

## Challenges and Benefits of Identifying and Reporting Quantitative Indicators of Faculty Engagement Across a Discipline

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# Defining Outreach and Engagement at Michigan State University

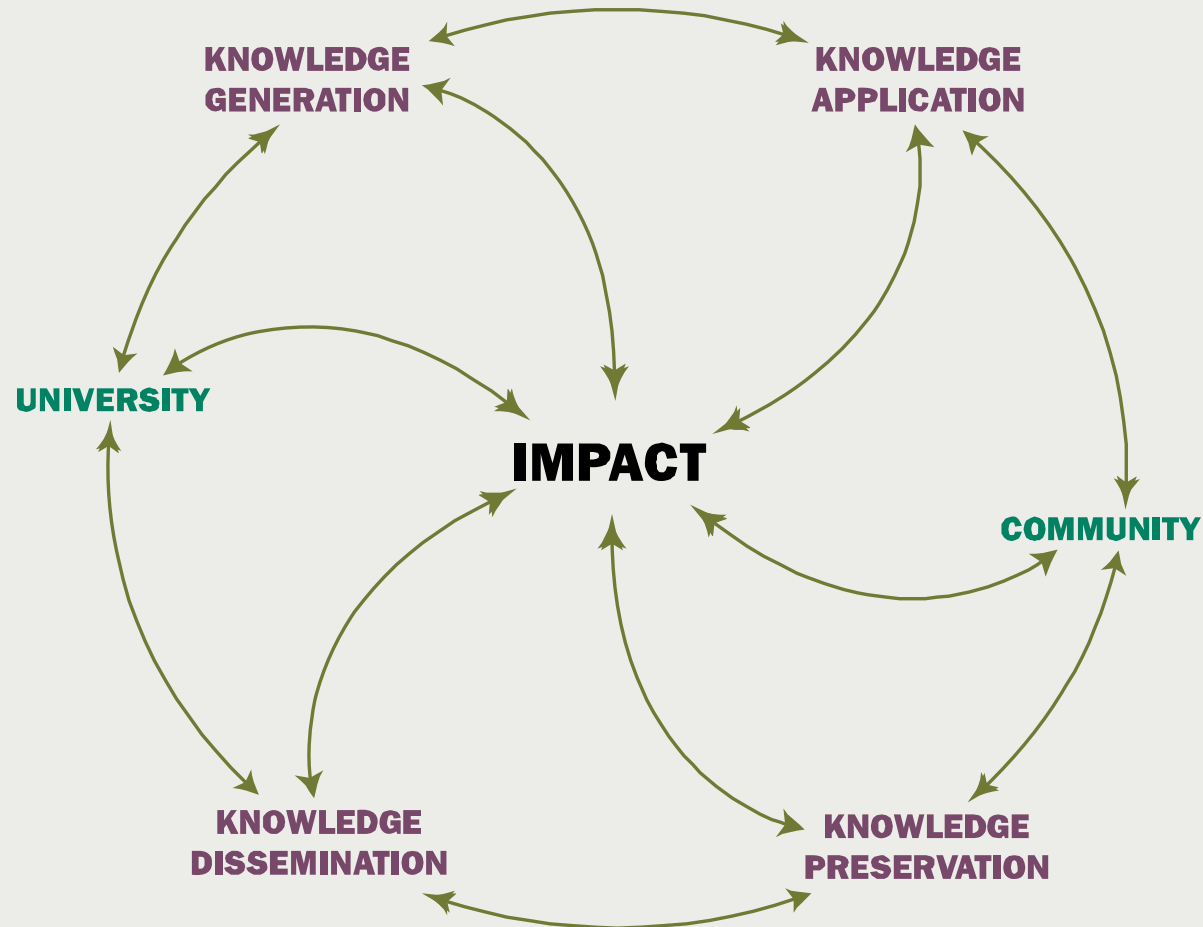
*“Outreach is a form of scholarship that cuts across teaching, research, and service. It involves generating, transmitting, applying, and preserving knowledge for the direct benefit of external audiences in ways that are consistent with university and unit missions.”*

Provost's Committee on University Outreach (1993)  
*University Outreach at Michigan State University: Extending Knowledge to Serve Society*

- Scholarship
- Knowledge Model
- Direct Benefit to External Audiences
- Mutuality & Reciprocity for Engagement



