# Collecting and Utilizing Data about Community-Engaged Scholarship and University Outreach

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**Association of Public and Land-grant Universities**
**Council on Engagement and Outreach Summer Meeting**
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# Defining Outreach and Engagement at Michigan State 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."

Provost's Committee on University Outreach. (1993, 2009). *University outreach at Michigan State University: Extending knowledge to serve society.* East Lansing: Michigan State University. Retrieved from http://outreach.msu.edu/documents.aspx .

# Outreach and Engagement Takes Many Forms

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

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# Historical Context for Collecting this Data: 1993 - 2013

- In its1993 report, the Provost's Committee on University Outreach formally recommended:
  - MSU determine a means of assessing the quality of engagement and outreach activities
  - Establish a system for measuring, monitoring, and evaluating outreach with sufficient standardization to permit aggregation at the unit, college, and University levels, and sufficient flexibility to accommodate important differences across disciplines, professions, and units. (p. 14)
- Data Collection: Incremental Approach
  - Review and revisions are made to several university reporting forms
  - New narrowly-focused reporting instruments are created and fielded
  - Collaboration with first online reporting system

# Historical Context (cont.)

- Assessing Quality: *Points of Distinction: A Guidebook for Planning and Evaluating Quality Outreach* (1996); quality is assessed across four dimensions:
  - 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

Committee on Evaluating Quality Outreach. (1996, 2000). *Points of distinction: A guidebook for planning and evaluating quality outreach.* East Lansing: Michigan State University, University Outreach and Engagement. Retrieved from http://outreach.msu.edu/documents.aspx.

# Historical Context (cont.)

- Assessing Quality: *Points of Distinction: A Guidebook for Planning and Evaluating Quality Outreach* (1996); quality is assessed across four dimensions:
  - 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
- MSU received the University Continuing Education Association Innovations in Continuing Education Award for Points of Distinction (1998)

Committee on Evaluating Quality Outreach. (1996, 2000). *Points of distinction: A guidebook for planning and evaluating quality outreach.* East Lansing: Michigan State University, University Outreach and Engagement. Retrieved from http://outreach.msu.edu/documents.aspx.

# Historical Context (cont.)

- Data Collection: More Direct Approach
  - UOE began developing a university-wide data collection instrument
    - Comprehensive reporting on outreach and engagement
    - Iterative development process drawing on findings from pilot tests with departments from different colleges, a whole college, faculty from across MSU working in Lansing, recipients of a national award for engaged scholarship, and other universities
- MSU promotion and tenure guidelines were revised (2001), aligning documentation requirements with *Points of Distinction*
- In 2002, MSU began participating in national efforts aimed at identifying measures (CIC, APLU/NASULGC) which continue today
- The Outreach and Engagement Measurement Instrument (OEMI) was launched at MSU in 2004; has been used each year since
- OEMI data were used to support institution-wide self-studies for HLC/NCA accreditation and Carnegie classification in community engagement (2005)

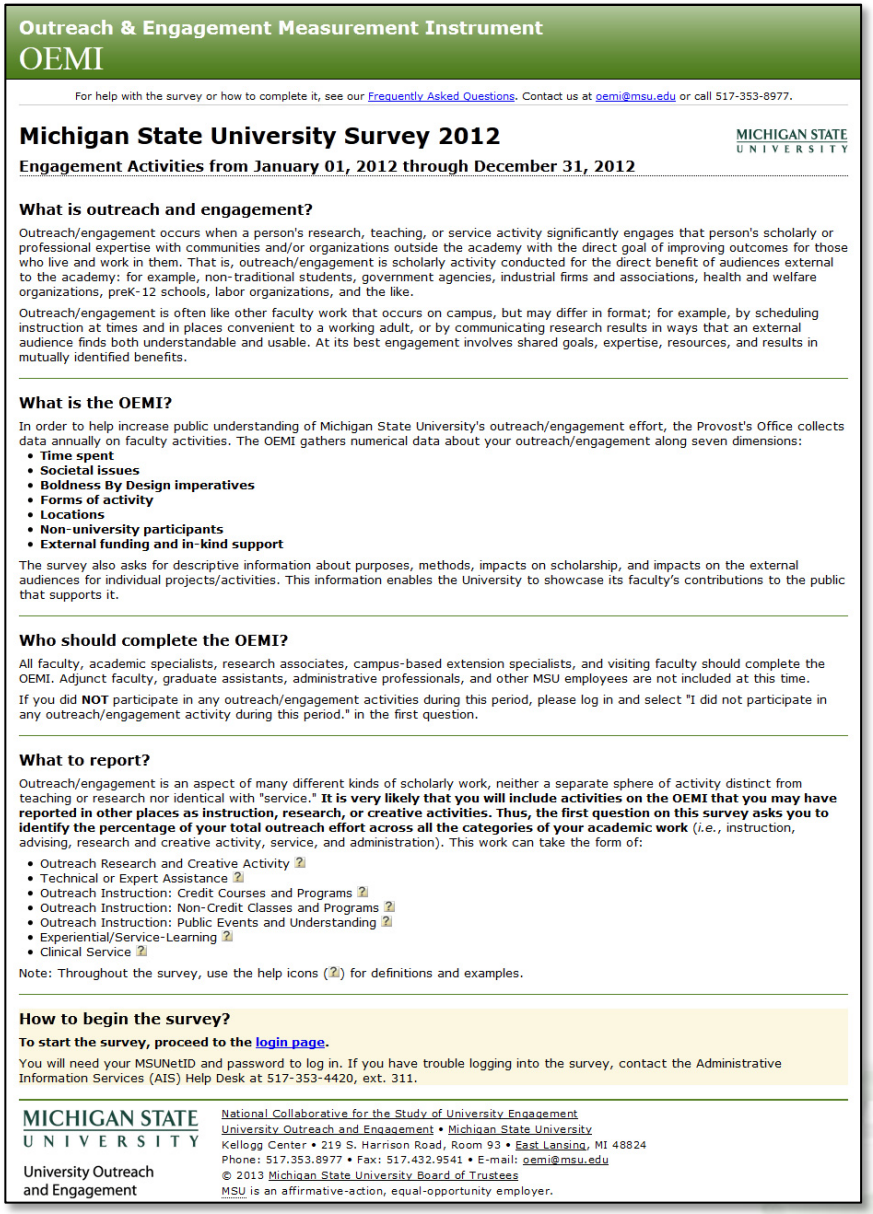
# Historical Context (cont.)

- MSU hosted representatives from over 60 universities in national invitational conference on Benchmarking University Engagement (2005)
- Research partnerships for use of the OEMI begin to develop
  - University of  Connecticut (2005, pilot study only)
  - University of Kentucky (2005 – 2012)
  - University of Tennessee system (2006 – 2008)
  - American Association of Colleges of Pharmacy (2007 – 2008, pilot study only)
  - Kansas State University (2007 – 2010)
  - Texas Tech University (2009 – present)
  - Upcoming in 2013 (University of Delaware, Texas A&M University – Central Texas, Ferris State University)
- OEMI received the University Professional and Continuing Education Association Outreach and Engagement Community of Practice award for innovation (2007)
- Ongoing review of the Instrument and participation in national dialogue

# Outreach and Engagement Measurement Instrument (OEMI)

**The OEMI is a survey that collects data on faculty and academic staff outreach and engagement activities**

- **Process**
  - Conducted annually
  - Institution-wide
  - Online, open 24x7, January-March
  - Reporting on effort in the previous calendar year
- **Respondents**
  - Individuals, not units
  - Faculty and academic staff



**Outreach & Engagement Measurement Instrument**
OEMI

For help with the survey or how to complete it, see our Frequently Asked Questions. Contact us at oemi@msu.edu or call 517-353-8977.

**Michigan State University Survey 2012**

MICHIGAN STATE UNIVERSITY

**Engagement Activities from January 01, 2012 through December 31, 2012**

**What is outreach and engagement?**

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 with the direct goal of improving outcomes 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.

**What is the OEMI?**

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**
- **Societal issues**
- **Boldness By Design imperatives**
- **Forms of activity**
- **Locations**
- **Non-university participants**
- **External funding and in-kind support**

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 that supports it.

**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.

**What to report?**

Outreach/engagement is an aspect of many different kinds of scholarly work, neither a separate sphere of activity distinct from teaching or research nor 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. Thus, 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, advising, research and creative activity, service, and administration). This work can take the form of:

- 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

Note: Throughout the survey, use the help icons (?) 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.

MICHIGAN STATE UNIVERSITY
University Outreach and Engagement

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# OEMI (cont.)

