions of higher education.

Have a great conference and enjoy our beautiful campus at Michigan State University.

Sincerely,



Lou Anna K. Simon, Ph.D.
President



Michigan State University
450 Administration Building
East Lansing, MI
48824-1046
517/355-6560
FAX: 517/355-4670

DAY ONE • Monday, May 23

POSTER SESSIONS

Big Ten A

8:00 a.m. - 5:00 p.m.

(See packet insert for details.)

8:00 a.m. - 5:00 p.m. **Registration and Information**
South Ramp Entrance, Lobby Level

8:00 a.m. - 10:00 a.m. **Continental Breakfast**
Big Ten A

10:00 a.m. - 10:20 a.m. **Welcome and Introductions**
Auditorium

Introduction

John Hudzik, Acting Provost, Michigan State University

Welcome

Lou Anna K. Simon, President, Michigan State University

Panel Introduction

Hiram E. Fitzgerald, Assistant Provost for University Outreach & Engagement, Michigan State University

10:20 a.m. - 11:45 a.m. **Panel I**
Auditorium

Perspectives on Benchmarking University Engagement Accomplishments: A National Conversation

Panelists: Carolyn Dahl, University of Alabama and Benchmarking Task Force, NASULGC; Amy Driscoll, Carnegie Foundation for the Advancement of Teaching; Wayne Smutz, The Pennsylvania State University and Chair, Outreach Community of Practice, UCEA; Marvin McKinney, The W.K. Kellogg Foundation

Moderator: Hiram E. Fitzgerald, Michigan State University and Chair, CIC Committee on Engagement

12:00 noon - 1:30 p.m. **Lunch and Roundtable Discussions**
Big Ten A

1:45 p.m. - 3:15 p.m. **Concurrent Sessions**

Methods and Challenges

Participants have the opportunity to attend two different sessions over the course of the afternoon. Each facilitated interactive session explores specific issues and questions related to the Methods and Challenges of engagement measures and indicators. The topics are:

Room 106

1. Measuring **FACULTY AND STAFF** scholarly work to fulfill the engagement mission

Room 105

2. Measuring the impact of **STUDENT ENGAGEMENT** to fulfill the engagement mission

Room 104

3. Assessing **INSTITUTIONAL RESOURCES** committed to fulfilling the engagement mission

Room 103

4. Determining the **PUBLIC'S CONCERNS** and collaborating with the public to fulfill the engagement mission

Room 102

5. Documenting the **IMPACT** of engagement **ON SCHOLARLY WORK** to fulfill the engagement mission

Room 101

6. Measuring the **IMPACT** of scholarly work **ON THE COMMUNITY** to fulfill the engagement mission

3:15 p.m. - 3:30 p.m. **Break**
Lobby Alcove

3:30 p.m. - 5:00 p.m. **Concurrent Sessions**
Rooms 101-106

Methods and Challenges

Repeat 1-6 above

5:00 p.m. - 6:00 p.m. **Reception**
Lincoln Room

Complimentary—All conference participants invited Entertainment featuring the *London Trio*

6:00 p.m. - 7:30 p.m. **Dinner**
Big Ten A

Complimentary—All conference participants invited Entertainment featuring the *London Trio*

7:30 p.m. - 9:00 p.m. **Chairs' Meeting**
Willy Room

Chairpersons meet to review Day One's concurrent sessions and prepare reports for Day Two's General Assembly

DAY TWO • Tuesday, May 24

POSTER SESSIONS

Big Ten A

7:30 a.m. - 4:00 p.m.
(See packet insert for details.)