# Outreach and Engagement Knowledge Model



## ENGAGEMENT IS EMBEDDED IN SCHOLARSHIP

Examples of Traditional Academic Activity	Scholarly Engagement Activity
<p>University faculty provide instruction to undergraduate and graduate students in campus classrooms and laboratories.</p>	<p>Engaged <b>TEACHING</b> occurs when...</p> <p><i>...credit and noncredit learning opportunities are taken off campus, online, and to community-based settings to increase access; or when service-learning experiences advance students' knowledge about social issues while contributing to the immediate goals of a project.</i></p>
<p>University faculty members pursue research studies according to their various professions and interests, and publish results in academic books and journals.</p>	<p>Engaged <b>RESEARCH</b> occurs when...</p> <p><i>...a collaborative partnership conducts an investigation for the direct benefit of external partners; outcomes of the research lead to improved, evidence-based practice.</i></p>
<p>University faculty and students undertake departmental or college administrative duties and serve on committees.</p>	<p>Engaged <b>SERVICE</b> occurs when...</p> <p><i>...a faculty member summarizes current research literature about an issue for working professionals or community organizations, offers research-based policy recommendations to legislators at a committee hearing, or provides medical or therapeutic services to the public.</i></p>



# Research/Discovery/Creative Works

- Applied research
- Community-based research
- Contractual research
- Demonstration projects
- Exhibitions/performances
- Needs assessments/evaluations
- Knowledge transfers 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 transfers and workshops
- Expert testimony
- Technical assistance
- Contributions to managed systems
- Leading professional societies and associations
- Commercialization of discoveries
- New business ventures



# National Efforts

- Committee on Institutional Cooperation (CIC) -  
Committee on Engagement

[www.cic.uiuc.edu/groups/CommitteeOnEngagement/index.shtml](http://www.cic.uiuc.edu/groups/CommitteeOnEngagement/index.shtml)

*“Engagement is the partnership of university knowledge and resources with those of the public and private sectors to enrich scholarship, research, and creative activity; enhance curriculum, teaching and learning; prepare educated, engaged citizens; strengthen democratic values and civic responsibility; address critical societal issues; and contribute to the public good.”*

*CIC - Committee on Engagement  
Defining and Benchmarking Engagement: Draft Report and Recommendations  
(revised February 14, 2005)*

- National Association of State Universities and Land-Grant  
Colleges (NASULGC) - Council on Extension, Continuing Education,  
& Public Service (CECEPS) Benchmarking Taskforce

[www.nasulgc.org/councils\\_extension.htm](http://www.nasulgc.org/councils_extension.htm)

- Carnegie Foundation Community Engagement Classification  
<http://www.carnegiefoundation.org/classifications/index.asp?key=1213>





# Contribution to National Efforts

- MSU Benchmarking Conference  
[www.ncsue.msu.edu/conf2005/postConfInfo.asp](http://www.ncsue.msu.edu/conf2005/postConfInfo.asp)
- National Center for the Study of University Engagement (NCSUE)  
[www.ncsue.msu.edu](http://www.ncsue.msu.edu)
- Higher Education Network for Community Engagement (HENCE)  
[www.henceonline.org](http://www.henceonline.org)



# Work at Michigan State University

- Points of Distinction: A Guidebook for Planning and Evaluating Quality Outreach

[outreach.msu.edu/pod.pdf](http://outreach.msu.edu/pod.pdf)

Dimensions of quality outreach:

- Significance
  - Context
  - Scholarship
  - Impact
- 
- Reappointment, Promotion, & Tenure
- 
- Outreach and Engagement Measurement Instrument (OEMI)
    - Institutional partnerships: Consideration of national data sets
    - Faculty interview project: Impact on scholars & scholarship



# 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
- A new engagement rubric for comparing peer institutions nationally



# Evidence Provided by Benchmarks of Engagement

Benchmarks of engagement show that:

- Reward systems for faculty and staff include an engagement dimension
- Student engagement experiences have an impact on classroom performance
- The institution disseminates research findings and attends to the transfer of knowledge
- Meaningful engagement with communities occurs
- There is evidence of partnership impacts



# OEMI: The Online Survey

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Survey of MSU Faculty and Academic Staff

## Outreach & Engagement Measurement Instrument: Section Two

Scope of Your Outreach & Engagement Work from January 1, 2005 to December 31, 2005

On what areas of social concern did your outreach & engagement activities primarily focus? Select one or two areas from the list below. The term "areas of social concern" as used in this survey refers to issues confronting society, not to academic disciplines or methodologies. The survey results are meant to be used to report the scope of MSU academic staff's contributions to pressing social issues: enhancing educational outcomes, improving the economy through strengthening business and industry, etc. One vital social concern is increasing public understanding of how the findings of disciplinary study – in science, economics, cultural studies, communication – apply to their lives. Outreach and engagement activities focused primarily on that goal should be listed under Public Understanding and Adult Learning or Education: PK-12, depending on the predominant age range of the audience.

