



MICHIGAN STATE
UNIVERSITY

Advancing Knowledge.
Transforming Lives.

Connecting Knowledge to Serve Society

Scholarship Focused Outreach and
Engagement

Hiram E. Fitzgerald, Ph.D.

Assistant Provost

University Outreach and Engagement

**Orientation for New Administrative
Leaders**

August 1, 2005

Renewing the Covenant: The Challenge from the Kellogg Commission

- Make engagement a priority on every campus
- Develop plans for engagement
- Encourage interdisciplinary work
- Create new incentives to advance engagement
- Generate stable and secure funding

Renewing the Covenant
Kellogg Commission, 2000

What Is an Engaged University?

For MSU: Two Perspectives

- **AAU:** Emphasis on knowledge discovery
- **Land grant:** Emphasis on knowledge application

One approach: Knowledge-based

...the challenges of the **knowledge society** are not just teaching and learning. They are the problems of research and discovery; knowledge organization, interpretation, and utilization; and the need for continual discourse between diverse knowledge bases.

...**knowledge society** suggests the need for a simultaneous commitment to a variety of intellectual and action-based agendas in the service of America's complex knowledge needs.

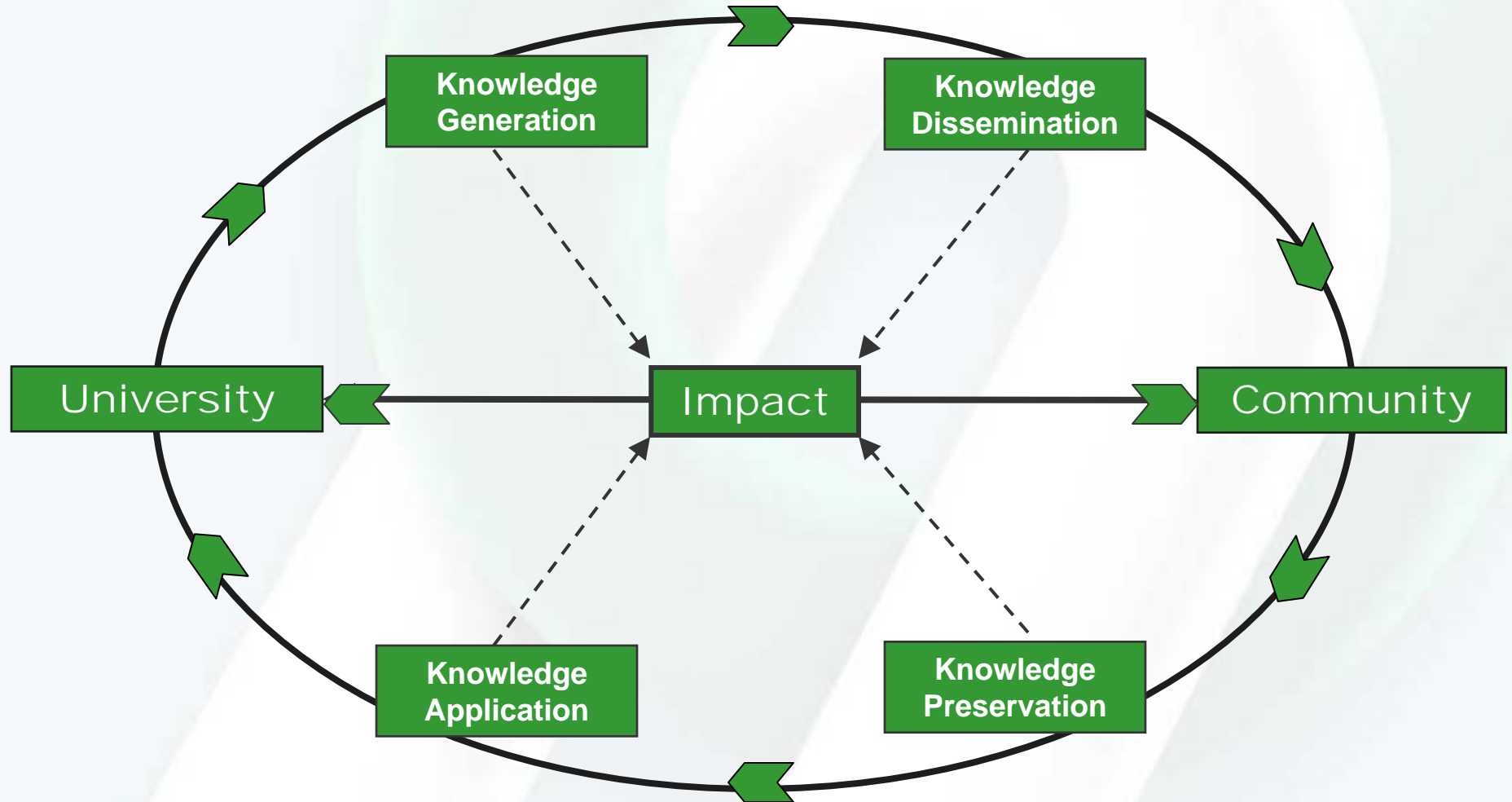
Mary L. Walshok, 1995, p. 24

Outreach (and Engagement)

“ ... 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.”

Provost's Committee on University Outreach, 1993

Outreach and Engagement Knowledge Model



Research/Discovery/Creative Works

- Applied research
- Community based research
- Contractual research
- Demonstration projects
- Exhibitions/performances
- Needs assessments/evaluation
- Knowledge transfer and research
- Technical assistance
- Publications/presentations