7:30 a.m. - 4:00 p.m. **Registration and Information**
South Ramp Entrance, Lobby Level

7:30 a.m. - 8:15 a.m. **Continental Breakfast**
Big Ten A

8:15 a.m. - 9:45 a.m. **Panel II**
Auditorium

The Importance of Engagement Data and How They Can Be Used

Panelists: Peg Barratt, National Science Foundation; Alexander C. McCormick, Carnegie Foundation for the Advancement of Teaching; Robert Morse, *U.S. News & World Report*; John Taylor, Higher Learning Commission of the North Central Association

Moderator: Hiram E. Fitzgerald, Michigan State University and Chair, CIC Committee on Engagement

10:00 a.m. - 11:30 a.m. **General Assembly**
Big Ten A

Chairpersons' Reports on Day One Concurrent Sessions: Methods and Challenges

11:30 a.m. - 12:15 p.m. **Break and Room Check-out**

12:15 p.m. - 1:30 p.m. **Lunch and Capstone Address**
Big Ten A

Introduction

Hiram E. Fitzgerald, Assistant Provost for University Outreach & Engagement, Michigan State University

Capstone Address: Leading the Engaged Institution
James C. Votruba, President, Northern Kentucky University

1:30 p.m. - 4:00 p.m. **UAC Tours**

Usability & Accessibility Center (UAC)

Check in at the Registration and Information Desk

2:00 p.m. - 4:00 p.m.

Work Sessions

All conference participants are invited to stay to participate in a work session. We will respond to the Day One reports by beginning to create national indicators, measurement tools, and approaches, and by identifying next steps. Participants may choose which work session to attend below:

Room 105

1. Measuring **FACULTY AND STAFF** scholarly engagement work and documenting the impact on that work and on the community

Room 104

2. Measuring the impact of **STUDENT ENGAGEMENT** on student learning and on the community

Room 103

3. Assessing **INSTITUTIONAL RESOURCES** committed to fulfilling the engagement mission and to addressing social issues and calls for accountability

Visit MSU's new...

U S A B I L I T Y
& **Accessibility**
CENTER

This state-of-the-art facility is open for conducting research and usability testing, and for training, education, and consulting services on accessibility, usability evaluation methodologies, and user-centered design techniques.

Three 45-minute tours are available for interested conference participants at 1:45 p.m., 2:30 p.m., and 3:15 p.m. on Tuesday, May 24. Each tour begins at the conference registration desk.

PANEL I

Perspectives on Benchmarking University Engagement Accomplishments: A National Conversation

Monday, May 23 • Auditorium
10:20 a.m. - 11:45 a.m.

The topics of the two panel presentations represent a continuum of the overall conversation and set the stage for the round table discussions and concurrent sessions. The panelists represent higher education association leaders, research-extensive universities, private and government foundations, accrediting bodies, media “ranking” services, and academic classification systems.

Given the growing consensus that institutions of higher education “ought” to be engaged with their communities (however broadly defined), questions arise as to how the public, and the universities themselves, can determine how well those institutions are fulfilling that obligation. Together we will address such questions as these:

- Can universities and interested organizations come to consensus on the meaning and definition of “the engaged university,” particularly as the concept applies to research-extensive universities?
- Who are the intended consumers of the benchmarking data? Can their needs be met through a single data collection strategy?
- Can benchmarking provide a basis for rewarding engagement? For example, what criteria can *government and foundations* use to allocate support among institutions in ways that encourage greater commitment to engagement? What criteria can academic *institutions* use as a basis for rewarding faculty in ways that encourage greater commitment to engagement?
- In establishing such criteria, should we consider some kinds of engagement more valuable than others? For example, should having a faculty member advise a community on remediating chemical plumes in its aquifer count for more than having a faculty member visit tenth-grade classrooms to discuss environmental problems?
- What specific indicators can we use to represent more effectively the scope of institutional engagement and the ways such engagement benefits the communities and organizations that universities serve?
- Is it possible to balance the desire for dramatic information about institutional accomplishments with the need for accurate data? That is, can we get beyond anecdotes to measurable data?
- How can information about university engagement be used to help the public assess the value of an education that includes engagement as a significant portion of its purpose?