The OEMI collects quantitative and qualitative data

- Data on faculty effort
  - Time spent in outreach and engagement: percentage of all University work across all research, teaching, and service
  - Societal issues addressed
    - 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
  - Contribution to University strategic imperatives: five identified by the University's president
  - Promotion of diversity/inclusion and attention to urban issues

# OEMI (cont.)

The OEMI collects quantitative and qualitative data

- Data on faculty effort (cont.)
  - Forms of outreach and engagement
    - 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
  - Location of intended impact: geography
    - Major metropolitan and municipal areas
    - Counties
    - Countries
  - Non-university participants: physically and virtually present
  - External funding: into the University and into the partner(s)
  - In-kind support: value of professional and volunteer labor and other resources

# OEMI (cont.)

The OEMI collects quantitative and qualitative data

- Data on specific projects
  - Name of project
  - Societal issues addressed
  - Description of efforts: actions/methods, with whom, issues/opportunities, purposes
  - Duration
  - Involvement of University units, and students
  - Involvement and the nature of partner participation
  - Sources of funding
  - Impacts on external audiences
  - Creation of intellectual property
  - Impacts on scholarship
  - Scholarship about the engagement
  - Evaluation

# Data Collection with the OEMI at MSU: 2004-2012

- 3,103 distinct (non-duplicative) respondents have completed the survey
  - During this period the size of the faculty and academic staff has remained relatively stable (approximately 4,950 in 2012)
- 82.3% 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 $148,185,141 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, as reported by respondents)
- Respondents have submitted 7,581 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 and sectors
    - 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 (cont.)

- Responding to accreditation and other institutional self-studies
- Benchmarking and exploring cross-institutional analyses
- 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
- 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
- Source of data for original research studies

# Institutional Reports

Michigan State University Outreach & Engagement Measurement Instrument Report 1/1/2009 - 12/31/2009

## #1a: University-wide Summary

| College | Academic staff time committed to outreach | | Number of respon-dents / number of responses* | Boldness by Design: # of responses intdicating outreach contributed to... | | | | | # responses indicating activity focused on... | | Attendees or Partici-pants | Activity helped generate revenue for | | Value of partners' in-kind contribution |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | FTE | Salary Value | | Community, Econmic & Family Issues | Student Experience | Internatl Reach | Research Opps. | Steward-ship | Urban Issues | Diversity and Access. | | University | Partners | |
| ARTS & HUMANITIES, RESIDENTIAL COLLEGE IN | 1.33 | $37,884 | 4 / 6 | 6 | 5 | 1 | 2 | 2 | 5 | 4 | 1,455 | $4,000 | $0 | $1,750 |
| COLLEGE OF AGRICULTURE & NATURAL RESOURCES | 48.78 | $4,006,941 | 132 / 226 | 163 | 156 | 111 | 156 | 154 | 43 | 65 | 295,966 | $30,601,505 | $119,906,957 | $2,142,317 |
| COLLEGE OF ARTS AND LETTERS | 9.39 | $644,296 | 56 / 85 | 72 | 71 | 38 | 44 | 50 | 18 | 56 | 58,445 | $846,443 | $4,083,800 | $209,235 |
| COLLEGE OF COMMUNICATION ARTS AND SCIENCES | 5.78 | $540,373 | 25 / 43 | 40 | 35 | 12 | 24 | 29 | 8 | 18 | 24,448 | $8,161,292 | $365,000 | $199,415 |
| COLLEGE OF EDUCATION | 5.61 | $477,834 | 13 / 17 | 9 | 14 | 10 | 12 | 10 | 7 | 9 | 60,687 | $7,216,653 | $50,000 | $10,800 |
| COLLEGE OF ENGINEERING | 5.07 | $467,110 | 26 / 41 | 24 | 31 | 20 | 28 | 16 | 4 | 20 | 31,702 | $4,442,162 | $656,000 | $110,695 |
| COLLEGE OF HUMAN MEDICINE | 4.83 | $468,297 | 15 / 23 | 14 | 13 | 11 | 13 | 12 | 6 | 10 | 10,344 | $1,460,002 | $400,000 | $107,755 |
| COLLEGE OF MUSIC | 2.80 | $205,211 | 7 / 11 | 10 | 10 | 2 | 5 | 7 | 1 | 8 | 10,730 | $335,613 | $49,500 | $124,693 |
| COLLEGE OF NATURAL SCIENCE | 4.48 | $376,821 | 35 / 59 | 35 | 48 | 25 | 37 | 28 | 1 | 20 | 12,486 | $903,028 | $478,491 | $30,805 |
| COLLEGE OF NURSING | 3.34 | $331,783 | 14 / 20 | 19 | 18 | 6 | 15 | 8 | 3 | 15 | 5,834 | $4,348,125 | $35,000 | $85,986 |
| COLLEGE OF OSTEOPATHIC MEDICINE | 6.31 | $680,603 | 19 / 29 | 24 | 21 | 7 | 18 | 22 | 2 | 10 | 16,918 | $22,301,000 | $5,585,000 | $3,907,140 |
| COLLEGE OF SOCIAL SCIENCE | 30.41 | $2,360,116 | 85 / 135 | 117 | 94 | 57 | 104 | 83 | 48 | 75 | 97,050 | $15,015,345 | $3,555,956 | $1,702,706 |
| COLLEGE OF VETERINARY MEDICINE | 6.07 | $681,421 | 27 / 43 | 26 | 26 | 21 | 23 | 22 | 10 | 13 | 15,473 | $1,412,000 | $50,000 | $92,323 |
| ELI BROAD COLLEGE OF BUSINESS | 7.71 | $1,010,097 | 29 / 43 | 38 | 27 | 23 | 25 | 25 | 5 | 15 | 215,538 | $4,273,000 | $1,903,000 | $285,860 |
| HONORS COLLEGE | 0.27 | $23,395 | 3 / 5 | 4 | 4 | 1 | 4 | 2 | 1 | 3 | 1,200 | $25,000 | $10,000 | $5,630 |
| INTERNATIONAL STUDIES AND PROGRAMS | 1.35 | $103,357 | 3 / 6 | 5 | 6 | 4 | 3 | 4 | 0 | 5 | 1,940 | $200,000 | $0 | $181,920 |
| JAMES MADISON COLLEGE | 0.46 | $41,672 | 7 / 11 | 9 | 8 | 8 | 8 | 1 | 0 | 6 | 201,399 | $273,000 | $0 | $10,500 |
| LYMAN BRIGGS COLLEGE | 0.70 | $63,413 | 11 / 21 | 19 | 16 | 7 | 7 | 16 | 1 | 9 | 3,495 | $0 | $50,002 | $300 |
| MICHIGAN STATE UNIVERSITY EXTENSION | 5.00 | $382,620 | 9 / 16 | 15 | 7 | 5 | 7 | 11 | 4 | 6 | 8,699 | $1,360,387 | $64,818,700 | $181,335 |
| NAT'L SUPERCONDUCTING CYCLOTRON LABORATORY | 0.14 | $13,020 | 3 / 5 | 5 | 4 | 1 | 2 | 2 | 0 | 4 | 10,183 | $0 | $0 | $7,004 |
| PROVOST AND OTHER CENTRAL OFFICES | 23.67 | $1,959,741 | 52 / 80 | 72 | 55 | 31 | 61 | 44 | 24 | 48 | 779,510 | $8,635,917 | $3,715,000 | $5,951,059 |
| **Total** | **173.50** | **$14,876,003** | **575 / 925** | **726** | **669** | **401** | **598** | **548** | **191** | **419** | **1,863,502** | **$111,814,472** | **$205,712,406** | **$15,349,447** |

*The number of "responses" may be greater than the number of "respondents," since each respondent who indicated involvement in outreach and engagement had the opportunity to describe those activities in either one or two Areas of Concern -- each such description is counted as a seperate response. Therefore, there may be more "responses" than "respondents."