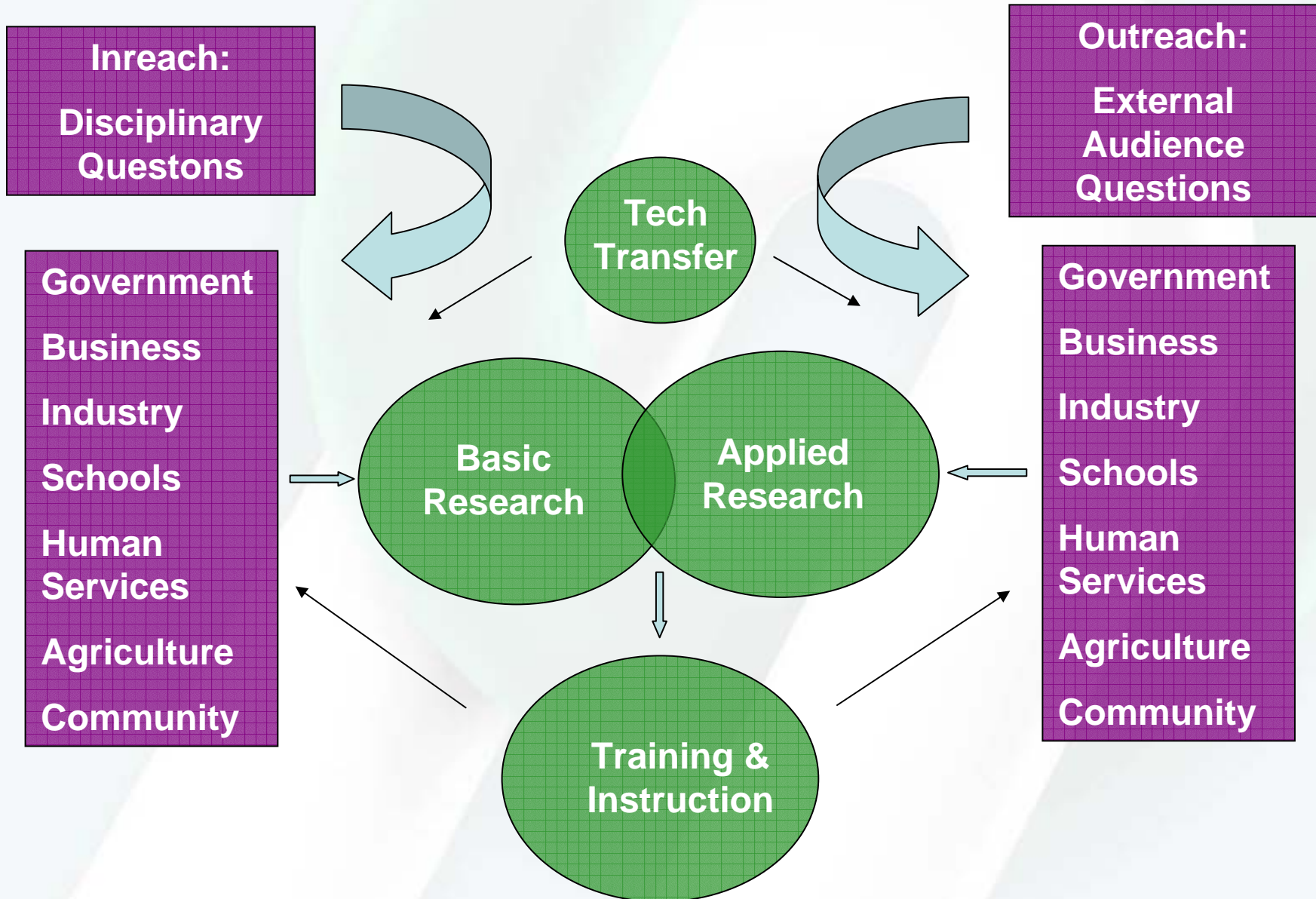
Teaching and Learning

- Service learning
- Study abroad programs
- Distance education and off-campus instruction
- Continuing education
- Contract courses or programs designed for specific audiences
- Conferences, seminars and workshops
- Educational programs for alumni
- Participatory curriculum development

Service/Citizenship

- Clinical services
- Consulting
- Policy analysis
- Service to community-based institutions
- Knowledge transfer and workshops
- Expert testimony
- Technical assistance
- Contributions to managed systems
- Leading professional societies and associations
- Commercialization of discoveries
- New business ventures

From Discovery to Application



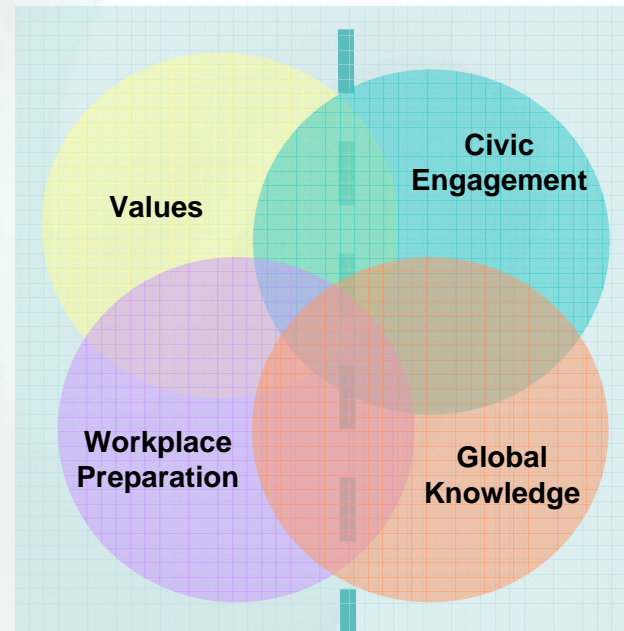
The land-grant university has a special role to engage its students/faculty, instructional and research resources to:



Educated Person

Campus Focus

- Strengthen commitment to democracy/diversity
- Improve workplace practice and economic strength



- Strengthen citizen participation and civic responsibility to improve outcomes for community members
- Globalize perspectives and contacts

Community Focus



Educated Community/World

Supportive Services for Faculty

Enhancing Knowledge to Serve Society



Engaged
Faculty

Scholarship
Focus

Partner

With faculty research teams

Consult

Develop community projects

Train

Asset-based approaches to community change

Assist

Building Service-Learning/ Civic Engagement models

Fund

Seed grants for outreach research

Develop

Outreach measures and standards of practice

Market

Outreach and engagement activities

Advocate

- For the engagement mission
- For cross institution benchmarks
- For measurement standards