Panel I Panelists

Carolyn Dahl, Dean of the College of Continuing Studies at the University of Alabama and Chair of the Benchmarking Task Force of the Council for Extension, Continuing Education and Public Service of the National Association of State Universities and Land Grant Colleges; **Amy Driscoll**, Scholar at the Carnegie Foundation for the Advancement of Teaching (responsible for developing a new elective classification on engagement); **Wayne Smutz**, Senior Director of University Continuing Education at the Pennsylvania State University and chair of the Community of Practice on Outreach and Engagement within the University Continuing Education Association; and **Marvin McKinney**, Program Director for Youth Programs at the W. K. Kellogg Foundation.

Panel II Panelists

Peg Barratt, Director for the Division of Behavioral and Cognitive Sciences at the National Science Foundation; **Alexander C. McCormick**, Senior Scholar at the Carnegie Foundation for the Advancement of Teaching and Director of the Carnegie Classification of Institutions of Higher Education; **Robert Morse**, Director of data research at *U.S. News & World Report* and head of the America’s Best Colleges and Graduate Schools ranking projects; and **John Taylor**, Director, Program to Evaluate and Advance Quality with the Higher Learning Commission of the North Central Association of Colleges and Schools.

Panel Moderator

Hiram E. Fitzgerald, Assistant Provost for University Outreach and Engagement at Michigan State University and Chair, Committee on Engagement of the Committee on Institutional Cooperation (CIC).

PANEL II

The Importance of Engagement Data and How They Can Be Used

Tuesday, May 24 • Auditorium
8:15 a.m. - 9:45 a.m.

CONCURRENT SESSIONS

Methods and Challenges

Monday, May 23 • Rooms 101-106
1:45 p.m. - 3:15 p.m. and
3:30 p.m. - 5:00 p.m.

Participants have the opportunity to attend two of the following sessions over the course of the afternoon of Day One. Each facilitated interactive session explores specific issues and questions related to the methods and challenges of engagement measures and indicators. The six topics are:

1. Measuring faculty and staff scholarly work to fulfill the engagement mission.
2. Measuring the impact of student engagement to fulfill the engagement mission.
3. Assessing institutional resources committed to fulfilling the engagement mission.
4. Determining the public’s concerns and collaborating with the public to fulfill the engagement mission.
5. Documenting the impact of engagement as scholarly work to fulfill the engagement mission.
6. Measuring the impact of scholarly work on the community to fulfill the engagement mission.

Notes from session discussions will be generated and prepared by the session chairpersons for reporting out to the General Assembly on Day Two, Tuesday, May 24, 10:00 a.m. - 11:30 a.m.

WORK SESSIONS

Tuesday, May 24 • Rooms 103-105
2:00 p.m. - 4:00 p.m.

The reports from Day One’s Concurrent Sessions will be used as the basis for generating indicators, measures, and benchmarks, as well as potential tools. Each group will propose Next Steps for those conversations.

BENCHMARKING UNIVERSITY ENGAGEMENT CONFERENCE • PRESENTERS



Peg (Marguerite) Barratt is director for the Division of Behavioral and Cognitive Sciences of the National Science Foundation. Before going to NSF, she was director of the Institute for Children, Youth, and Families at Michigan State University, where she holds appointments as professor of family and child ecology and professor of psychology.

Dr. Barratt's Ph.D. is in developmental psychology from the Department of Psychology at the University of Wisconsin-Madison, and she has bachelor's and master's degrees in psychology from Michigan State University. She was on the faculty of the University of Wisconsin-Madison for 19 years in the Department of Human Development and Family Studies.

Professor Barratt's research is in the area of parent-child interaction with a focus on naturalistic field work. Her research has been published in the *American Journal of Mental Deficiency, Infant Behavior and Development, Family Relations, Developmental Psychology*, and other journals. She has served as an associate editor of *Developmental Psychology*. In 2002 she was selected as a Fellow in the American Psychological Association.

Dr. Barratt is co-chair of the Human Subjects Research Subcommittee of the National Science and Technology Council, Committee on Science (HSRS) and co-chair of the Security Evaluations Federal Advisory Committee.



