# THE OEMI AND INSTITUTIONS' EXPERIENCES IN CAPTURING OUTREACH AND ENGAGEMENT ACTIVITY



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## Overview of the OEMI - MSU

## History

## Structure

## — Data on faculty effort

- Time spent
- Social issues addressed
- University strategic imperatives
- Forms of outreach and engagement
- Location of intended impact
- Non-university participants
- External funding
- In-kind support

## Data on specific projects

- Purposes
- Methods
- Involvement of partners, units, and students
- Impacts on external audiences
- Impacts on scholarship
- Creation of intellectual property
- Duration
- Evaluation

## Outreach & Engagement Measurement Instrument **OEMI**

For help with the survey or how to complete it, see our <u>frequently Asked Questions</u>. Contact us at <u>nemihelp@msu.edu</u> or call 517-353-8977

## Michigan State University Survey 2009

Engagement Activities from January 1, 2009 through December 31, 2009

Outreach/engagement occurs when a person's research, teaching, or service activity significantly engages that person's scholarly or professional expertise with communities and/or organizations outside the academy significantly engages that person's scholarly or professional expertise with communities and/or organizations outside the academy with the direct goal of improval conductines for those who live and work in them. That is, outreach/engagement is scholarly activity conducted for the direct benefit of audiences external to the academy; for example, non-traditional students, government agencies, industrial firms and associations, health and welfare organizations, prek-12 schools, labor organizations, and the like.

Outreach/engagement is often like other faculty work that occurs on campus, but may differ in format; for example, by scheduling instruction at times and in places convenient to a working adult, or by communicating research results in ways that an external audience finds both understandable and usable. At its best engagement involves shared goals, expertise, resources, and results in mutually identified benefits.

In order to help increase public understanding of Michigan State University's outreach/engagement effort, the Provost's Office collects data annually on faculty activities. The OEMI gathers numerical data about your outreach/engagement along seven dimensions:

- Time spent
   Social issues
   Boldness By Design imperatives
- · Forms of activity
- Locations
   Non-university participants
   External funding and in-kind support

What is outreach and engagement?

The survey also asks for descriptive information about purposes, methods, impacts on scholarship, and impacts on the external audiences for individual projects/activities. This information enables the University to showcase its faculty's contributions to the public

## Who should complete the OEMI?

All faculty, academic specialists, research associates, campus-based extension specialists, and visiting faculty should complete the OEMI. Adjunct faculty, graduate assistants, administrative professionals, and other MSU employees are not included at this time If you did NOT participate in any outreach/engagement activities during this period, please log in and select "I did not participate in any outreach/engagement activity during this period." in the first question.

Outreact/engagement is an aspect of many different kinds of scholarly work, neither a separate sphere of activity distinct from teaching or research no identical with "service." It is very likely that you will include activities on the OEMI that you may have reported in other places as instruction, research, or creative activities. The, the first question on this survey asks you to identify the percentage of your total outreach effort across all the categories of your academic work (i.e., instruction, adviung, research and creative activity, service, and administration). This work can take the form of

- Outreach Research and Creative Activity 2

- Outreach Research and Creative Activity &
  Technical or Expert Assistance 2
  Outreach Instruction: Credit Courses and Programs 2
  Outreach Instruction: Non-Credit Classes and Programs 3
  Outreach Instruction: Public Events and Understanding 2
- Experiential/Service-Learning 2 Clinical Service ?

Note: Throughout the survey, use the help icons (2) for definitions and examples

## How to begin the survey?

To start the survey, proceed to the login page

You will need your MSUNetID and password to log in. If you have trouble logging into the survey, contact the Administrative Information Services (AIS) Help Desk at 517-353-4420, ext. 311.



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## Overview of the OEMI – MSU (continued)

- Utilization
  - Faculty Activity
  - Programmatic Activity
- Formative vs. Summative
- Grounded scholarship expressed in teaching, research, and service

## Piloting the OEMI – Kansas State

Pilot Methodology

Campus Buy-in

Language around Outreach and Engagement



## Piloting the OEMI – Kansas State

Political Capital and Changing Leadership

Different Constituencies





## First-time Implementation of the OEMI across the TTU System

 6 months prep/3 month administration/6 months analysis/utilization

• Reaching common understanding of

 Tailoring instrument for different campus environments



## First-time Implementation of the OEMI across the TTU System

- Utilizing metrics Institutional and System
- Using data to leverage O & E activities
- Modeling desired behaviors through the assessment process (partnerships, shared visions, valuing others, leveraging)



## Four-Years of Institutional Experience at the University of Kentucky

- Bottom line
- Sustainability



## The Value of Data

## Internal

- Know what we're doing and where
- Partners
- Hot button issues
- Value to college reaccreditation
- Emphasis. What's counted counts

## External

- What have you done for me lately?
- State funding
- Public support



## **Getting Usable Data**

- Projects
- Locations
- Descriptions
- Counties/Legislative districts
- UK contact people



## **Think Output and Impact**

Make data readily available to the public

Be visual. Use geographic presentation and density mapping





Academics

Athletics

Research Site Index

UK HealthCare

Search UK

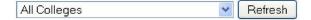


## University of Kentucky Engagement Activity by County

## Calendar 2008 and the 2008-09 Academic Year

This Table lists the Activities/Projects for "All Colleges".

