

INTRODUCTION

OUTREACH AND ENGAGEMENT AT MSU

Since 1993, Michigan State University has promoted a definition of outreach as:

“...a form of scholarship that cuts across teaching, research, and service. It involves generating, transmitting, applying, and preserving knowledge for the direct benefit of external audiences in ways that are consistent with university and unit missions.”

To further strengthen outreach scholarship, University Outreach and Engagement convened MSU faculty and administrators to address related institutional issues. Together, they have:

- **1993:** distinguished between professional service and outreach and engagement
- **1996:** developed indicators for evaluating quality outreach and engagement
- **2001:** revised promotion and tenure form to accommodate outreach scholarship
- **2004:** launched annual Outreach & Engagement Measurement Instrument (OEMI)

REVISIONS IN P&T FORM

In 2001, faculty and administrators revised the promotion and tenure form to reflect the institution’s commitment to outreach and engagement as a scholarly endeavor worthy of consideration in the faculty review process. The post-2001 form:

- **Embeds opportunities to report** outreach and engagement throughout the form (rather than in a separate, special section)
- **Supports the reporting of integrated scholarship** by faculty members and department chairs
- **Distinguishes** among service to scholarly and professional organizations, service within university, and service to the broader community
- **Encourages use of evidence** to support claims of quality outreach and engagement
- **Includes examples** of outreach and engagement activities in lists throughout the form

RESEARCH QUESTION AND DESIGN

RESEARCH QUESTION

Five years later, researchers from MSU’s National Center for the Study of University Engagement wondered:

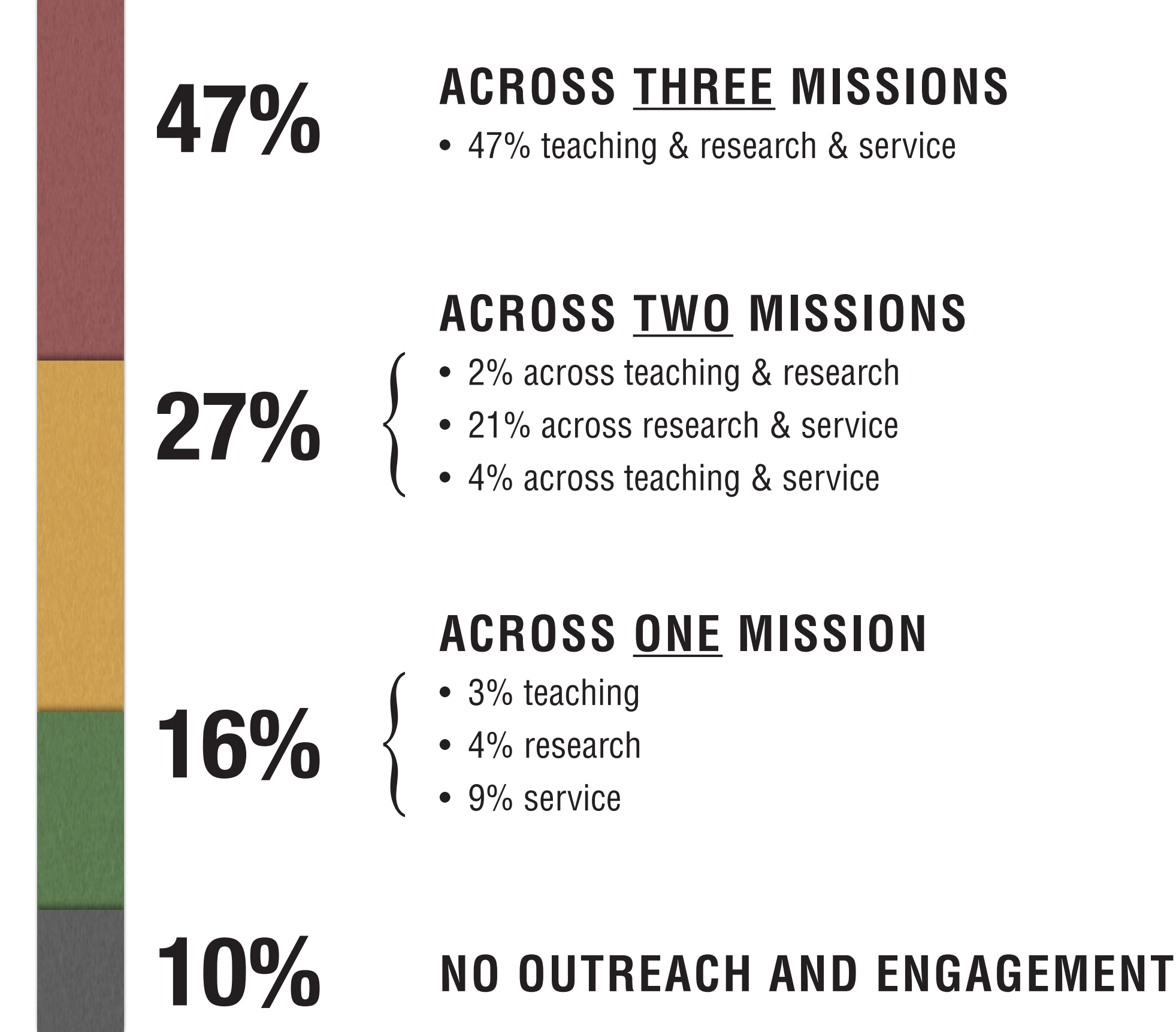
How are outreach and engagement activities reported on the revised promotion and tenure form?