Carolyn Dahl is dean of the College of Continuing Studies at the University of Alabama. She is responsible for a variety of outreach activities, including training and professional development; evening, weekend, off-campus, and distance education; Safe State; the Bryant Conference Center; and the Alabama Online High School.

Prior to coming to Alabama in October of 2001, she served as dean of Continuing Education at Eastern Michigan University. Before that she served as assistant director for Outreach Partnerships at the University of Illinois at Urbana-Champaign.

Dr. Dahl is a member of the Leadership and Management Commission of the University Continuing Education Association. She is also a member of the Executive Committee of the Council for Extension, Continuing Education and Public Service of the National Association of State Universities and Land Grant Colleges, in which she serves as the chair of the Benchmarking Task Force.

Dr. Dahl graduated from the University of Southern Mississippi with a bachelor's degree in American studies and from the University of Georgia with a doctorate in adult and continuing education.



Amy Driscoll is currently a scholar with the Carnegie Foundation for the Advancement of Teaching, where she is coordinating the development and pilot-

ing of a new elective classification for campuses engaged with communities. She was previously director of Community/University Partnerships at Portland State University and director of Teaching, Learning, and Assessment at California State University Monterey Bay. Her recent publications include: "Tracing the Scholarship of Engagement through My Professional Memoirs" in *Faculty Rewards Considered: Lessons Learned, New Directions* (O'Meara & Rice, 2005); and "Roles and Responsibilities of Academic Administrators: Supporting the Scholarship of Civic Engagement" in *Public Work & the Academy* (Langseth & Plater, 2004). She also co-authored *Making Outreach Visible: A Guide to Documenting Professional Service and Outreach* with E. Lynton (1999), and *Assessing Service Learning and Civic Engagement: Principles and Techniques* (2001) with her colleagues from Portland State University (Gelmon, Holland, Spring, & Kerrigan). Dr. Driscoll has mentored more than 40 campuses across the country in the development of curricular civic engagement and associated scholarship. She is currently co-director of the National Review Board for the Scholarship of Engagement.



Alexander C. McCormick is a senior scholar at the Carnegie Foundation for the Advancement of Teaching, where he directs the Carnegie Classification of Institutions of Higher Education as well as the Foundation's survey research program. Developed in the 1970s, the Carnegie classification system is a widely-used taxonomy of colleges and universities in the United States. Under McCormick's leadership, the Foundation is engaged in a major overhaul of its classification system, with changes to take effect in 2005.

Prior to joining the Carnegie Foundation, he conducted a wide range of data development and analysis activities under contract to the National Center for Education Statistics.

McCormick serves on the executive committee of the Council for Public Policy in Higher Education of the Association for the Study of Higher Education, and he recently completed service on the National Postsecondary Education Cooperative's executive committee. He also serves on the advisory boards of the Cooperative Institutional Research Program and the Community College Survey of Student Engagement, the technical advisory panel of the National Survey of Student Engagement, and the technical review panel of the National Study of Postsecondary Faculty.

McCormick holds a Ph.D. in education and sociology from Stanford University and a bachelor's degree from Dartmouth College.



Marvin H. McKinney is program director of Youth Development and Education, Higher Education at The W. K. Kellogg Foundation in Battle Creek, Michigan. In this role, he develops and reviews programming priorities, evaluates and

recommends proposals for funding, and administers projects.

Previously, Dr. McKinney was the associate director/community scholar in residence at the Institute for Children, Youth, and Families at Michigan State University in East Lansing. Dr. McKinney was also a program officer at the C. S. Mott Foundation in Flint, Michigan.

Dr. McKinney has a breadth of experience in the field of youth. Positions he has held include director of planning and community affairs with the Mott Children's Health Center, program specialist for Title I, early childhood education with the Michigan Department of Education, and director of early childhood education with the Ann Arbor Public Schools. He also has served as a consultant to numerous foundations throughout the United States. He began his professional career as an elementary school teacher in Ypsilanti, Michigan.

