

*10<sup>th</sup> Annual AAHE Conference on Faculty Roles & Rewards  
Knowledge for What? The Engaged Scholar*

**Measuring Scholarly Engagement at Michigan  
State University – a Multifaceted Approach**  
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Outreach at MSU



# Outline of Presentation

- Applying Existing Measurement Instruments to Outreach/Engagement
- Piloting New Measurement Instruments
  - Online Survey
  - Interview Protocol
- Ongoing Challenges
- Next Steps



# Applying Existing Measurement Instruments to Outreach/Engagement

- Integrated Postsecondary Educational System (IPEDS)
- Faculty Effort Forms
- Contracts and Grants Transmittal Forms
- Professional Accomplishments Forms
- Revision of Promotion and Tenure
  - Relationship to Outreach's *Points of Distinction*



# Piloting New Measurement Instruments

## Objectives

- Fulfill MSU Mission
  - Geographically
  - Thematically
- Collect Quantitative Data
  - Effort/Time
  - Financial Contributions
- Understand “Best Practices”



# Piloting New Measurement Instruments

## Uses

- Planning data
- Public story
- Cross-institutional comparisons



# The Online Survey

- **Type of Outreach**
  - **Instructional-Credit or Noncredit**
  - **University-Community Collaborations**
  - **Clinical Service**
  - **Service Learning**
  - **Resources for the Public**
- **Description**
- **Focal Area**
- **Geographic Context**



# The Online Survey

- **Technologies**
- **Number of Participants**
- **Sponsors/Co-sponsors-Internal, External**
- **Personnel-Names, Number, Hours of Effort**
- **Cash and In-Kind Value/Contributions**
- **Leveraged Support**



# Interview Protocol

- **Need, Issue**
- **Expertise**
- **Approach, Strategy, Methodology**
- **Effect on Community, Public Policy, Practice**
- **Documentation**
- **Sustainability**
- **University's Value Added**
- **Scholarly Impact**
- **Communication and Publications**





# Ongoing Challenges

## What Gets Measured?

- Scholarly activity v service
- Centralized v decentralized
- Generalizing across types of institutions?



# Ongoing Challenges

## Faculty/Collection Issues

- Faculty attitudes/misperceptions
  - Data management v telling the public story
  - Rewards and acknowledgment
- Data collected at project v faculty level
- Giving credit for community partners' input



# Ongoing Challenges

## Funders' Interests

- Community citizenship v scholarship tied to outreach/engagement
- Keeping the focus on the unique role of higher education's contribution



# Ongoing Challenges

## Outreach Research

- Institutional management research v scholarly research-dealing with Human Subjects Committees
- Outreach research-finding a home in the professional world



# Next Steps

- Cross-departmental indicators for the university planning process
- Cross-institutional indicators for benchmarking departments in similar institutions



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