The OEMI: Defining, Implementing, and Measuring Engagement Scholarship

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An Engaged University…
Outreach and engagement is 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.


Provo

Engagement is the partnership of university knowledge and resources with those of the public and private sectors to

- enrich scholarship and research,
- enhance curricular content and process,
- prepare citizen scholars,
- endorse democratic values and civic responsibility,
- address critical societal issues, and
- contribute to the public good.
# Types of Engagement Scholarship

<table>
<thead>
<tr>
<th>Engaged Research and Creative Activity</th>
<th>Engaged Teaching and Learning</th>
<th>Engaged Service</th>
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<tr>
<td>• Community-based research</td>
<td>• Online and off-campus education</td>
<td>• Technical assistance</td>
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<td>• Applied research</td>
<td>• Continuing education</td>
<td>• Consulting</td>
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<td>• Contractual research</td>
<td>• Occupational short course, certificate, and licensure programs</td>
<td>• Policy analysis</td>
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<td>• Demonstration projects</td>
<td>• Contract instructional programs</td>
<td>• Expert testimony</td>
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<td>• Needs and assets assessments</td>
<td>• Participatory curriculum development</td>
<td>• Knowledge transfer</td>
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<td>• Program evaluations</td>
<td>• Non-credit classes and programs</td>
<td>• Commercialization of discoveries</td>
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<td>• Translation of scholarship through presentations, publications, and web sites</td>
<td>• Conferences, seminars, and workshops</td>
<td>• Creation of new business ventures</td>
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<td>• Exhibitions and performances</td>
<td>• Educational enrichment programs for the public and alumni</td>
<td>• Clinical services</td>
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<td>• Service-learning</td>
<td>• Human and animal patient care</td>
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<td>• Study abroad programs with engagement components</td>
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<td>• Pre-college programs</td>
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Points of Distinction: Qualitative and Quantitative Indicators of Engagement Scholarship

Four Dimensions of Quality Outreach and Engagement

Significance
- Importance of issue/opportunity to be addressed
- Goals/objectives of consequence

Context
- Consistency with university/unit values and stakeholder interests
- Appropriateness of expertise
- Degree of collaboration
- Appropriateness of methodological approach
- Sufficiency and creative use of resources

Scholarship
- Knowledge resources
- Knowledge application
- Knowledge generation
- Knowledge utilization

Impact
- Impact on issues, institutions, and individuals
- Sustainability and capacity building
- University-community relations
- Benefit to the university

Tracking MSU’s Engagement Scholarship: The Context

- Faculty and Academic Staff: 4,950
- 200 Academic/Professional Programs
- 17 Degree Colleges (including a private College of Law)
- 71 Formally Recognized Centers and Institutes
Outreach and Engagement Measurement Instrument (OEMI)

The OEMI is a survey that collects data about outreach and engagement activities

- **Process**
  - Conducted annually
  - Institution-wide
  - Online, open 24x7, January-March
  - Reporting on previous calendar year

- **Respondents**
  - Individuals, not units
  - Faculty and academic staff

- **Data**
  - Faculty effort
  - Specific projects
OEMI: Data on Faculty Effort

Participation in engagement and outreach activities

Time spent (percentage of total effort across research, teaching, and service)

Societal issues addressed (up to two)

• Business and industrial development
• Children, youth, and family (non-school related)
• Community and economic development
• Cultural institutions and programs
• Pre-K-12 Education
• Food and fiber production and safety
• Governance and public policy
• Health and health care
• Labor relations, training, and workplace safety
• Natural resources, land use, and environment
• Public safety, security, and corrections
• Public understanding and adult learning
• Science and technology
Characterization of work on each issue

• Percentage of engagement effort spent

• Contribution to:
  – University strategic imperatives
    • Enhance the student experience
    • Enrich community, economic, and family life
    • Expand international reach
    • Increase research opportunities
    • Strengthen stewardship
  – Urban issues
  – Diversity