University-wide Data Summaries

# Institutional Reports (cont.)

Michigan State University Outreach & Engagement Measurement Instrument Report 1/1/2009 - 12/31/2009

## #1b: University-wide Summary by Area of Concern:

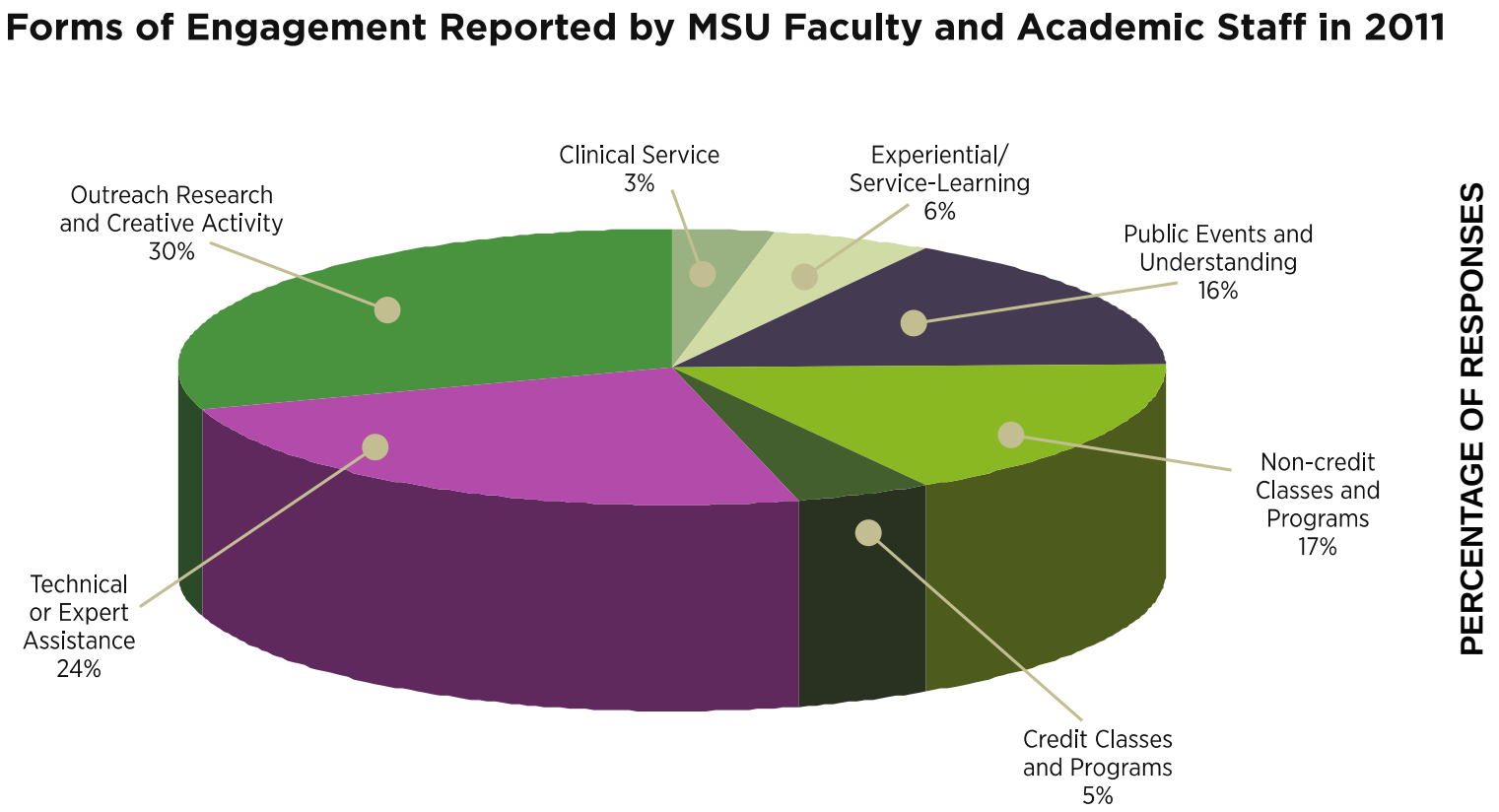
| Area of Concern | Academic staff time committed to outreach | | Number of responses* | Boldness by Design: # of responses intdicating outreach contributed to... | | | | | # responses indicating activity focused on... | | Attendees or Partici-pants | Activity helped generate revenue for | | Value of partners' in-kind contribution |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | FTE | Salary Value | | Community, Econmic & Family Issues | Student Experience | Internat'l Reach | Research Opps. | Steward-ship | Urban Issues | Diversity and Access. | | University | Partners | |
| Business and Industrial Development | 13.53 | $1,421,620 | 66 | 48 | 34 | 37 | 42 | 38 | 10 | 17 | 120,727 | $11,275,239 | $65,800,000 | $567,930 |
| Children, Youth, and Family (non-school related) | 14.97 | $1,202,776 | 83 | 78 | 54 | 24 | 48 | 51 | 28 | 52 | 57,350 | $8,674,594 | $2,945,940 | $5,016,700 |
| Community and Economic Development | 11.64 | $1,026,077 | 76 | 72 | 57 | 38 | 48 | 47 | 32 | 42 | 124,918 | $5,034,875 | $6,977,300 | $413,638 |
| Cultural Institutions and Programs | 9.84 | $766,616 | 83 | 72 | 70 | 41 | 44 | 47 | 14 | 58 | 695,468 | $2,428,358 | $846,500 | $596,488 |
| Education, Pre-Kindergarten through 12th Grade | 22.83 | $1,537,981 | 131 | 101 | 115 | 39 | 64 | 72 | 34 | 77 | 135,322 | $9,520,908 | $3,074,516 | $2,208,985 |
| Food, Fiber Production, and Safety | 17.90 | $1,566,715 | 71 | 48 | 45 | 43 | 57 | 49 | 2 | 14 | 50,967 | $21,476,673 | $16,588,701 | $571,788 |
| Governance and Public Policy | 5.04 | $548,432 | 44 | 32 | 23 | 17 | 32 | 29 | 10 | 13 | 35,254 | $2,403,601 | $2,605,001 | $217,660 |
| Health and Health Care | 16.72 | $1,710,741 | 95 | 80 | 64 | 31 | 70 | 52 | 18 | 44 | 41,829 | $28,143,290 | $4,889,000 | $4,200,675 |
| Labor Relations, Training, and Workplace Safety | 2.89 | $228,558 | 10 | 8 | 4 | 4 | 3 | 5 | 3 | 6 | 11,231 | $4,275,305 | $106,306 | $53,600 |
| Natural Resources, Land Use, and Environment | 14.72 | $1,227,506 | 70 | 50 | 48 | 35 | 51 | 54 | 14 | 12 | 180,293 | $4,711,821 | $100,472,999 | $923,103 |
| Public Safety, Security, and Corrections | 4.79 | $409,114 | 13 | 9 | 11 | 2 | 11 | 8 | 5 | 5 | 4,071 | $1,823,862 | $525,000 | $168,300 |
| Public Understanding and Adult Learning | 12.11 | $1,010,665 | 88 | 75 | 68 | 40 | 54 | 46 | 12 | 46 | 352,816 | $6,807,738 | $57,502 | $140,885 |
| Science and Technology | 10.46 | $836,452 | 95 | 53 | 76 | 50 | 74 | 50 | 9 | 33 | 53,256 | $5,238,208 | $823,641 | $269,698 |
| **Total** | **157.41** | **$13,493,252** | **925** | **726** | **669** | **401** | **598** | **548** | **191** | **419** | **1,863,502** | **$111,814,472** | **$205,712,406** | **$15,349,447** |

## #1c: University-wide Summary by Form of Engagement for:

| Form of Engagement the activity took | Academic staff time committed to outreach | | Number of responses* | Boldness by Design: # of responses intdicating outreach contributed to... | | | | | # responses indicating activity focused on... | | Attendees or Partici-pants | Activity helped generate revenue for | | Value of partners' in-kind contribution |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | FTE | Salary Value | | Community, Econmic & Family Issues | Student Experience | Internat'l Reach | Research Opps. | Steward-ship | Urban Issues | Diversity and Access. | | University | Partners | |
| Clinical Service | 6.94 | $705,674 | 29 | 24 | 25 | 6 | 14 | 16 | 6 | 13 | 23,254 | $1,206,002 | $89,000 | $70,918 |
| Experiential/Service-Learning | 9.10 | $604,526 | 51 | 48 | 48 | 20 | 26 | 40 | 10 | 34 | 98,492 | $1,222,750 | $2,662,000 | $5,942,629 |
| Outreach Instruction: Credit Courses and Programs | 8.94 | $556,214 | 37 | 27 | 33 | 24 | 22 | 22 | 7 | 16 | 37,445 | $20,836,365 | $409,507 | $4,203,769 |
| Outreach Instruction: Non-Credit Classes and Programs | 24.79 | $1,953,615 | 110 | 91 | 81 | 36 | 50 | 65 | 17 | 62 | 79,163 | $11,475,365 | $1,274,307 | $2,015,109 |
| Outreach Instruction: Public Events and Understanding | 13.83 | $1,052,440 | 149 | 119 | 116 | 70 | 73 | 77 | 28 | 84 | 609,419 | $5,605,056 | $4,566,500 | $273,431 |
| Outreach Research and Creative Activity | 56.49 | $5,311,172 | 294 | 242 | 208 | 135 | 236 | 184 | 73 | 136 | 842,468 | $49,472,407 | $115,951,392 | $1,647,645 |
| Technical or Expert Assistance | 37.33 | $3,309,612 | 255 | 175 | 158 | 110 | 177 | 144 | 50 | 74 | 173,261 | $21,996,527 | $80,759,700 | $1,195,948 |
| **Total** | **157.41** | **$13,493,252** | **925** | **726** | **669** | **401** | **598** | **548** | **191** | **419** | **1,863,502** | **$111,814,472** | **$205,712,406** | **$15,349,447** |

*The number of "responses" may be greater than the number of "respondents," since each respondent who indicated involvement in outreach and engagement had the opportunity to describe those activities as addressing up to two Areas of Concern; each such description is counted as a separate response. Therefore, there may be more "responses" than "respondents," and data from a particular respondent may be counted under two Areas of Concern.