Dr. McKinney earned his bachelor's, master's, and education specialist degrees from Eastern Michigan University in Ypsilanti. He received his doctorate from the University of Michigan, Ann Arbor. He completed a Busch Foundation postdoctoral fellowship in child development and public policy at the University of North Carolina, Chapel Hill.



Robert J. Morse, director of data research at *U.S. News & World Report*, is head of the America's Best Colleges and America's Best Graduate Schools ranking projects, both of which are published annually by *U.S. News & World Report*. He plays an active role in survey design, methodology changes, discipline research, and monitoring data collection. Mr. Morse developed most of the current methodologies that are used in the rankings, and has been working full-time on both publications since 1989.

U.S. News & World Report has published the America's Best Colleges rankings annually since 1987, and the America's Best Graduate Schools rankings since 1990.

Mr. Morse has been at *U.S. News & World Report* since 1976. Other positions he has held at the weekly magazine prior to his current job include director of research and member of the economic unit. He has also worked at the U.S. Treasury Department and E.F. Hutton & Co., Inc.

Mr. Morse has a B.A. in economics from the University of Cincinnati and an M.B.A. in finance from Michigan State University.



Wayne Smutz is senior director of University Continuing Education at the Pennsylvania State University, where he has held a variety of outreach positions over the last twenty-five years. In his current role, he is responsible for credit programming for adult learners in central Pennsylvania and for noncredit professional and organizational development programming that serves all of Pennsylvania. In addition, he is co-principal investigator of the Forming

Outreach Community-University Systems for Engagement (FOCUS). This three-year project, recently funded by the W.K. Kellogg Foundation, seeks to more effectively embed engagement within Penn State's faculty culture and outreach infrastructure. Within the University Continuing Education Association, Dr. Smutz is currently chair of the Community of Practice on Outreach and Engagement.



John A. Taylor was appointed Director of the Commission's Program to Evaluate and Advance Quality (PEAQ) in the spring of 2003. In this role, Taylor works closely with all work

teams within the office in overseeing the traditional accreditation review processes, and he works directly with more than 160 institutions as their staff liaison. He came to the Commission from Lincoln University in Missouri where he worked in various assignments for 19 years, the last eight as Vice President for Academic Affairs. It was during his LU years that he became acquainted with the Commission—as a self-study coordinator and writer, and as a member of the Consultant-Evaluator Corps. Taylor earned his B.S. in music education at Virginia State University and his master's and doctor of music education degrees at Indiana University, Bloomington. In conjunction with his music education background, he served as the Director of Bands at Hampton University (Virginia) for ten years before coming to Lincoln University.



James C. Votruba became President of Northern Kentucky University, a 14,000-student metropolitan campus located in the Northern Kentucky/Greater Cincinnati area, in 1997. Under his leadership, the

University has achieved national recognition for its regional partnerships and strategic planning.

Dr. Votruba came to NKU from Michigan State University, where he was vice provost for university outreach and professor of higher education from 1989 to 1997. Prior to his tenure at MSU, he was dean of the College of Education and Human Development (1983-1989) at Binghamton University. He previously held faculty and administrative positions at the University of Illinois at Urbana-Champaign and at Drake University.

President Votruba earned his B.A. in political science, M.A. in political science and sociology, and Ph.D. in higher education administration from Michigan State University. He is a frequent lecturer, author, and consultant in the areas of higher education leadership, strategic planning, and public engagement. Since 1995, he has been a faculty member of Harvard University's Institutes for Higher Education. In 2002, he chaired the American Association of State Colleges and Universities' Task Force on Public Engagement. He is also a faculty member in the AACU New President's Academy.

Benchmarking UNIVERSITY Engagement

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“Who would have imagined 150 years ago... a genuinely American brand of higher education—one that is an engine of the economy, a force for the democratization of public learning, the model for engagement with the world beyond the campus, and a catalyst for improving the quality of life in Michigan and around the world.”



Lou Anna Kimsey Simon
Founders' Day Address
February 11, 2005