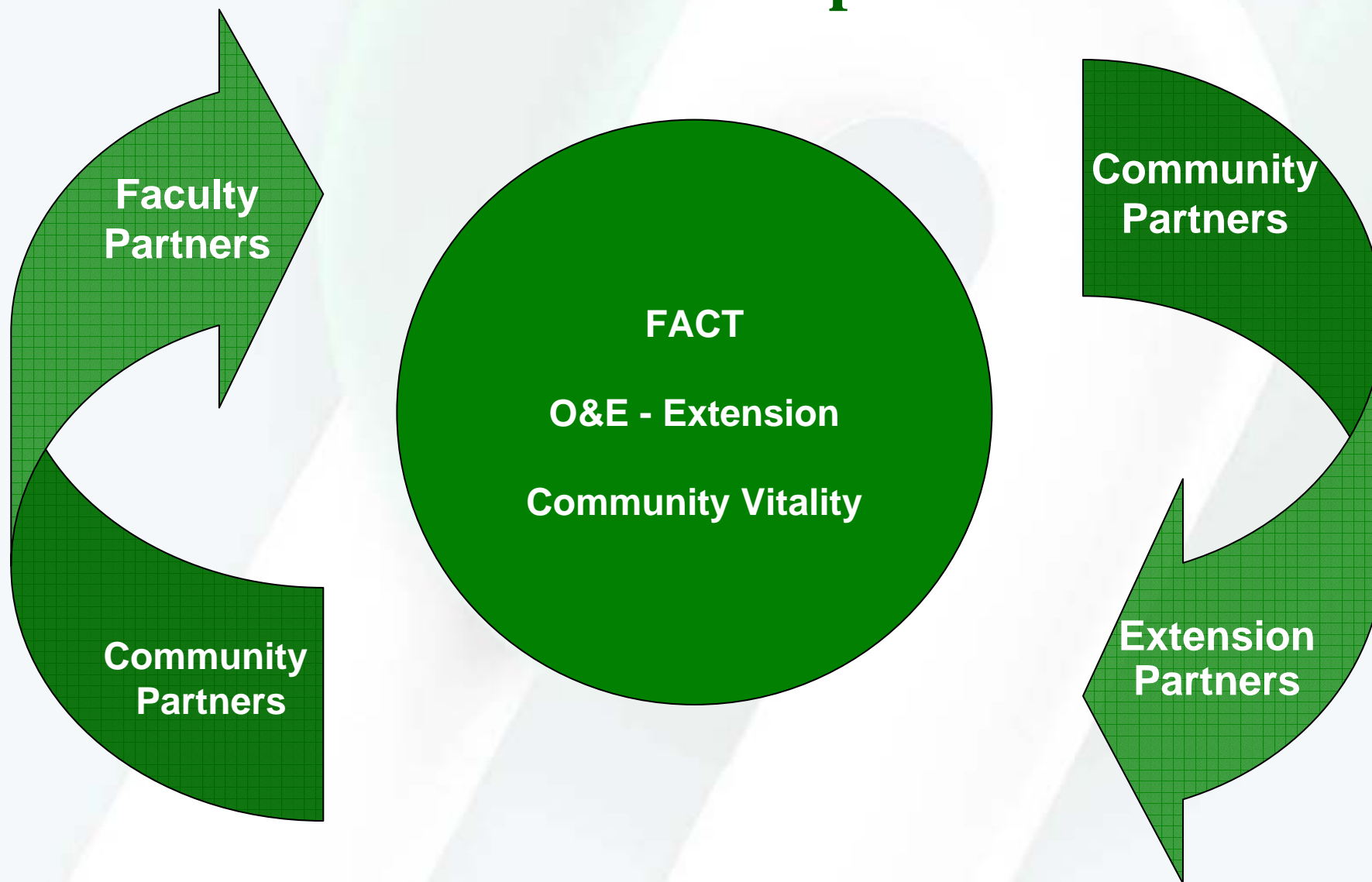
Community
Focus

Engaged
Community

Outreach and Engagement Priority Areas

- Positive outcomes for children, youth and families
- Community and family security
- Community vitality and economic development
- Technology and human development
- Scholarship of engagement and engaged scholarship

Seed Grant Programs for Outreach Scholarship



Interdisciplinary Collaborations

Colleges & Academic Units

Departments

Schools

Institutes

Centers

MSU-Extension

1. Addressing major societal issues

- K-12 reform: Literacy, math and science education
- Needs of 0-5 year-old children and their families
- Safe schools and communities
- Positive outcomes for children, youth and families
- Land use and built environments
- Community and economic development
- Sustainable agriculture, food and water safety
- Urban and regional development
- Environmental health
- Public policy
- Technology usability and accessibility