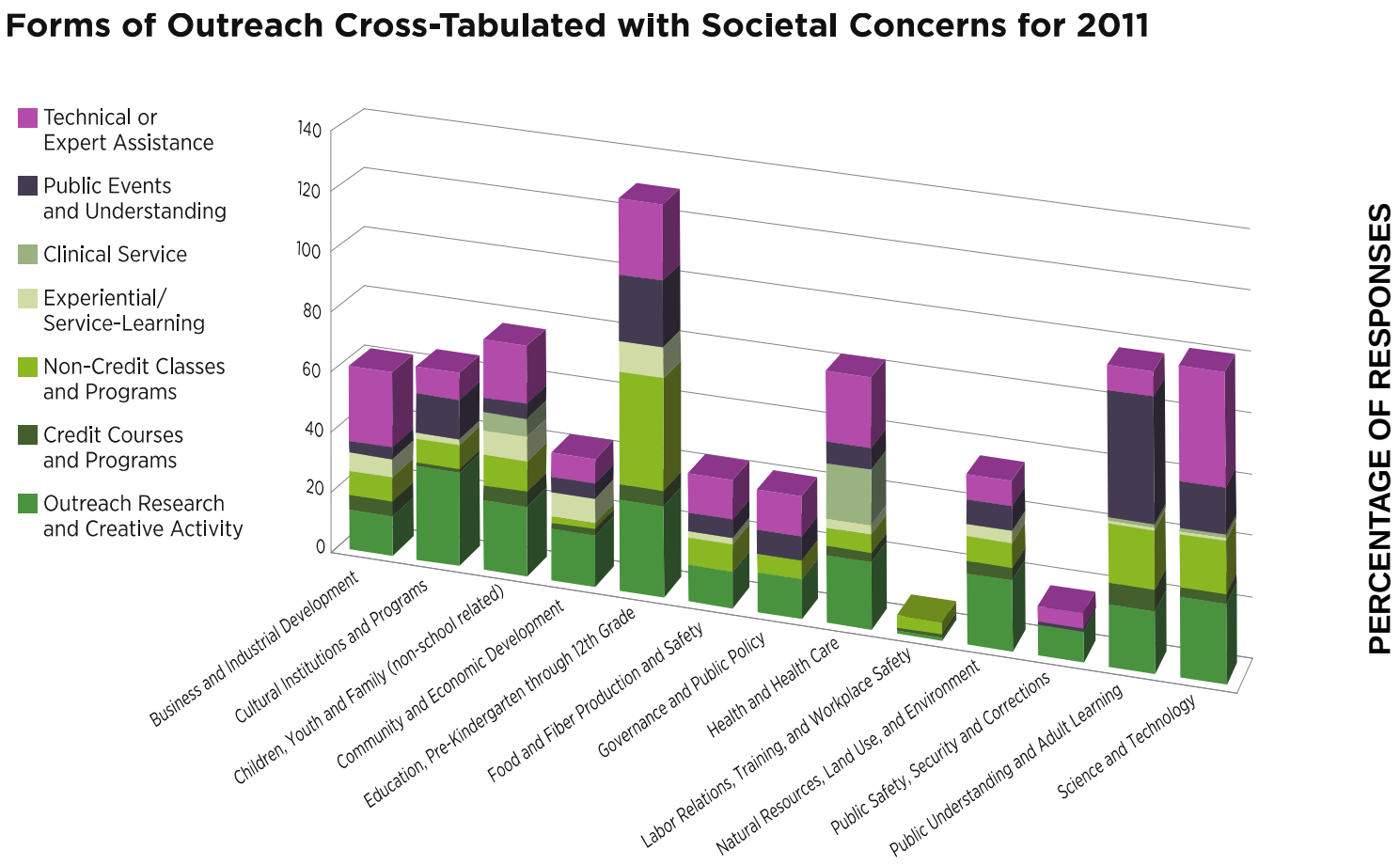
# Institutional Reports (cont.)




Note: The number of "responses" is greater than the number of "respondents." Respondents were given the opportunity to describe their engagement activities for up to two areas of social concern; each description was counted as a separate response.

University Outreach and Engagement. (2012). Snapshot of outreach and engagement at Michigan State University, 2011. *The Engaged Scholar Magazine, 7,* 27. East Lansing: Michigan State University. Retrieved from http://engagedscholar.msu.edu/magazine/volume7/default.aspx.

# Institutional Reports (cont.)

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# Institutional Reports (cont.)

Michigan State University Outreach & Engagement Measurement Instrument Report 1/1/2009 - 12/31/2009