**Notes:** Later you will be asked if your activities relate to urban, international and diversity issues; therefore those concerns are not included in this list.

Please note that we have provided definitions for those areas of concern that might be misinterpreted. For clarification of the scope of these areas, click on their names to see fuller definitions.

### Area 1 Area 2 Areas of Social Concern

- [Business and Industrial Development](#)
- Children, Youth, and Family (non-school related)
- [Community and Economic Development](#)
- [Cultural Institutions and Programs](#)
- Education, Pre-Kindergarten through 12th Grade
- 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
- No second area

Save and go to the next section

Save and go to the previous section

Save and return later

### Current Survey Section

 Login page → Main Menu → Section 1 → Section 2 You are here → Section 3 → Section 4 → Comments



# OEMI: The Online Survey (continued)

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Survey of MSU Faculty and Academic Staff

## Outreach & Engagement Measurement Instrument: Section Three

Scope of Your Outreach & Engagement Work from January 1, 2005 to December 31, 2005

**Note:** This section uses pop-up windows for some data input and definitions. If you have problems entering data please disable your pop-up blocker.

What percentage of your *total outreach & engagement effort* was devoted to the areas of concern that you chose in the previous question? You indicated that you spent 85% of your time in outreach activity. Of that 85%, if three-quarters of that time is focused on Children, Youth, and Family (non-school related), enter 75% in that column, not 63.75%. If the areas of concern you chose do not include all your outreach & engagement activity, the total entered should be less than 100%.

Children, Youth, and Family (non-school related)	Health and Health Care
50 %	50 %

Did the activity focus significantly on international development and understanding?

<input checked="" type="radio"/> Yes	<input type="radio"/> No	<input type="radio"/> Yes	<input checked="" type="radio"/> No
<input type="radio"/> Yes	<input checked="" type="radio"/> No	<input checked="" type="radio"/> Yes	<input type="radio"/> No
<input checked="" type="radio"/> Yes	<input type="radio"/> No	<input type="radio"/> Yes	<input checked="" type="radio"/> No

Did the activity primarily focus on urban issues?

Was the activity designed to promote diversity?

What forms of outreach & engagement activities did you engage in? In each area of concern, choose a primary form and as many other forms as apply. Click the name of any form to see its definition.

[Outreach Research](#)

[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](#)

Children, Youth, and Family (non-school related)		Health and Health Care	
Choose one as the primary form	Select all that apply	Choose one as the primary form	Select all that apply
<input checked="" type="radio"/>	<input checked="" type="checkbox"/>	<input type="radio"/>	<input type="checkbox"/>
<input type="radio"/>	<input checked="" type="checkbox"/>	<input type="radio"/>	<input type="checkbox"/>
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# Institutional Reports

Michigan State University Outreach & Engagement Measurement Instrument Report, Jan 1 2005 - Dec 31, 2005.

## #1d: University-wide summary by Focus Area/Form of Engagement

Focus Area towards which the activity was directed	Number of responses	Form of Engagement *						
		Clinical Service	Experiential/Service Learning	Outreach Instruction: Credit Courses and Programs	Outreach instruction: Non-Credit Classes and Programs	Outreach Instruction: Public Events and Information	Outreach Research	Technical or Expert Assistance
Business and Industrial Development	133	0	7	13	29	5	37	35
Children, Youth, and Family (non-school related)	98	3	3	6	14	13	31	23
Community and Economic Development	78	1	6	1	3	5	28	27
Cultural Institutions and Programs	76	0	6	5	6	26	13	17
Education, Pre-Kindergarten through 12th Grade	186	3	13	11	49	38	24	36
Food and Fiber Production and Safety	37	0	1	0	5	5	10	15
Governance and Public Policy	84	0	2	4	5	12	16	35
Health and Health Care	139	27	4	12	19	9	38	24
Labor Relations, Training, and Workplace Safety	25	0	0	3	11	1	3	5
Natural Resources, Land Use, and Environment	80	0	4	0	9	13	20	27
Public Safety, Security and Corrections	20	0	1	2	1	2	7	6
Public Understanding and Adult Learning	156	5	8	12	28	60	10	28
Science and Technology	132	0	2	8	13	23	32	43
<b>Total</b>	<b>1244</b>	<b>39</b>	<b>57</b>	<b>77</b>	<b>192</b>	<b>212</b>	<b>269</b>	<b>321</b>