To look at a specific college, choose from the dropdown box and click on the refresh button.



## Popups must be enabled for this page.

For All Counties use this link All Counties

<u>Adair</u>	<u>Allen</u>	Anderson	<u>Ballard</u>	Barren	<u>Bath</u>	<u>Bell</u>	Boone
<u>Bourbon</u>	Boyd	Boyle	Bracken	Breathitt	Breckinridge	Bullitt	Butler
<u>Caldwell</u>	Calloway	<u>Campbell</u>	Carlisle	Carroll	Carter	Casey	Christian
<u>Clark</u>	Clay	Clinton	Crittenden	Cumberland	<u>Daviess</u>	Edmonson	Elliott
Estill	Fayette	Fleming	Floyd	Franklin	Fulton	Gallatin	Garrard







Close

## The University of Kentucky is Engaged with the Community in 650 Activities tied to Fayette County

"An asterisk '\*' indicates that this project impacts all counties"

College	Project Name	
Agriculture	* 120 Counties into Drupal	
Agriculture	* 2008 Kentucky Fruit and Vegetable Growers Conference	
Agriculture	* 2008 Kentucky Women in Agriculture Conference	
Agriculture	2008 Plant and Soil Sciences Field Day	
Agriculture	4-H GPS/GIS	
Agriculture	4-H Speeches and Demonstrations	
Agriculture	African Cemetery No. 2 Preservation	
Agriculture	Agriculture and Nutrition Awareness	
Agriculture	* Animal Genetic Testing	
Agriculture	* Asia Center co-directorship	





Close Back to Projects

## Project Title:

African Cemetery No. 2 Preservation

## Project Description:

Acted as Chair of African Cemetery No.2, Inc., a non profit 501C(13) organization devoted to the maintenance and preservation of African Cemetery No. 2 in Lexington as a national historic place, memorial, and urban greenspace.

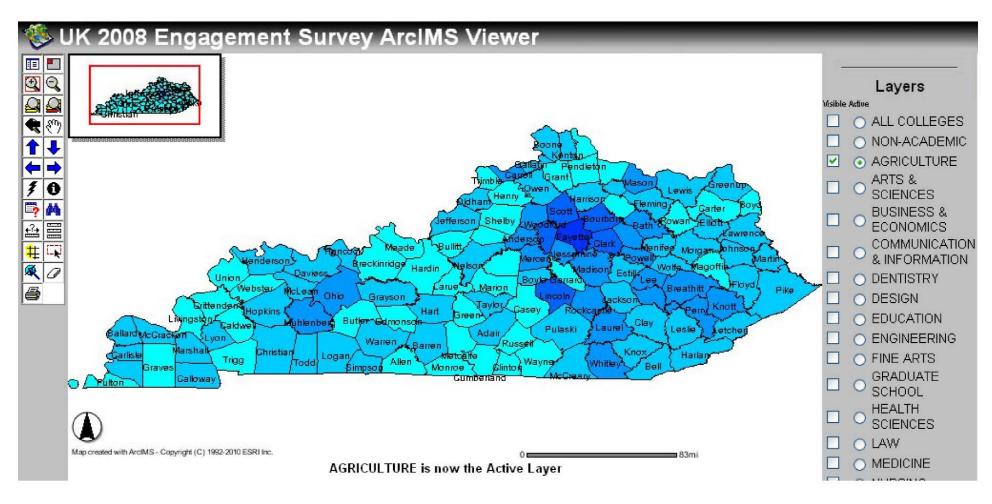
## Project Outcomes:

During 2008 the maintenance of the cemetery was substantially improved, landscaping was done, capital repairs were performed, and we were able to conduct several activities in the cemetery as a result of the work.

College/Department	Contact		Email Address	
Agriculture	Mark	Coyne	mscoyn00@email.uky.edu	

Agriculture URL: http://ces.ca.uky.edu/ces/







## **Concerns and Gains**

- Jeopardy in Culture Change
  - Slow institutional progress
  - Jeopardize your career
- The Value of Time
  - Annual recurrence makes it the norm
  - Better quality reports with each cycle

## For further information and to request guest accounts for the OEMI demo



## National Collaborative for the Study of University Engagement

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