Interdisciplinary Collaborations

Colleges & Academic Units

Departments

Schools

Institutes

Centers

MSU-Extension

- 2. Fostering cross-disciplinary outreach and engagement research collaborations**
 - O & E Grants, MSU FACT Coalition, Community Vitality Initiative
- 3. Networking in major geographic areas across Michigan through AKTL Networks: Detroit, Lansing, Grand Rapids, Flint, Upper Peninsula**
- 4. Creating opportunities for the scholarship of outreach & engagement**
 - Benchmarking Scholarship of Engagement
 - Cultural Engagement Council
 - Outreach and Engagement Senior Fellows
 - Outreach and Engagement Scholars
 - National:
 - Committee on Institutional Cooperation: Committee on Engagement
 - National Association of State Universities and Land Grant Colleges
 - Wingspread Conferences



Measuring Outreach and Engagement

Why Measure Engagement Activities?

- A management and planning tool for ensuring that academic units contribute to the institution's overall engagement commitment;
- Evidence of organizational support for engagement;
- A means of assessing an institution's fulfillment of its engagement/public service mission;
- Economic development and technology transfer data;
- A basis for telling the engagement story and building support for higher education among legislators, donors, and the public; and
- A new engagement rubric for comparing peer institutions nationally.



Benchmarking Engagement

Benchmarks of Engagement can Provide Evidence of:

- Reward systems for faculty and staff that include an engagement dimension;
- Curricular impacts of student engagement;
- Applications of the dissemination of research and transfer of knowledge;
- Meaningful engagement with communities; and
- Applications of the evidence of partnership satisfaction.

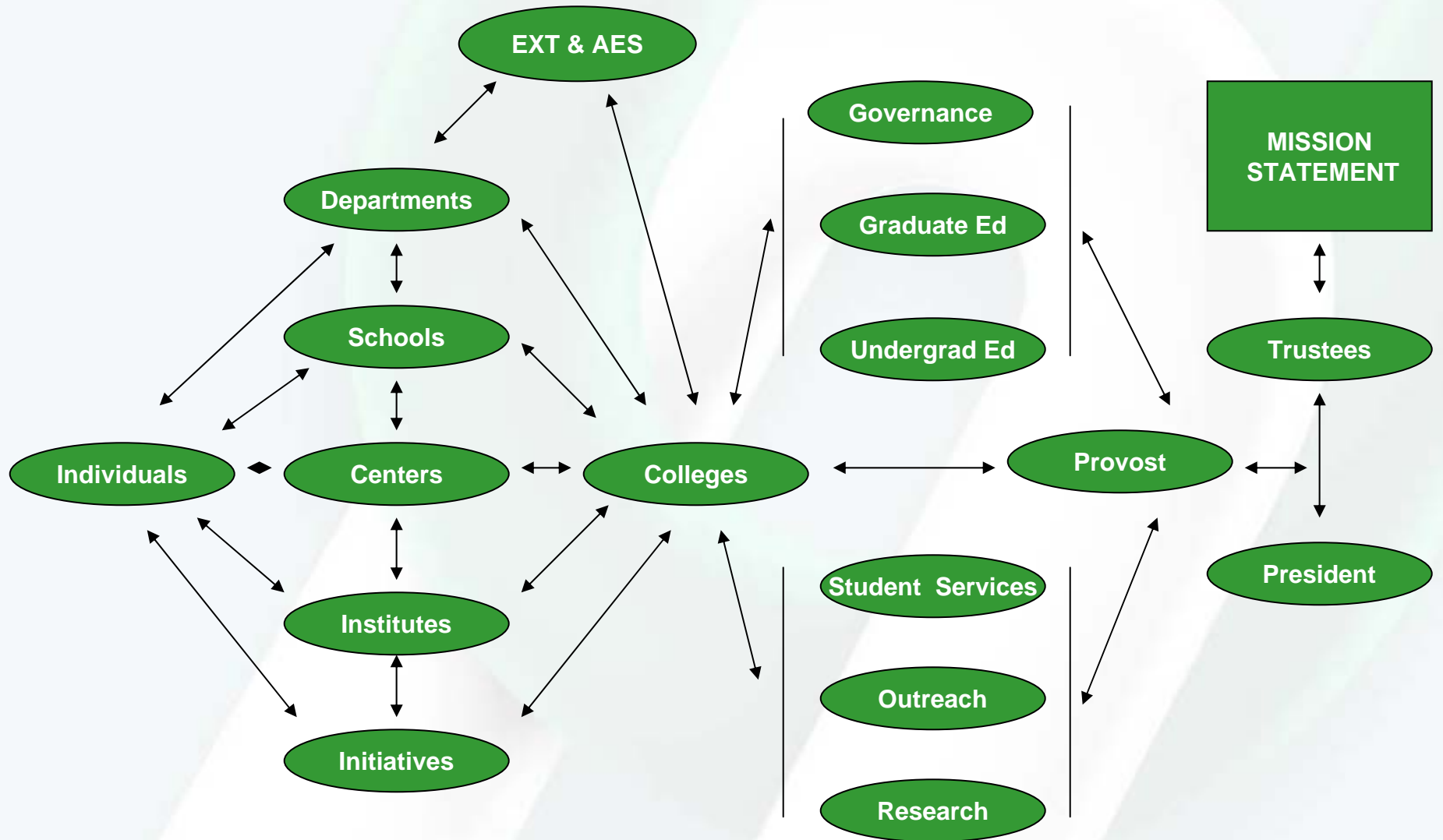
The Higher Learning Commission: Accreditation: Core Component 5