RESEARCH METHODS

- With IRB approval and dean, chair/director, and faculty consent, we studied 224 promotion and tenure forms of faculty who were successfully reappointed, promoted, or awarded tenure between 2001 and 2006.
- Content analysis focused on alignment, integration, type, intensity, and degree of outreach and engagement reported by faculty members and university administrators.
- SPSS was used to analyze data by gender, ethnicity, and recommended rank.

OVERALL FINDINGS

90% of Michigan State faculty reported *at least one* outreach and engagement activity in their promotion and tenure form.



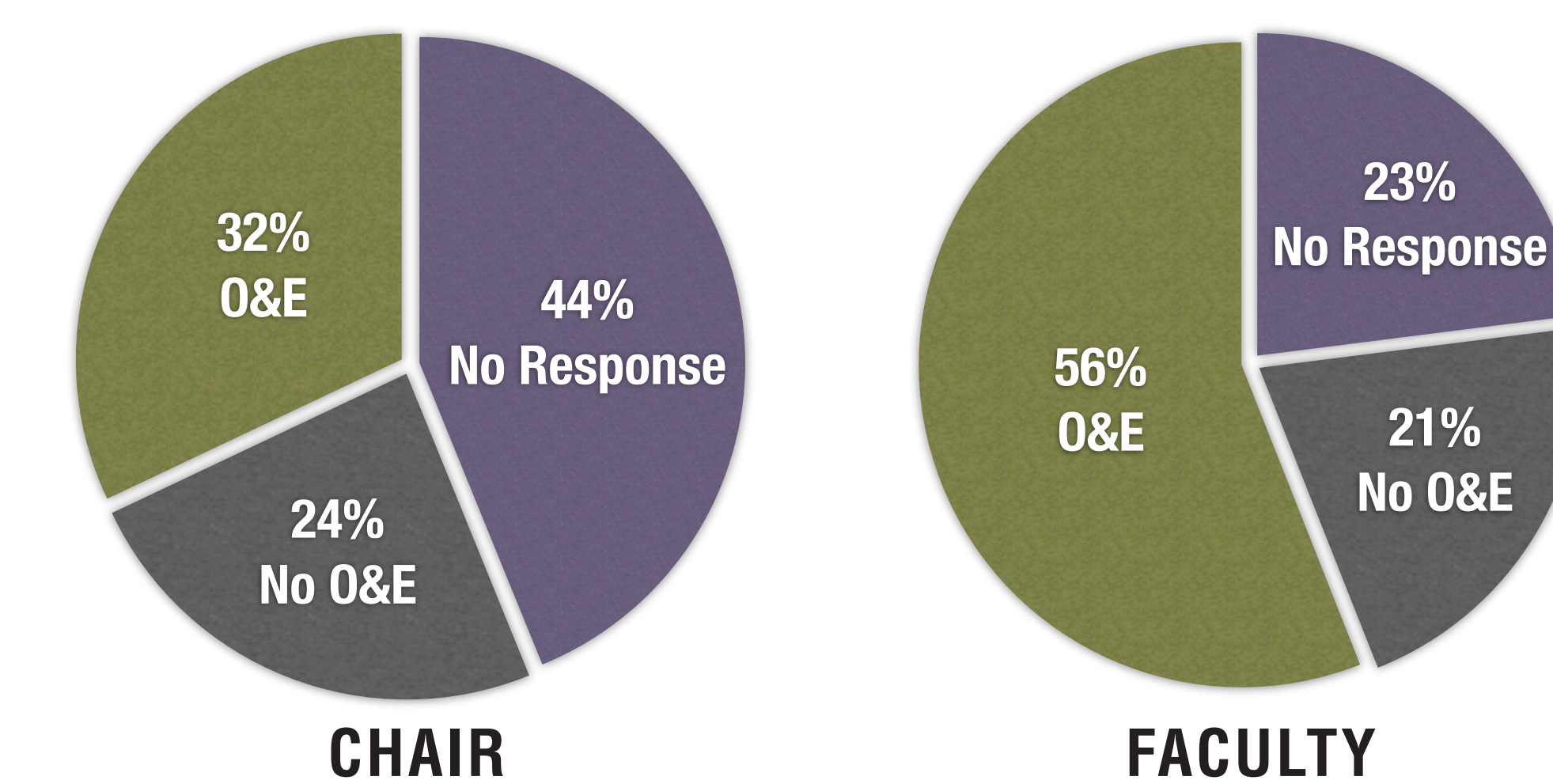
ALIGNMENT

Alignment refers to the agreement between university administrator and faculty member reports of outreach and engagement activities in their respective sections of the promotion and tenure form (n=178).

	Aligned No Outreach & Engagement	Not Aligned	Aligned Outreach & Engagement
Faculty – Chair	1%	22%	77%
Chair – Dean	23%	75%	2%

