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

Presenters

- Burton Bargerstock, Michigan State University

- David Procter, Kansas State University

- Valerie Paton, Texas Tech University

- Philip Greasley, University of Kentucky

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

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

K-STATE

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

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.

| All Colleges ▾ | Refresh |

Popups must be enabled for this page.

For All Counties use this link All Counties

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

O

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

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/

UK 2008 Engagement Survey ArcIMS Viewer

AGRICULTURE is now the Active Layer

Map created with ArcIMS - Copyright (C) 1992-2010 ESRI Inc.

0 ━━━━━━━━ 83mi

Layers

Visible Active

- ☐ ○ ALL COLLEGES
- ☐ ○ NON-ACADEMIC
- ☑ ● AGRICULTURE
- ☐ ○ ARTS & SCIENCES
- ☐ ○ BUSINESS & ECONOMICS
- ☐ ○ COMMUNICATION & INFORMATION
- ☐ ○ DENTISTRY
- ☐ ○ DESIGN
- ☐ ○ EDUCATION
- ☐ ○ ENGINEERING
- ☐ ○ FINE ARTS
- ☐ ○ GRADUATE SCHOOL
- ☐ ○ HEALTH SCIENCES
- ☐ ○ LAW
- ☐ ○ MEDICINE
- ☐ ○ NURSING

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

University Outreach and Engagement

Michigan State University

Kellogg Center, Garden Level

East Lansing, MI 48824-1022

Phone: (517) 353-8977

Fax: (517) 432-9541

E-mail: ncsue@msu.edu

Web: outreach.msu.edu

MICHIGAN STATE | **University Outreach**
U N I V E R S I T Y | **and Engagement**