\*: Since the Form of Engagement is specified after the Focus Area in the Survey, the total number of responses for all the Form of Engagement aggregated over a Focus Area will be less than or equal to the total number of responses for that Focus Area.



# College/Departmental Reports

## Individual Summaries For College X

Focus Area towards which the activity was directed	Primary Form of Engagement the activity took	Academic staff time committed to outreach		Activity focused on			Attendees	Activity helped generate revenue for		Value of partner's in-kind contribution
		FTE	Salary Value	Promoting diversity	Intl. development	Urban Issues		University	Partner	
<b>A Dept A</b>										
<b>ABEL, LINDA</b>	<b>SPECIALIST-TEACHER</b>	<b>0.05</b>	<b>\$5,138</b>							
Business and Industrial Management	Outreach Instruction: Non-Credit Classes and Programs	0.00	\$257	No	No	No	100	\$0	\$0	\$0
<b>ALLAN, RAN</b>	<b>ASC PROFESSOR</b>	<b>0.05</b>	<b>\$8,740</b>							
Business and Industrial Management	Outreach Research	0.03	\$4,370	No	No	No		\$0	\$0	\$0
Health and Health Care	Outreach Research	0.03	\$4,370	No	No	No		\$0	\$0	\$0
<b>BLACK, JOE</b>	<b>ASC PROFESSOR</b>	<b>0.05</b>	<b>\$5,720</b>							
Arts and Humanities	Outreach Research	0.05	\$5,720	No	No	No	20	\$0	\$0	\$0
<b>DOE, JOE A</b>	<b>PROFESSOR</b>	<b>0.20</b>	<b>\$23,602</b>							
Business and Industrial Management	Outreach Instruction: Non-Credit Classes and Programs	0.20	\$23,602	No	No	No	1,000	\$10,000	\$20,000	\$2,605
<b>ELAN, JEN B</b>	<b>SPECIALIST-ADVISOR</b>	<b>0.01</b>	<b>\$670</b>							
Community and Economic Development	Outreach Research	0.01	\$670	Yes	No	No		\$0	\$0	\$0
<b>GREEN, STEVEN A</b>	<b>ASC PROFESSOR</b>	<b>0.05</b>	<b>\$7,224</b>							
Business and Industrial Management	Outreach Research	0.04	\$5,418	No	Yes	No	15	\$0	\$0	\$1,800
Technology Transfer and Diffusion	Outreach Research	0.01	\$1,806	No	Yes	No	15	\$0	\$0	\$625
<b>HANS, JONATHAN</b>	<b>DISTINGUISHED PROF</b>	<b>0.30</b>	<b>\$55,899</b>							
Business and Industrial Management	Outreach Research	0.15	\$27,949	No	Yes	No	120	\$0	\$0	\$0
Natural Resources, Land Use, and Environment	Public Events and Information	0.08	\$13,975	No	No	Yes	200	\$0	\$200,000	\$0





# Individual Faculty Reports

[Menu](#) | [View Detailed Report](#) | [Print this page](#) | [Log out](#)

Survey of MSU Faculty and Academic Staff

## Outreach & Engagement report for Vivek Joshi

Printed on Tuesday, January 03, 2006  
January 1, 2005 to December 31, 2005

### Overall Effort

**85%** of my total professional effort during this time period involved outreach activity.

### Data about my Outreach & Engagement work in Children, Youth, and Family (non-school related)

**50%** of my outreach & engagement activities (that is, **42%** of my professional effort) primarily took the form of **Outreach Research** addressing **Children, Youth, and Family (non-school related)** as the area of concern.

Some of my work in this area also took the form of **Technical or Expert Assistance**.

This work focused significantly on **international development and understanding**.

This work was designed to promote **diversity**.