**#2: Summary by Dept for:**

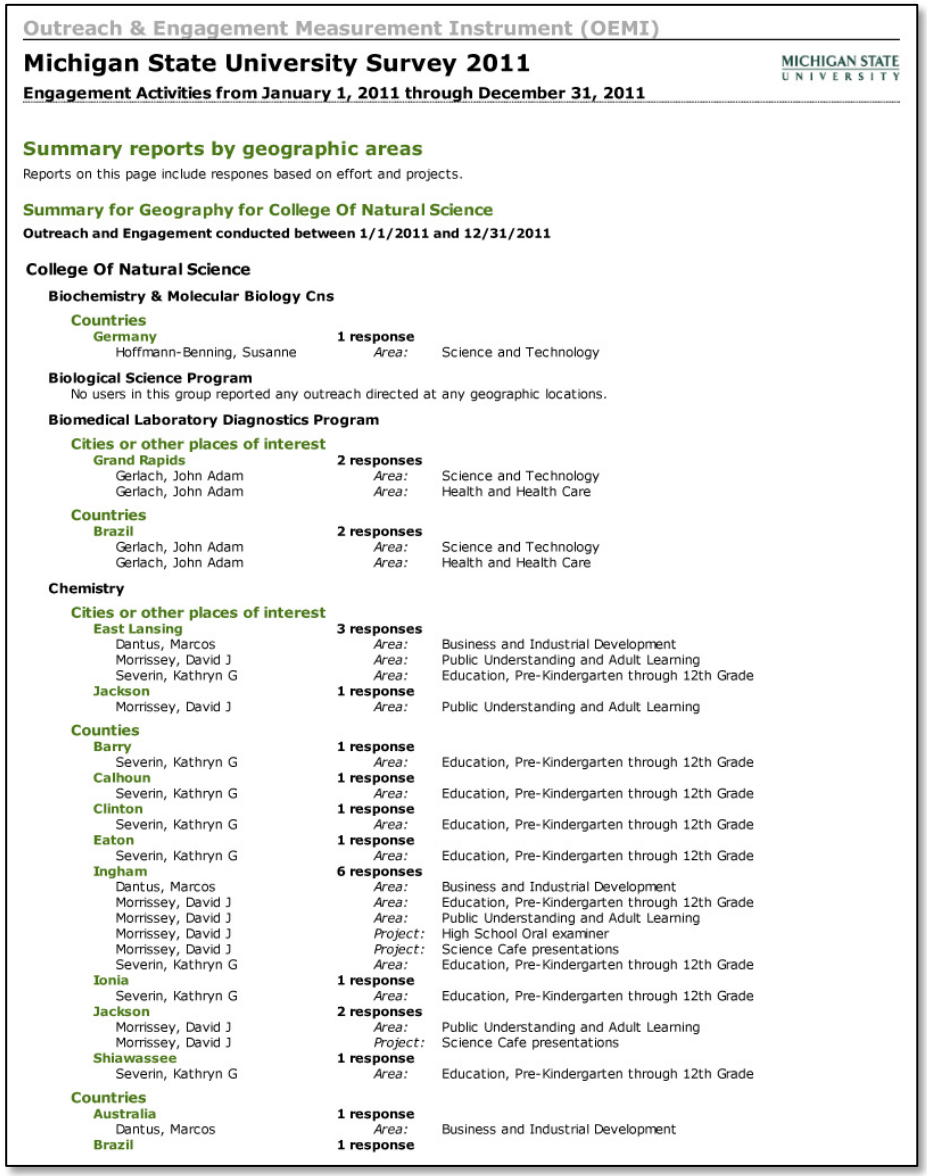
COLLEGE OF SOCIAL SCIENCE

| DEPARTMENT | Academic staff time committed to outreach | | Number of respon-dents / number of responses* | Boldness by Design: # of responses intdicating outreach contributed to... | | | | | # responses indicating activity focused on... | | Attendees or Partici-pants | Activity helped generate revenue for | | Value of partners' in-kind contribution |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | FTE | Salary Value | | Community, Econmic & Family Issues | Student Experience | Internat'l Reach | Research Opps. | Steward-ship | Urban Issues | Diversity and Access. | | University | Partners | |
| ANTHROPOLOGY SOCIAL SCIENCE | 1.88 | $149,951 | 12 / 20 | 17 | 17 | 9 | 16 | 9 | 8 | 14 | 12,045 | $47,000 | $47,500 | $198,710 |
| CRIMINAL JUSTICE | 5.40 | $421,541 | 8 / 13 | 12 | 9 | 5 | 11 | 8 | 4 | 6 | 13,015 | $5,578,805 | $400,000 | $149,000 |
| CTR FOR ADV STUDY OF INTL DEVELOPMENT - CSS | 0.40 | $21,688 | 1 / 2 | 2 | 2 | 2 | 2 | 2 | 0 | 2 | 24 | $0 | $0 | $0 |
| ECONOMICS | 0.27 | $38,916 | 3 / 6 | 6 | 2 | 2 | 4 | 4 | 4 | 0 | 500 | $0 | $0 | $35,000 |
| FAMILY & CHILD ECOLOGY - CSS | 4.00 | $208,817 | 9 / 14 | 14 | 9 | 6 | 13 | 10 | 6 | 11 | 7,145 | $1,490,145 | $146,516 | $11,513 |
| GEOGRAPHY | 2.05 | $115,538 | 3 / 6 | 6 | 4 | 2 | 5 | 6 | 0 | 0 | 2,600 | $0 | $0 | $0 |
| GLOBAL URBAN STUDIES | 0.15 | $25,740 | 1 / 1 | 1 | 0 | 1 | 1 | 0 | 1 | 0 | 200 | $0 | $0 | $0 |
| HISTORY | 0.92 | $43,881 | 3 / 4 | 0 | 2 | 4 | 1 | 0 | 1 | 1 | 24,652 | $805,000 | $0 | $0 |
| INST FOR PUBLIC POLICY AND SOCIAL RESEARCH | 0.70 | $66,665 | 1 / 2 | 0 | 1 | 0 | 2 | 1 | 0 | 0 | 175 | $1,350,000 | $0 | $0 |
| POLITICAL SCIENCE | 0.20 | $27,546 | 2 / 3 | 1 | 2 | 1 | 2 | 0 | 0 | 0 | 14,520 | $50,000 | $0 | $0 |
| PSYCHOLOGY SOCIAL SCIENCE | 2.33 | $339,480 | 5 / 8 | 7 | 6 | 2 | 5 | 7 | 5 | 5 | 2,658 | $1,923,000 | $1,450,000 | $182,450 |
| PUBLIC UTILITIES INSTITUTE | 1.00 | $139,016 | 1 / 2 | 2 | 0 | 2 | 2 | 2 | 2 | 0 | 1,300 | $744,000 | $0 | $120,000 |
| SCHOOL OF PLANNING,DESIGN&CONSTRUCTION-CSS | 0.10 | $8,778 | 1 / 2 | 2 | 2 | 2 | 0 | 2 | 2 | 0 | 45 | $0 | $0 | $0 |
| SOCIAL SCIENCE DEAN | 0.50 | $40,592 | 1 / 2 | 2 | 2 | 2 | 2 | 2 | 0 | 2 | 150 | $500,000 | $0 | $37,400 |
| SOCIAL WORK | 9.76 | $633,477 | 32 / 47 | 42 | 34 | 16 | 35 | 28 | 12 | 32 | 17,953 | $2,527,395 | $1,511,940 | $968,634 |
| SOCIOLOGY SOCIAL SCIENCE | 0.75 | $78,490 | 2 / 3 | 3 | 2 | 1 | 3 | 2 | 3 | 2 | 68 | $0 | $0 | $0 |
| **Total** | **30.41** | **$2,360,116** | **85 / 135** | **117** | **94** | **57** | **104** | **83** | **48** | **75** | **97,050** | **$15,015,345** | **$3,555,956** | **$1,702,706** |

*The number of "responses" may be greater than the number of "respondents," since each respondent who indicated involvement in outreach and engagement had the opportunity to describe those activities in either one or two Areas of Concern -- each such description is counted as a seperate response. Therefore, there may be more "responses" than "respondents."

**College-level Data Summaries**

# Institutional Reports (cont.)



Outreach & Engagement Measurement Instrument (OEMI)

**Michigan State University Survey 2011**

MICHIGAN STATE UNIVERSITY

**Engagement Activities from January 1, 2011 through December 31, 2011**

## Summary reports by geographic areas

Reports on this page include respones based on effort and projects.

### Summary for Geography for College Of Natural Science

**Outreach and Engagement conducted between 1/1/2011 and 12/31/2011**

**College Of Natural Science**

**Biochemistry & Molecular Biology Cns**

**Countries**

**Germany** — **1 response**
- Hoffmann-Benning, Susanne — *Area:* Science and Technology

**Biological Science Program**

No users in this group reported any outreach directed at any geographic locations.

**Biomedical Laboratory Diagnostics Program**

**Cities or other places of interest**

**Grand Rapids** — **2 responses**
- Gerlach, John Adam — *Area:* Science and Technology
- Gerlach, John Adam — *Area:* Health and Health Care

**Countries**

**Brazil** — **2 responses**
- Gerlach, John Adam — *Area:* Science and Technology
- Gerlach, John Adam — *Area:* Health and Health Care

**Chemistry**

**Cities or other places of interest**

**East Lansing** — **3 responses**
- Dantus, Marcos — *Area:* Business and Industrial Development
- Morrissey, David J — *Area:* Public Understanding and Adult Learning
- Severin, Kathryn G — *Area:* Education, Pre-Kindergarten through 12th Grade

**Jackson** — **1 response**
- Morrissey, David J — *Area:* Public Understanding and Adult Learning

**Counties**

**Barry** — **1 response**
- Severin, Kathryn G — *Area:* Education, Pre-Kindergarten through 12th Grade

**Calhoun** — **1 response**
- Severin, Kathryn G — *Area:* Education, Pre-Kindergarten through 12th Grade

**Clinton** — **1 response**
- Severin, Kathryn G — *Area:* Education, Pre-Kindergarten through 12th Grade

**Eaton** — **1 response**
- Severin, Kathryn G — *Area:* Education, Pre-Kindergarten through 12th Grade

**Ingham** — **6 responses**
- Dantus, Marcos — *Area:* Business and Industrial Development
- Morrissey, David J — *Area:* Education, Pre-Kindergarten through 12th Grade
- Morrissey, David J — *Area:* Public Understanding and Adult Learning
- Morrissey, David J — *Project:* High School Oral examiner
- Morrissey, David J — *Project:* Science Cafe presentations
- Severin, Kathryn G — *Area:* Education, Pre-Kindergarten through 12th Grade

**Ionia** — **1 response**
- Severin, Kathryn G — *Area:* Education, Pre-Kindergarten through 12th Grade

**Jackson** — **2 responses**
- Morrissey, David J — *Area:* Public Understanding and Adult Learning
- Morrissey, David J — *Project:* Science Cafe presentations

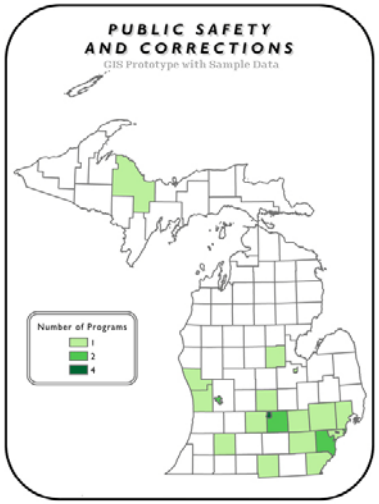
**Shiawassee** — **1 response**
- Severin, Kathryn G — *Area:* Education, Pre-Kindergarten through 12th Grade