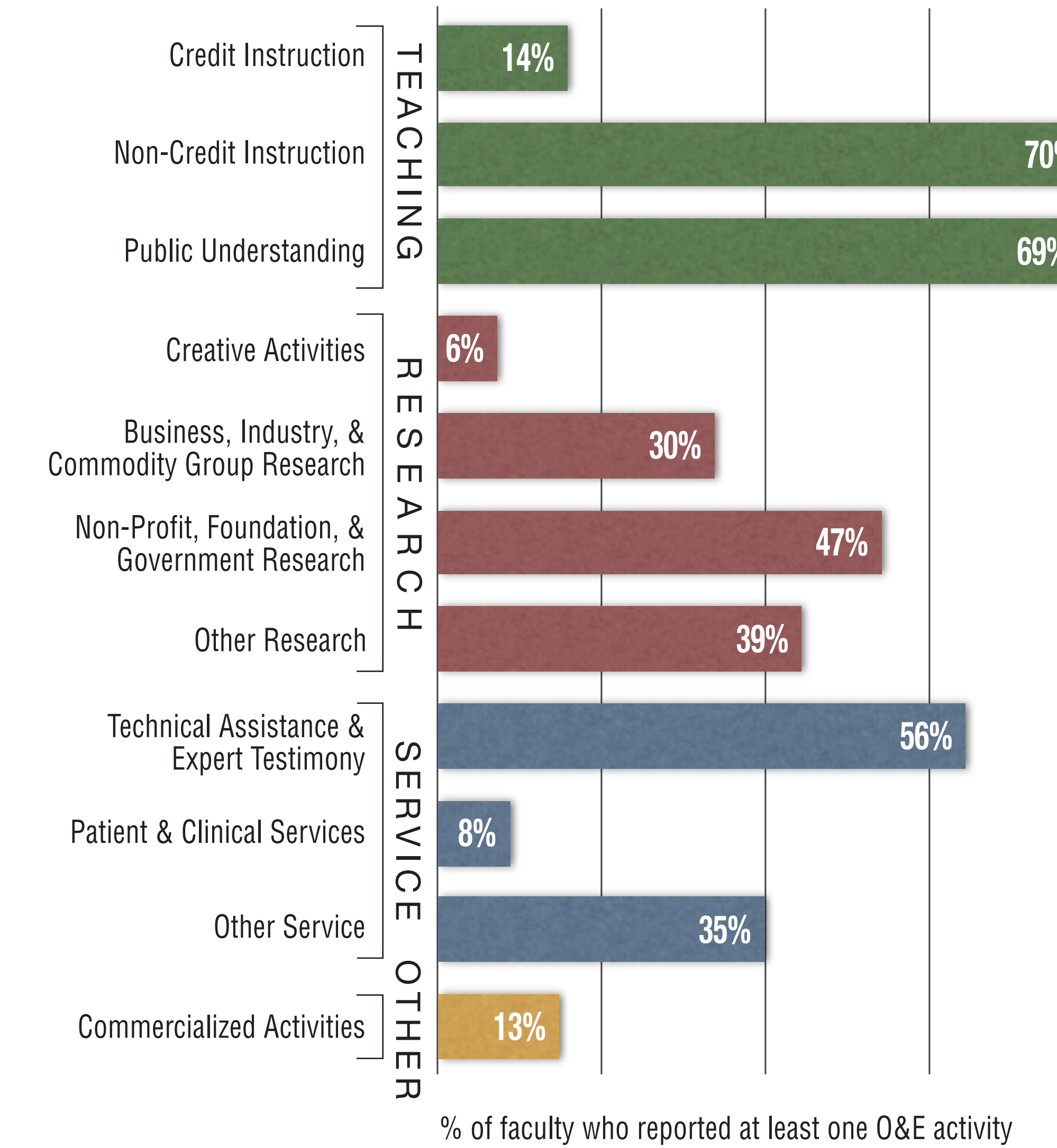
INTEGRATION

MSU’s P&T forms include separate sections for department chairs/ school directors and faculty members to report on the “faculty member’s scholarly activities and contributions” that demonstrate “integration of scholarship across the mission functions of