Of my effort in this area, **80%** was directed at institutions and individuals within **Michigan**. Specifically, **50%** was directed within the City of **Detroit** and **10%** was directed within the City of **Grand Rapids**.

This work was designed to impact people and issues within Michigan.

**100** people participated in this **Outreach Research** activity.

This work was instrumental in securing **\$5,000,000** in gifts, grants, contracts, tuition and/or fees for the University.

This work benefitted from in-kind contributions of Partner staff time estimated at **\$70,000** and Volunteer time estimated at **\$925**.

### Data about my Outreach & Engagement work in Health and Health Care

**50%** of my outreach & engagement activities (that is, **42%** of my professional effort) primarily took the form of addressing **Health and Health Care**.

This work had a significant **urban focus**.

This work was designed to impact people and issues internationally.

**250** people participated in this activity.

This work was instrumental in securing **\$20,000** in gifts, grants, contracts, tuition and/or fees for the University.

This work helped enable my external partners with whom I was engaged to secure additional revenue from gifts, grants, contracts, tuition or fees.

This work benefitted from in-kind contributions of Partner staff time estimated at **\$3,500** and other materials estimated at **\$5,000**.

### Description of my outreach work: Project or Activity 1

I am describing an **ongoing activity** in **Health and Health Care** titled **Blood Lead Level Measurement & Testing**.

It entailed: BLL testing data was collected for children under the age of 5 years. This data was then matched up with their demographic characteristics to generate a model to predict BLL. This model was further refined using Census data to predict the age of the home and hence the composition of materials used in construction.

This work which began in **2003** involved:

- Units other than my own.
- Graduate and/or graduate professional students.

The **primary partners** external to MSU involved in the work included: MDCH

The external **collaborator/and or sponsor roles** included:

- Identifying issues or problems addressed.
- Participating in research, evaluation, or teaching.
- Sharing responsibility for the dissemination of products or practices.

The following were the **funding sources** for this work:

- Internal MSU grants.
- Governmental agencies (federal, state, and local).



# Accreditation and Other Self-Studies

Re-accreditation Self-Studies 2005-2006  
Michigan State University

## Criterion 5: Engagement and Service

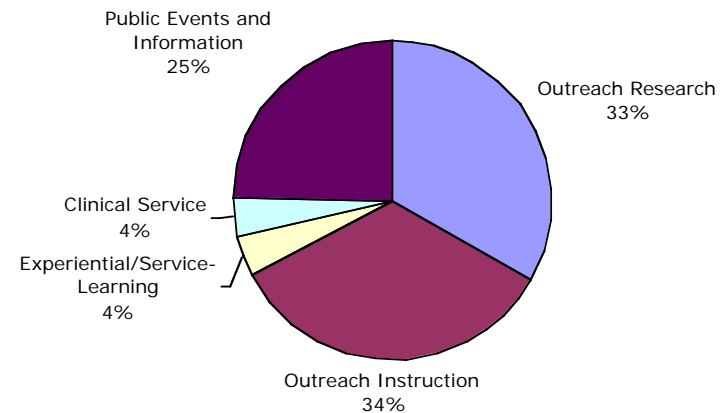
Report Prepared for  
Higher Learning Commission  
of the North Central Association

by

University Outreach and Engagement  
December 2005



Primary Form of Engagement for activities focussing significantly on international development and understanding, by percentage of respondents



# Rapid Response 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 MSU 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 for each.

### City of Detroit

#### **ABCS Coaches Institute**

Provisions of the federal No Child Left Behind Act of 2001 require schools that are not making "adequate yearly progress" criteria to hire outside assistance to help with school improvement plans. In order to increase the state's capacity to provide such assistance, the Michigan Department of Education issued a competitive grant to MSU's Office of K-12 Outreach to create an Academic Coaches Institute. The MSU team partnered with the Alliance for Building Capacity in Schools (ABCS) to develop the curriculum, then recruited, selected and trained a cohort of coach candidates over a three-month period, culminating in a detailed candidate assessment process using outside evaluators who had experience working in and with high priority schools. The result is a registry of over 90 coaches who are available to work with high priority schools across the state. The development phase of the project was completed in 2004, but the MSU team continues to give technical support to the coaches. Primary target areas include Detroit, Flint, Lansing, and Kalamazoo. *Contact:* Christopher Reimann, College of Education. Phone: (517) 353-8950. E-mail: [reimannc@msu.edu](mailto:reimannc@msu.edu).