- 5A. The organization learns and analyzes the needs and expectations of the communities it serves
- 5B. The organization has the capacity and demonstrates the commitment to engage the communities it serves
- 5C. The organization connects with and engages those communities that depend on it for service
- 5D. Internal and external constituencies value the services the organization provides.

Alignment

- How well do the parts of a system align with each other and with the inputs to the system.
- Good alignment promotes high organization effectiveness

Model of Institutional Alignment: Mission Statement is Consistent Throughout the Organization



Organizational Effectiveness

- Are the departments, schools, centers, and institutes aligned with each other?
- Are they aligned with the colleges?
- Are the colleges aligned with the university?
- Is the organization (university) effectively achieving its mission?
- Do all components of the organization reflect the organizations values?

Creating Systems to Support Outreach Scholarship...

- What are the focal issues/systems to consider?
- What are the transactions that need to occur within an institution to link systems to support outreach scholarship?
 - Significant facilitators (e.g., Administrative Leaders)
 - Challenges (e.g., AAU and Land Grant)
- What are critical points of alignment?
 - What may be essential but insufficient?
- Developmental transitions?

Institutional Alignment

- Institutional Mission Statement
- Academic Governance
 - Definition and Bylaws
 - Elected Advisory Council
- Campus Leaders: Deans, Chairs, Directors
- Unit Alignment
 - Bylaws and Mission
 - Faculty Promotion and Tenure Criteria
 - Graduate Student Training
 - Undergraduate Education
 - Research experiences
 - Service learning experiences
 - International learning experiences
 - On-line instruction

Institutional Value

- At MSU:
Outreach and Engagement is
Across the mission
Teaching
Research
Service

Anchored in knowledge
generation
application
dissemination
preservation

University Outreach & Engagement

Hiram E. Fitzgerald, Assistant Provost

Diane L. Zimmerman, Director of Administration

University-Community Partnerships

L. Annette Abrams, Director

Communication and Information Technology

Burt Bargerstock, Director

Center for Usability and Accessibility

Sarah Swierenga, Director

Civic Engagement/Service Learning (with Student Services)

Karen McKnight Casey, Director

Wharton Center for Performing Arts

Michael Brand, Executive Director

MSU Museum

Kurt Dewhurst, Director

Wealth and Estate Planning Institute

Renno Peterson and Robert Esperti, Co-Directors

How to Reach Us

University Outreach & Engagement

Michigan State University

Kellogg Center, Garden Level

East Lansing, MI 48824

Voice: (517) 353-8977

Fax: (517) 432-9541

E-mail: outreach@msu.edu

Web: outreach.msu.edu