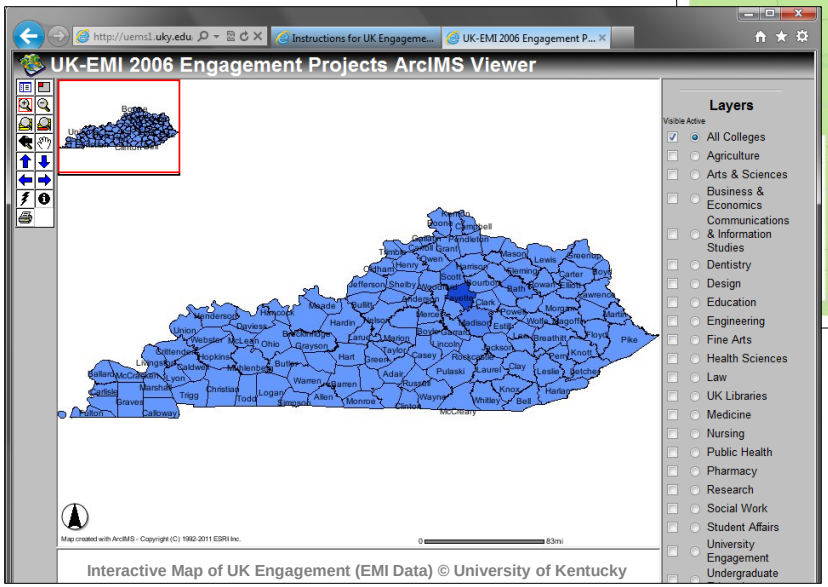
**Countries**

**Australia** — **1 response**
- Dantus, Marcos — *Area:* Business and Industrial Development

**Brazil** — **1 response**

# Institutional Reports (cont.)



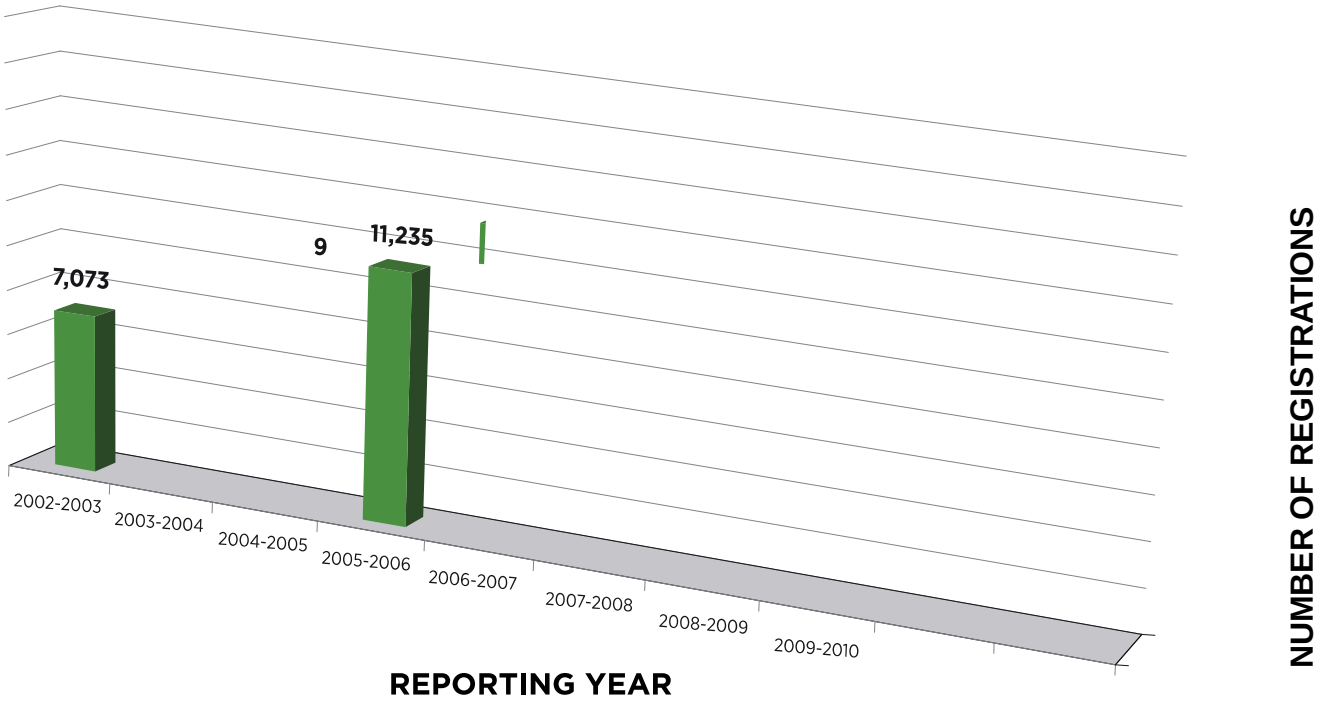



**Future: Mapping Geographic Data about Community-Engaged Scholarship**

# Institutional Reports (cont.)

## Data Collected by the MSU Service-Learning and Civic Engagement Registration System

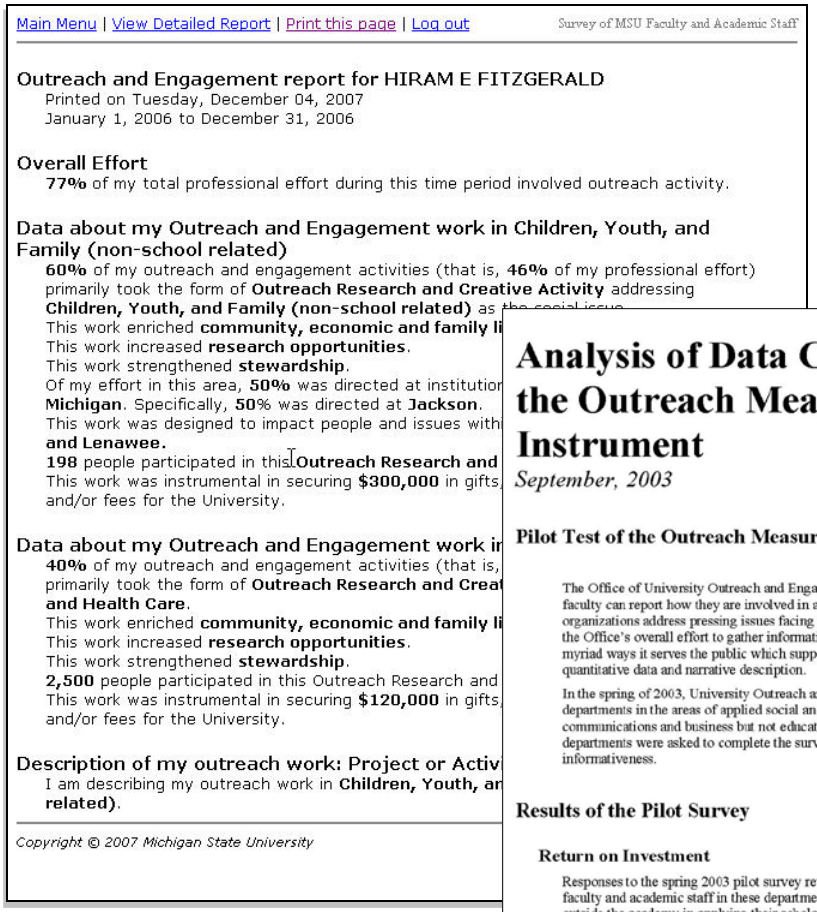
**Number of Student Registrations for Service-Learning Received and Accommodated (2002-2012)**




University Outreach and Engagement. (2012). Snapshot of outreach and engagement at Michigan State University, 2011. *The Engaged Scholar Magazine, 7,* 27. East Lansing: Michigan State University. Retrieved from http://engagedscholar.msu.edu/magazine/volume7/default.aspx.

# Institutional Reports (cont.)

## Faculty Respondent Reports



Main Menu | View Detailed Report | Print this page | Log out — Survey of MSU Faculty and Academic Staff

Outreach and Engagement report for HIRAM E FITZGERALD
Printed on Tuesday, December 04, 2007
January 1, 2006 to December 31, 2006

Overall Effort
**77%** of my total professional effort during this time period involved outreach activity.