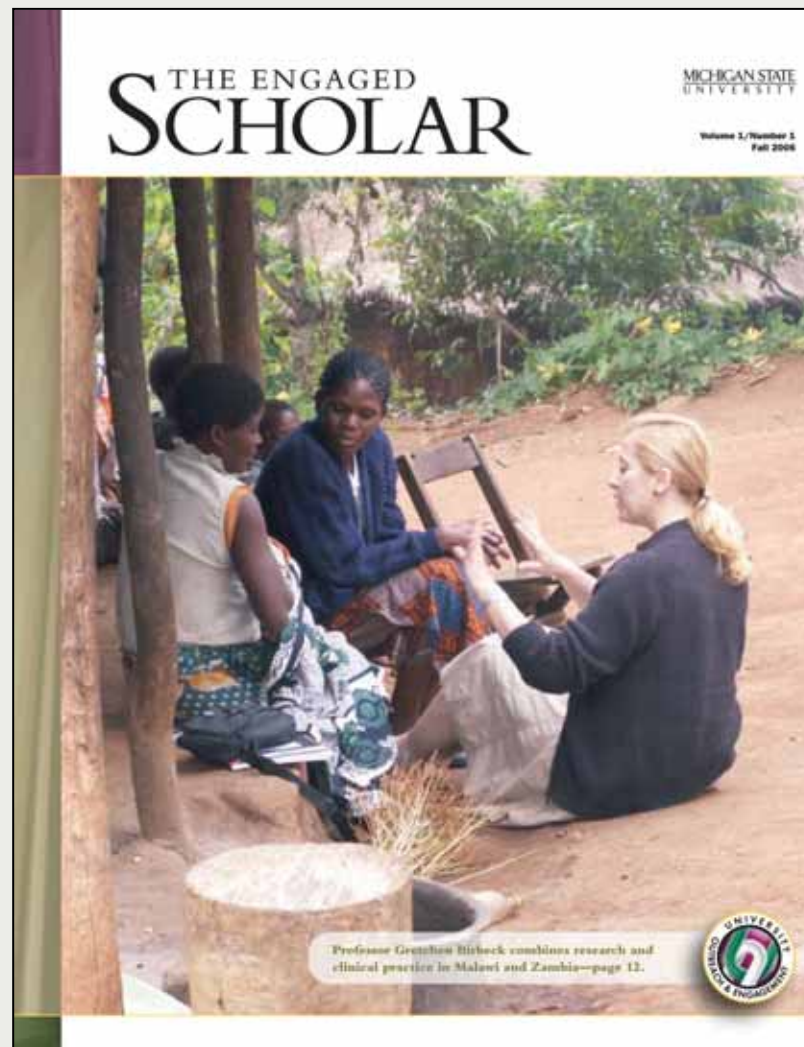
#### **Broad Partnership Opportunities for Urban Educators**

MSU's College of Education and the Detroit Public Schools have formed a partnership with the Broad Foundation to develop highly trained urban educators for service in Detroit schools. The Broad Foundation has committed \$6 million to funding this initiative. The Broad Partnership offers three program opportunities:

- *Broad Summer High School Scholars Program.* Targeting 10th and 11th grade students from Detroit Public Schools, this three-week residential program on the campus of Michigan State University offers students precollege preparation and readiness experiences and in-depth academic skill development, with a focus on a career in education.
- *Broad Future Teachers Award.* Available only to graduates of the Detroit Public Schools who pursue a bachelor's degree and teacher certification at MSU, this award is a loan-forgiveness opportunity that provides financial support to cover the full cost of attendance at MSU's highly regarded College of Education. Students who are awarded



# Faculty Development and University Relations Publications



# Public Catalogs of Engagement Opportunities

[msustatewide.msu.edu](http://msustatewide.msu.edu)



MICHIGAN STATE UNIVERSITY  
**Statewide**  
RESOURCE NETWORK

Linking the University's knowledge, expertise, and resources to Michigan's citizens, communities, and organizations

This site links Michigan's professionals and practitioners to MSU's vast resource network, including **continuing professional education** programs and **expert assistance and information**. You'll find links to current programs and project summaries with **complete contact information**.