• Form(s) of the engagement effort
  – Outreach research and creative activity
  – Technical or expert assistance
  – Outreach instruction: Credit courses and programs
  – Outreach instruction: Non-credit classes and programs
  – Outreach instruction: Public events and understanding
  – Experiential / Service-learning
  – Clinical service
OEMI: Data on Faculty Effort (continued)

Characterization of work on each issue (continued)

• Number of non-university people directly participating (physical and technologically mediated participation)

• Location(s) of intended impact
  – Michigan cities
  – Michigan counties
  – Countries

• Generation of external funding to the university

• Generation of external funding to partners

• Contributions of in-kind support from partners
  – Professional staff time
  – Volunteer time
  – Material contributions
OEMI: Data on Specific Projects

Societal issue(s) addressed

Purposes and methods

Duration

Location(s) of intended impact

Involvement of students and other university units

Involvement and roles of external partners
  • Issue identification
  • Planning and management
  • Research, evaluation, or teaching
  • Dissemination of products or practices
  • Resource identification
OEMI: Data on Specific Projects (continued)

Funding sources

Evaluation strategy

Project outcomes and impacts

Resulting intellectual property

Impacts on scholarly and/or teaching practices

Resulting scholarship about the engagement
Data Collection with the OEMI at MSU: 2004-2011

- 2,942 distinct (non-duplicative) respondents have completed the survey
  - During this period the size of the faculty and academic staff has remained relatively stable, currently approximately 4,950
- 82.8% of respondents report that they have participated in some form of outreach and engagement
- The work reported by these respondents represents a collective investment by Michigan State University of $137,242,656 in faculty and academic staff time devoted to addressing the concerns of the state, nation, and world through engaged scholarship (based on the actual salary value of time spent)
- Respondents have submitted 7,126 project reports
Utilizing Data about Community-Engaged Scholarship and University Outreach

Centralized data can serve a variety of purposes

• Describing the university's outreach and engagement activity (telling the engagement story)
  – Communicating examples across disciplines
    • Helping faculty develop better understandings of what community-engaged scholarship might look like in their field
    • Helping stakeholders see the many ways in which the University partners with communities, businesses, government agencies, schools, and NGO’s
  – Recognizing exemplars
    • Helping the institution represent what it considers to be high quality community-engaged scholarship
    • Helping the public understand that the University values engagement
Utilizing Data about Community-Engaged Scholarship and University Outreach (continued)

- Responding to accreditation and other institutional self-studies
- Conducting assessments and strategic planning
- Documenting the salary investment of a university’s contributions of scholarship for the public good
- Mapping the locations of partnerships
- Benchmarking and exploring cross-institutional analyses
- Serving as a source of data for original research studies
- Assisting faculty networking efforts in particular communities and/or around specific topics
- Supporting faculty development efforts
- Cataloging engagement opportunities and outreach programs to promote public access
Personal and Aggregate Reports

Faculty Respondent Reports

Outreach and Engagement report for HIRAM E FITZGERALD
Printed on Tuesday, December 18, 2007
January 1, 2006 to December 31, 2006

Overall Effort
72% of my total professional effort during this time period involved outreach activities.

Data about my Outreach and Engagement work in Children, Youth, and Family (non-school related)
60% of my outreach and engagement activities (that is, 46% of my professional time) were in the form of Outreach Research and Creative Activity addressing the Children, Youth, and Family (non-school related) as the target audience.

This work enriched community, economic and family life.

This work increased research opportunities.
This work strengthened the university.

Of my effort in this area, 50% was directed at institutions and individuals within Michigan. Specifically, 30% was directed at Jackson.

This work was designed to impact people and issues within Michigan in Hinsdale, and Lenawee.

150 people participated in this Outreach Research and Creative Activity activity.

This work was instrumental in securing $200,000 in gifts, grants, contracts, tuition, and/or fees for the University.

Data about my Outreach and Engagement work in Health and Public Health
40% of my outreach and engagement activities (that is, 31% of my professional time) were in the form of Outreach Research and Creative Activity addressing and Health Care.