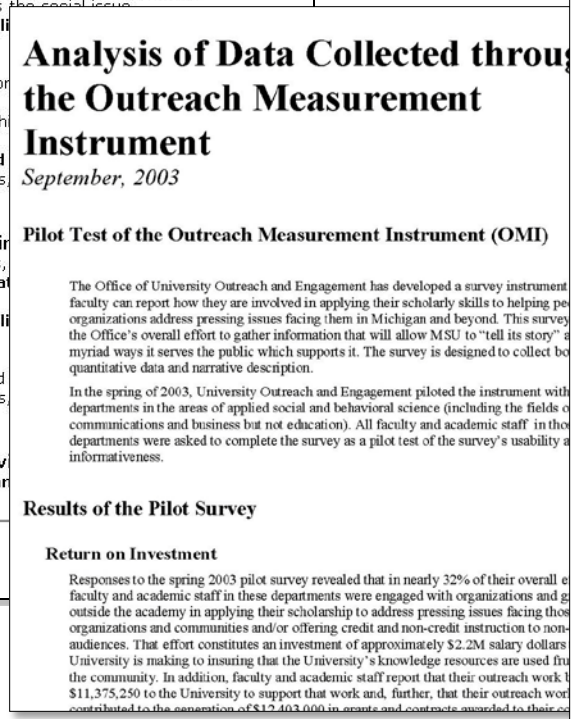
Data about my Outreach and Engagement work in Children, Youth, and Family (non-school related)
**60%** of my outreach and engagement activities (that is, **46%** of my professional effort) primarily took the form of **Outreach Research and Creative Activity** addressing **Children, Youth, and Family (non-school related)** as
This work enriched **community, economic and family li**
This work increased **research opportunities**.
This work strengthened **stewardship**.
Of my effort in this area, **50%** was directed at institutio
**Michigan**. Specifically, **50%** was directed at **Jackson**.
This work was designed to impact people and issues with
**and Lenawee.**
**198** people participated in this **Outreach Research and**
This work was instrumental in securing **$300,000** in gifts,
and/or fees for the University.

Data about my Outreach and Engagement work in
**40%** of my outreach and engagement activities (that is,
primarily took the form of **Outreach Research and Creat**
**and Health Care**.
This work enriched **community, economic and family li**
This work increased **research opportunities**.
This work strengthened **stewardship**.
**2,500** people participated in this Outreach Research and
This work was instrumental in securing **$120,000** in gifts,
and/or fees for the University.

Description of my outreach work: Project or Activ
I am describing my outreach work in **Children, Youth, ar**
**related)**.

*Copyright © 2007 Michigan State University*

## College/Unit Level Analyses



**Analysis of Data Collected throu**
**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 faculty can report how they are involved in applying their scholarly skills to helping pe organizations address pressing issues facing them in Michigan and beyond. This survey the Office's overall effort to gather information that will allow MSU to "tell its story" a myriad ways it serves the public which supports it. The survey is designed to collect bo quantitative data and narrative description.

In the spring of 2003, University Outreach and Engagement piloted the instrument with departments in the areas of applied social and behavioral science (including the fields o communications and business but not education). All faculty and academic staff in tho departments were asked to complete the survey as a pilot test of the survey's usability a informativeness.

**Results of the Pilot Survey**

**Return on Investment**

Responses to the spring 2003 pilot survey revealed that in nearly 32% of their overall e faculty and academic staff in these departments were engaged with organizations and g outside the academy in applying their scholarship to address pressing issues facing thos organizations and communities and/or offering credit and non-credit instruction to non- audiences. That effort constitutes an investment of approximately $2.2M salary dollars University is making to insuring that the University's knowledge resources are used fru the community. In addition, faculty and academic staff report that their outreach work t $11,375,250 to the University to support that work and, further, that their outreach wor contributed to the generation of $12,403,000 in grants and contracts awarded to their co

## Tailored Briefing Materials

1 of 27

**MSU Activities in SE Michigan**
**(Lenawee, Livingston, Macomb, Monroe, Oakland, St. Clair, Washtenaw, and Wayne Counties)**
**For President Simon's Presentation in Detroit on February 24, 2009**

| *OEMI Issue(s)* | ***Project Title*** *Name/Department* *Description* | *Project Duration* | *Location* | *Partners* |
|---|---|---|---|---|
| Business And Industrial Development | **Brand Consortium** *Omura, Glenn S.* *Marketing and Supply Chain Management* Glenn Omura created, designed, and implemented this program. | Ongoing | 21 counties including Lenawee, Livingston, Macomb, Monroe, Oakland, St. Clair, Washtenaw and Wayne | Kelloggs, Achatz Pie Company, Veterinary Clinic |
| Business And Industrial Development | **Ford Motor Company Usability Workshop** *Elledge, Michael* *Usability & Accessibility Center* Michael Elledge presented usability workshop to 9 members of Ford Motor Company Creative Services Department. It was a highly interactive session that introduced the usability tools and techniques of the UAC to Ford, leading to discussion of their own policies and procedures. | | Wayne | Ford Motor Company |
| Business And Industrial Development | **Internship Development** *Good, Linda K.* *Department of Advertising* Linda Good developed opportunities for students to engage in co-curricular and internship type activities with companies in Michigan. In a lagging economy, students are having trouble identifying appropriate co-curricular activities. | Ongoing | 9 counties including Macomb, Oakland, and Washtenaw | Kohl's, Target, Macy's, JCPenney, and Sears |
| Business And Industrial Development | **Interorganizational Information Systems Integration Through Industry-Wide IS Standardization** *Steinfield, Charles* *Telecom, Information Studies & Media* Investigators are conducting detailed cases studies of standards-making efforts in three industries: automotive, retail (apparel), and mortgage. The focus is on information systems standards, to see what factors enable industry participants to overcome competitive issues and develop industry-wide standards that can support greater use of e-commerce | Multiyear began 2007 | Wayne | AIAG, NIST, and GM for automotive; EPCIS for retail; MISMO for mortgage |

# Institutional Reports (cont.)

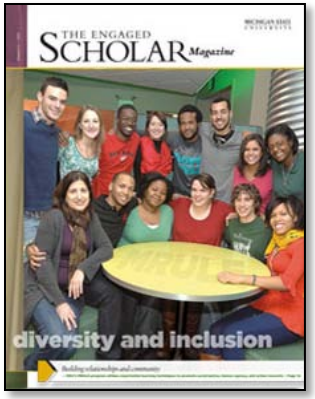
**Accreditation and Institutional Self-studies**

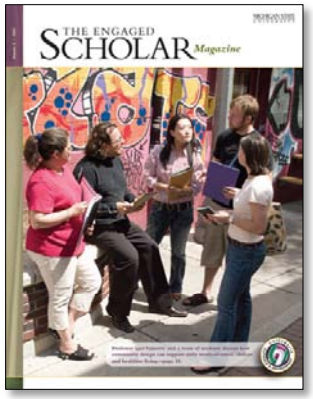
# Communication

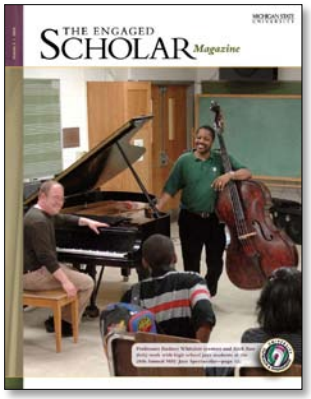
## *The Engaged Scholar Magazine*

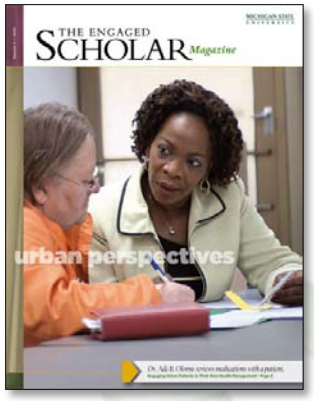
[engagedscholar.msu.edu](engagedscholar.msu.edu)

- **Published annually**
  - Distributed to MSU faculty and academic staff, community leaders, legislators, and others (local through international subscribers)
- **Goals of the publication:**
  - Encourage faculty to do outreach/engagement work, with emphasis on community-engaged research
  - Provide examples of what community-engaged scholarship can look like across disciplines
  - Provide information about resources available to support this work
  - Explore/elucidate theories and models (scholarly basis for the work)







# Communication (cont.)

## Snapshot of Outreach and Engagement at Michigan State University, 2011

Sponsored by MSU's National Collaborative for the Study of University Engagement (NCSUE), the Outreach and Engagement Measurement Instrument (OEMI) gathers data about the outreach activities of MSU faculty and academic staff. The information is self-reported and participation in the annual survey is voluntary. Data for 2011 were collected between January and March 2012 and represent the eighth year of data collection; 816 faculty and academic staff responded to the survey. Since 2004, 2,942 distinct (non-duplicative) respondents have reported their outreach and engagement through the OEMI. For this snapshot, OEMI data are augmented with data from the service-learning and civic engagement student registration system.