**Search by keyword:**  
Enter search terms here  Match all words

**Browse by topic:**

<a href="#">Agriculture</a>	<a href="#">Engineering</a>
<a href="#">Animal Care</a>	<a href="#">Environment</a>
<a href="#">Arts &amp; Letters</a>	<a href="#">Government &amp; Law</a>
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<a href="#">Children, Youth, &amp; Families</a>	<a href="#">Natural Sciences</a>
<a href="#">Community &amp; Economic Development</a>	<a href="#">Social Sciences</a>
<a href="#">Education</a>	<a href="#">Technology &amp; Communications</a>

For more information, e-mail the MSU Statewide Resource Network at [srn@msu.edu](mailto:srn@msu.edu). For assistance any time, call the toll-free 24-hour MSU Libraries, Computing, and Technology Helpline at **1-800-500-1554**.

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Other MSU sites of interest:

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- [Families and Communities Together](#)
- [MSU Extension](#)
- [MSU Global Access](#)
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- [Social Sciences](#)
- [Technology & Communications](#)

**Information Technology: Center for Leadership of the Digital Enterprise - Industry Partnerships**

MSU's *Center for Leadership of the Digital Enterprise*, in the Eli Broad Graduate School of Management, is a research center studying how firms can become successful digital enterprises, i.e., how they can creatively--and successfully--combine information technologies (IT) with business processes, business models, and extended business partnership networks to continually generate superior performance and competitive advantage. Toward this end, the Center encourages partnerships between senior researchers at MSU and members from premier companies in order to shape and prioritize research topics that aim to address business innovation through information technology. While these partnerships are key to the Center's success, they also benefit the corporations involved, through participation on the Center's Advisory Board, company sponsored research projects, representation on Steering Teams, attendance at annual conferences, and first access to the insights emerging from the Center's research.

**For more information:**  
Frederick Rodammer  
Email: [rodammer@bus.msu.edu](mailto:rodammer@bus.msu.edu)  
Call: (517) 353-6381 ext:254  
Web: <http://www.bus.msu.edu/clode>

Websites open in new window



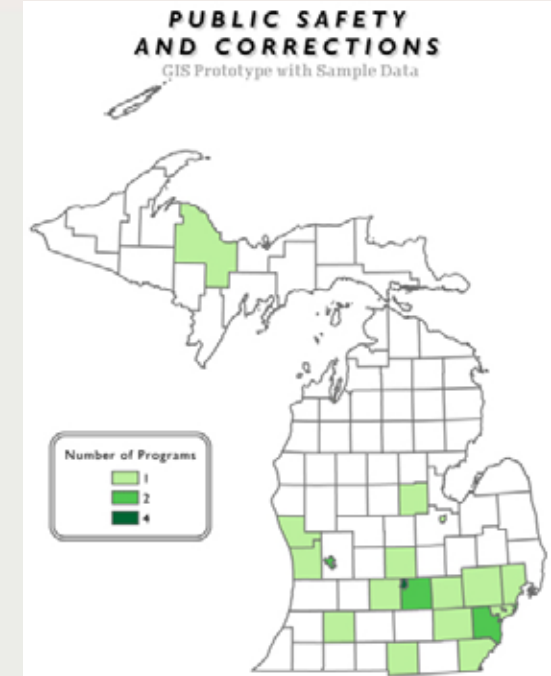
# Visualizing Engagement Data

## External Partnerships

Type of Partner	Average	Total Number of Respondents*
Human Service	2.06	18
Community Organization	13.07	27
Professional Organization	1.96	28
Business	2.58	40
Government	2.27	93
Health Agency	1.67	12
Schools (PreK-12)	2.75	8
University	1.80	40
Foundation	1.46	13
Other	1.89	27

## Collaborative Activities

Indicator of Engagement	Percent of Respondents
Joint planning and assessment	39
Needs assessment	26
Sustained relationships	60
Future plans for sustainability	57
Dissemination of knowledge to the public	54
Community/partner capacity building	30



# Next Steps: Inquiry Into Faculty Engagement Across a Discipline

Modest proposal to pilot the OEMI with colleges and schools of pharmacy

- Currently being used at two universities with colleges of pharmacy
- Pilot with 2-3 additional colleges in the central U.S.
- Explore opportunities to fund expansion of the study with colleges from across the country



## Contact Information

### 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: [outreach@msu.edu](mailto:outreach@msu.edu)  
Web site: [outreach.msu.edu](http://outreach.msu.edu)