This work enriched community, economic and family life.

This work increased research opportunities.
This work strengthened the university.

2,500 people participated in this Outreach Research and Creative Activity activity.

This work was instrumental in securing $120,000 in gifts, grants, contracts, tuition, and/or fees for the University.

Description of my outreach work: Project or Activity 1
I am describing my outreach work in Children, Youth, and Family (non-school related).

Targeted Briefing Materials

Briefing Material
Examples of MSU Outreach and Engagement in Detroit and Southeast Michigan
(Prepared at the request of University Development)

Examples are drawn from data collected through: the annual Outreach and Engagement Measurement Instrument survey of faculty and academic staff, the continuing management of the MSU Statewide Resource Network and Spartan Youth Programs Web site catalogs, and referrals from University Outreach and Engagement staff. Attempts were made to confirm that examples reflect current or very recent activities. Contact information is provided.

City of Detroit

ABCs Coach Institute
Provisions of the federal No Child Left Behind Act of 2002 require school districts to have “adequate yearly progress” criteria to hire outside assistance to help meet state achievement levels. In order to increase the state’s capacity to provide such assistance, the Department of Education issued a competitive grant to MSU’s Office of Academic Coaches Institute. The MSU team partnered with the Alliance for Capacity in Schools (ABCs) to develop the curriculum, then recruited a cohort of school coaches over a three-month period culminating in an assessment using outcome evaluations that had experience working with priority schools. The result is a regency of over 90 coaches who are available to work across the state. The development phase of the project was completed but the MSU team continues to give technical support to the coaches. It includes Detroit, Flint, Lansing, and Kalamazoo. Contact: Christopher Education. Phone: (517) 335-9490. E-mail: reitmann@msu.edu.

Broad Partnership Opportunities for Urban Educators
MSU’s College of Education and the Detroit Public Schools have formed a relationship with Broad Foundation to develop highly trained urban educators for service in Detroit. Broad Foundation has committed $6 million to fund this initiative which offers three program options:

• Broad Summer High School Scholar Program. Targeting twelfth grade students in the Detroit Public School system, the three-week residential program offers a bachelor’s degree and teacher certification at MSU’s School of Education.

• Broad Future Teachers Award. Available only to graduates of institutions who pursue a bachelor’s degree and teacher certification at MSU. An opportunity that provides financial support to cover attendance at MSU’s School of Education.

College Level Analyses

Analysis of Data Collected through the Outreach Measurement Instrument
September, 2003

Pilot Test of the Outreach Measurement Instrument (OMI)

The Office of University Outreach and Engagement has developed a survey instrument on which faculty can report how they are involved in applying their scholarly skills to helping people and organizations address pressing issues facing them in Michigan and beyond. This survey is part of the Office’s overall effort to gather information that will allow MSU to “tell its story” about the myriad ways it serves the public which supports it. The survey is designed to collect both quantitative data and narrative descriptions.

In the spring of 2003, University Outreach and Engagement piloted the instrument with nine deans in the area of applied social and behavioral science (including the fields of communications and business and urban education). All faculty and academic staff in those departments were asked to complete the survey as a pilot test of the survey’s usability and effectiveness.

Results of the Pilot Survey

Return on Investment

Respondents to the spring 2003 pilot survey revealed that in nearly 32% of their overall effort, faculty and academic staff in those departments were engaged with organizations and groups outside the academy in applying their scholarship to address pressing issues facing those organizations and communities and/or offering credit and non-credit instruction to non-traditional audiences. This effort constitutes an investment of approximately $2,824 every dollar that the University is making in terms that the University’s knowledge resources are used fruitfully by the community. In addition, faculty and academic staff report that their outreach work brought in $1,275,267 to the University to support that work and, further, that their outreach work contributed to the retention of $1,245,000 in assets and resources invested by their communities.
Engagement is...

Scholarship-focused
Community-based
Mutually beneficial
Capacity-building
Sustainable
For the public good
University Outreach and Engagement

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