

Assessing Institutional Resources Committed to Fulfilling the Engagement Mission

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Framing the Discussion

- Institutional Commitment
- Institutional Identity
- Intended Impact of Engagement Activities

Where is Your Institution?



High

Low

What is the level of your institutional
commitment to engagement?

Where is Your Institution?



High

Low

**What is the level of alignment between
your institutional identity
and the characteristics of engagement?**

Where is Your Institution?



High

Low

**What is the level of impact that
your institution is seeking
via its engagement activities?**

Institutional Commitment

- Executive Leadership
- Defined Plan for Engagement
- Budget Allocation to Support Plan
- Infused Infrastructure
 - Faculty & Professional Staff Roles & Rewards
 - Celebrations & Recognitions
 - Responsiveness to Partners—Culture of Engagement
 - Recruiting, Hiring, Orienting, and Developing Faculty & Staff
 - Student Outcomes
 - Relevant Curriculum
 - Promoting Multiple Forms of Engagement

Institutional Commitment

(Continued)

- Community Voice in Planning and Assessment
 - Active Listening
 - Thematic Approaches Based on Community Needs
 - Evaluation and Assessment of Partnerships
 - Making the Connections Between Outreach, Research & Teaching with Community Partners
 - Hiring Policies & Other Evidence of Community-Focused Investments

Institutional Commitment

Institutional Missions

Needed
Institutional
Capacity

	Teaching	Research	Outreach
Administrative Support & Infrastructure			
Faculty Roles & Rewards			
Student Learning			
Planning & Implementation			
Institutional Research			

Institutional Identity

- Mission
- Institutional Culture
- Creating a Shared Definition and Shared Vision
- Framing and Reporting of Engagement Activities
 - Setting Institutional Goals and Following Through
 - Changing the Culture and the Understanding of Scholarship
 - Using Data for Formative and Summative Evaluation
- Public Relations, Public Image, and Marketing

Proposed Framework

- Integrating and Transforming
- Assessing
- Advancing
- Sustaining

Integrating & Transforming

- Institutional Commitment
- Institutional Identity

Assessment

- Student Learning
- Scholarship
- Public Image
- Research
- Community Impact
- Budget/Institutional Capacity for Engagement
- Transparent Process

What's Needed for Assessment

- Long-term Perspectives and Approaches
- Appropriate Budget Allocations
- Flexible & Innovative Methodologies
- Infused Throughout the Institution
- Practical Approaches for All Levels of the Institution
- Model to Capture Data for Theory Building & the Scholarship of Engagement
- Lessons Learned from Successes & Failures
- Responsive to the Multiple Publics

Advancing Engagement

- Data Collection & Needs Assessments
- Resource Development
- Curricular Change
- Tech Transfer & Commercialization
- Impact in Key Areas
- Via Development Activities, Grants, Sponsorships, & Commercialization of Intellectual Property
- Communicating Impact
 - Annual Reports
 - Community Portals

Sustaining Engagement

- Cultural Audit
- Feedback Mechanisms
- Champions at all levels
- Embedding in Institutional Structures, e.g., Faculty Senate
- Including Engagement in Our Every Day Work

Further Questions

- What are some specific ways in which institutional commitment can be evaluated in terms of quality and quantity?
- What are the resource costs associated with efforts of assessing institutional commitment?
- How can we ensure comparability across measures and institutions?



High

Low