### OEMI results for 2011 include the following:

**$12,962,951**

Value of salary investment by MSU faculty and academic staff in addressing issues of public concern (data from those reporting outreach activities on the OEMI)

**95.6%**

Respondents whose outreach contributed to achieving Boldness by Design (BBD) imperatives:

- ***75.3%*** Enhanced the student experience
- ***73.4%*** Enriched community, economic, and family life
- ***43.9%*** Expanded international reach
- ***66.9%*** Increased research opportunities
- ***55.7%*** Strengthened stewardship

**580**

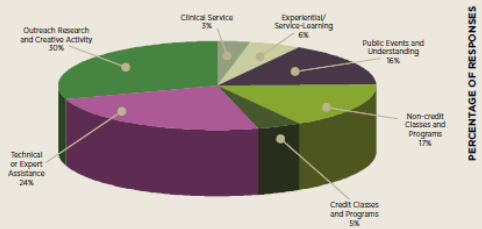
Number of specific projects/activities reported

Of the respondents who described specific projects/activities:

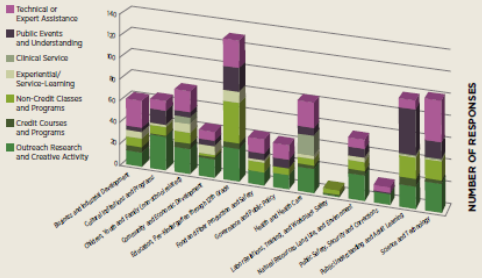
- ***84.9%*** Reported working with external partners
- ***88.4%*** Reported having created intellectual property and scholarly outcomes
- ***86.2%*** Reported that their outreach work impacted their scholarly or teaching practices

MICHIGAN STATE UNIVERSITY | University Outreach and Engagement, National Collaborative for the Study of University Engagement

### Forms of Engagement Reported by MSU Faculty and Academic Staff in 2011

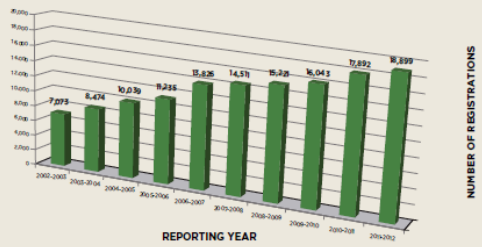



### Forms of Outreach Cross-Tabulated with Societal Concerns for 2011




The number of "responses" is greater than the number of "respondents." Respondents were given the opportunity to describe their engagement activities for up to two areas of social concern; each description was counted as a separate response.

### Number of Student Registrations for Service-Learning Received and Accommodated (2002-2012)



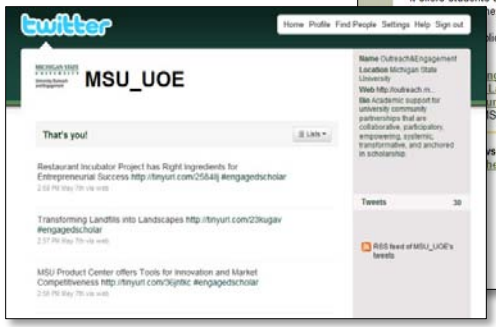



**Data Visualizations for MSU Publications**

# Communication (cont.)

## The Engaged Scholar E-Newsletter

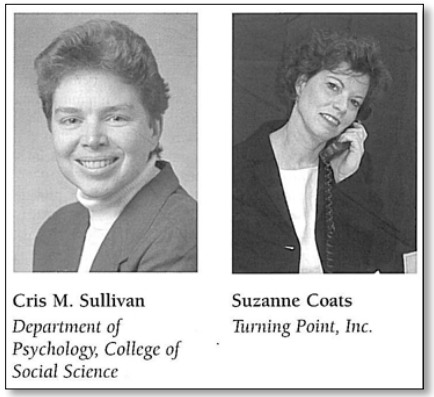
- **Published four times during the academic year to supplement *The Engaged Scholar Magazine***
  - More frequent publication schedule allows for timely stories and announcements, and updates about upcoming events, partnership and funding opportunities
- **Each issue contains:**
  - Two MSU engaged scholar stories
  - A story about MSU's priority for community and economic development in the 21st century
  - Announcements and events
- ***Engaged Scholar* stories are now also linked through social networks**



# Recognition Programs

**Michigan State University Outreach Scholarship Community Partnership Award**

- Recognition of a faculty member and his/her partner
- Joint presentation and shared stipend
- Conferred annually since 2006



# Recognition Programs (cont.)

## Outreach Scholarship W.K. Kellogg Foundation Engagement Award

- **Competitive recognition program organized by the Association for Public and Land-grant Universities (APLU)**
- **Awarded annually since 2007**
- **MSU projects recognized as regional recipients in 2009 and 2011**
- **Recipients compete for the C. Peter Magrath Community Engagement Award**

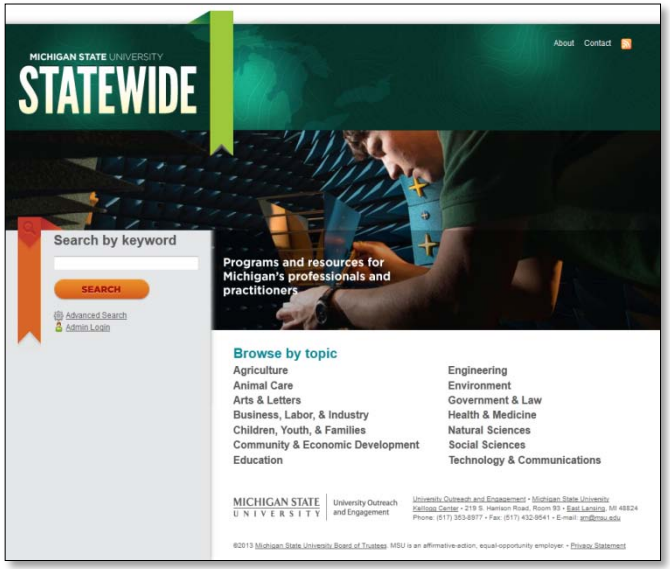
**The Adolescent Diversion Project**
William S. Davidson, Jr.
University Distinguished Professor,
Department of Psychology
College of Social Science

**Working Together to Improve the Lives of People Affected by Epilepsy in Zambia**
Gretchen L. Birbeck
Associate Professor and Director,
International Neurologic and Psychiatric Epidemiology Program
College of Human Medicine and
College of Osteopathic Medicine

# Public Access

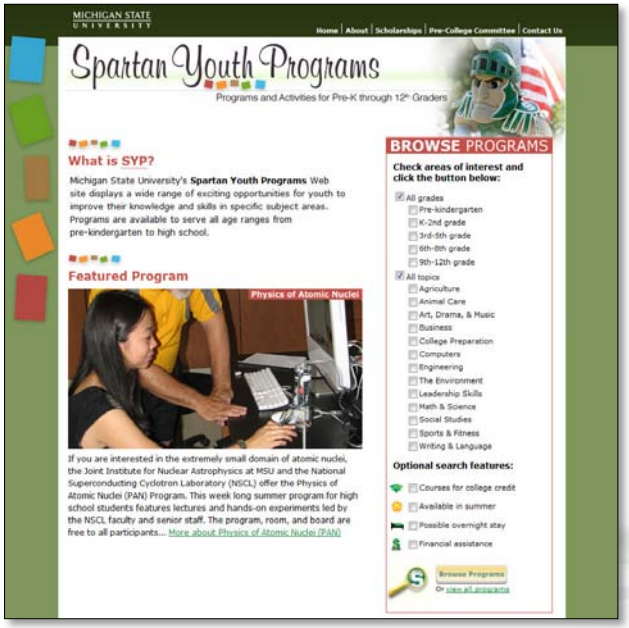
## Catalog Websites of Opportunities and Resources for the Public

- **MSU Statewide Resource Network**
  - Developed for working professionals
  - Catalog of MSU expert assistance and information continuing professional education programs
  - Searchable by topic, geography, program type, and keyword




msustatewide.msu.edu

- **Spartan Youth Programs**
  - Developed for the parents of pre-k through middle school children and high school students
  - Catalog of MSU precollege programs, camps, activities, and other resources for children and youth
  - Searchable by topic and grade level




spartanyouth.msu.edu

# OEMI Demo

Guest accounts for a fully functioning demonstration version of the OEMI are available. To request one, visit http://oemi.msu.edu/requestguestaccount.aspx and complete the form.

# Contact Information

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Phone: (517) 353-8977
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Web: outreach.msu.edu
PDF of this presentation:
outreach.msu.edu/presentations.aspx

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