

## **Topic 4:**

# **Determining the Public's Concerns and Collaborating with the Public to Fulfill the Engagement Mission**

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# Who is the Public?

- Local Communities
- State Agencies
- Legislature
- Youth
- Agriculture
- Etc.

## **Question 1:**

**How have universities determined the degree to which their engagement work is aligned with the public's concerns?**

# Question 1

- Listening
  - Advisory Groups
  - Focus Groups
  - Community Visits
  - Faculty Road Trips
  - Surveys, Polls, Studies
- Continued Relationships
  - Funding
  - Longevity
  - Trust

## **Question 2:**

**What forms of evidence  
indicate effective  
collaboration between  
universities and  
communities?**

# Question 2

- Qualitative
  - Partner Investment
  - On-going Participation
  - Sustainability
- Quantitative - What We Count Counts
  - Service Learning
    - Example:
      - # of Students Involved
      - Hours of Participation
      - # of Clients Served

## **Question 3:**

**How can a university demonstrate the extent of its responsiveness to its constituency?**

# Question 3

## ■ Portal

- What is available?
- Who to call?
- What is the timing?
- What is the cost?

## ■ Telling the Story

- Media Clips
- Websites
- Publications
- Technical Reports

## **Question 4:**

**How can we move beyond project evaluations to aggregate data across units and institutions to identify the degree to which the university is meeting the needs of the public?**

# Question 4

- What People Do  
(Most are not  
Aggregating Data)
  - Accreditation Reports
  - Thematic Teams
    - Data
    - Issue
  - Summary Reports
- Best Practices
  - NC State
  - IUPUI
  - Minnesota