the university—instruction, research and creative activities, and service within the academic and broader communities.”



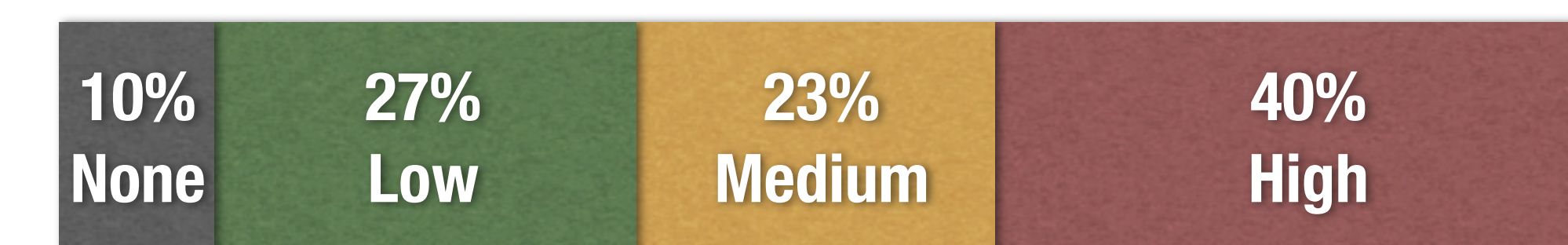
TYPES OF OUTREACH AND ENGAGEMENT

All O&E activities reported on the faculty portion of P&T forms were coded into the following 11 categories:



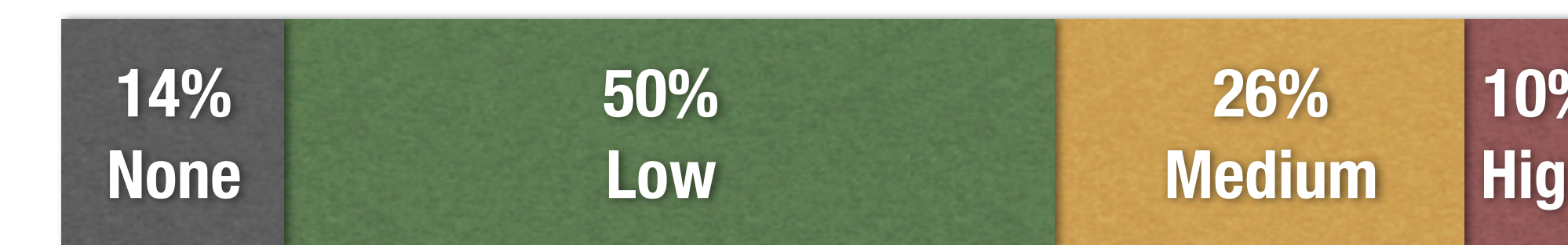
INTENSITY OF OUTREACH AND ENGAGEMENT

The faculty portion of P&T forms was assigned an overall score for intensity—a rating that combines the frequency, variety of types, level, scholarly products, and awards related to outreach and engagement.



DEGREE OF OUTREACH AND ENGAGEMENT

The faculty portion of P&T forms was assigned an overall score for degree of outreach and engagement.



None indicates absolutely no outreach and engagement activities reported on P&T forms.
Low indicates mostly unidirectional, transfers of expert knowledge from MSU to external audiences for the public good.
Medium indicates a mixture of unidirectional and collaborative, co-created outreach and engagement activities.
High indicates predominantly collaborative, mutually determined, reciprocal flow of co-generated engagement activities.

DEMOGRAPHICS

Teaching Research Service Commercial Intensity Degree
% of faculty who reported at least one O&E activity mean 0=none 3=high

GENDER

	Teaching	Research	Service	Commercial	Intensity	Degree
Female n=72	85%	78%	78%	10%	2.1	1.5
Male n=152	86%	66%	66%	15%	1.9	1.2

ETHNICITY

	Teaching	Research	Service	Commercial	Intensity	Degree
American Indian n=6	100%	67%	83%	17%	2.5	1.8
Asian, Pacific Islander n=26	85%	81%	65%	8%	1.7	1.4
Black or African American n=9	89%	89%	89%	11%	2.0	1.6
Caucasian n=179	85%	67%	68%	13%	1.9	1.3
Hispanic or Latino n=4	100%	100%	100%	50%	2.8	1.8

RECOMMENDED RANK

	Teaching	Research	Service	Commercial	Intensity	Degree
Assistant n=46	74%	67%	63%	7%	1.8	1.2
Associate n=105	89%	71%	70%	7%	1.9	1.3
Full n=72	88%	71%	72%	26%	2.1	1.4

FINDINGS

- 90% of faculty reported at least one O&E activity on their P&T form.
- 47% of faculty reported at least one O&E activity across all three missions—teaching, research, and service.
- 56% of faculty reported O&E as an integrated form of scholarship.
- 63% of O&E activities reported by faculty are medium or high in intensity.
- 36% of O&E activities reported by faculty are medium or high in degree.

FUTURE RESEARCH

- How do promotion and tenure committees value outreach and engagement in making their P&T decisions?
- How do faculty integrate their outreach scholarship across institutional functions—instruction, research, service to university and broader communities?

ACKNOWLEDGEMENTS

We would like to acknowledge the leadership and contributions of Diane Zimmerman and Robert L. Church in the early stages of this research. We would also like to thank Kirk Riley, Angela Hunt, Shelly Wells, Adina Huda, University Outreach and Engagement staff, and the university administrators and faculty members who consented to have their P&T forms included in this study.