



MICHIGAN STATE
UNIVERSITY

Advancing Knowledge.
Transforming Lives.

Budget Crisis? How to Use Outreach Data to Tell the Institution's Story

Workshop Leaders: University Outreach & Engagement, Michigan State University

Diane L. Zimmerman, Director, Advancement & Administration

Robert L. Church, Vice Provost Emeritus, UO&E; Professor Emeritus, Higher Education Administration

Burton A. Bargerstock, Assistant Director, Research & Technology

Vivek Joshi, Information Technologist

Outreach Scholarship Conference
Pennsylvania State University
October 2004

Making a Compelling Case: Altruism vs. Revenue Generation

- Elected Officials
- Accrediting Agencies
- Classification Systems, such as Carnegie
- Funding Agencies
- Media

Identifying, Designing, and Collecting

- Existing data systems—
 - Contracts and Grants
 - Noncredit Instructional Reports
 - Faculty Professional Accomplishments Forms
 - Faculty Effort Forms
 - Extension Reporting Systems
- New charge from the Provost
- The Outreach & Engagement Measurement Instrument

Outreach & Engagement Measurement Instrument

This Instrument (OEMI) has been developed by the Office of University Outreach and Engagement in order to help increase understanding of Michigan State University's outreach and engagement efforts. The Instrument gathers numerical data about your outreach activities along six dimensions:

- the **time spent** on those activities
- the **areas of concern** on which those activities focus
- the **forms** those activities take
- the **locations** to which those activities are directed
- the number of **non-university participants** in those activities
- the amount of **external funding and in-kind support** generated for those activities

The data will be aggregated at the unit, college, and university levels. However, because outreach activities are so varied - in purpose, method, and impact - an aggregate set of numbers will fail to capture the full picture of MSU engagement with those outside the academy. To develop a more balanced picture, the final section of the instrument asks for additional descriptive information about purposes, methods, disciplinary and interdisciplinary perspectives, impacts on ongoing research, and impacts on the external audiences. Providing this information takes more time, but it will enable the University to showcase its faculty's contributions to the public that supports it.

What to Report

Please take a comprehensive view of outreach & engagement as you complete this form. Outreach 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 occurs when members of the University make their expertise available in formats different from those most often found on campus: for example, by scheduling instruction at times and in places convenient to the working adult, or by communicating research results in ways that the external audience finds both understandable and usable. At its best engagement involves shared goals, expertise, and resources and results in mutually identified benefits.

Outreach is an aspect of many different kinds of scholarly work, not a separate sphere of activity distinct from teaching or research, nor is it identical with "service." Most outreach & engagement activities conducted by university faculty occur as an aspect of the faculty member's teaching or research activities. It is very likely that you will include on this form data on activities that you may have reported in other places as instruction or research. Thus, the first question on this survey mirrors the final question on the Faculty Effort Form: What percentage of your total effort across all the categories of your academic work (*i.e.*, instruction, advising, research and creative activity, service, and administration) has an outreach component?

Outreach/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.

[University Outreach at Michigan State University, 1993](#)

... the partnership of university knowledge and resources with those of the public and private sectors

- to enrich scholarship and research,
- to enhance curricular content and process,
- to prepare citizen scholars,
- to endorse democratic values and civic responsibility,
- to address critical societal issues,
- and in general to contribute to the public good.

[Adapted from the CIC Committee on Engagement](#)

Enter your loginID and password. Note: your web browser must accept cookies to log into this site. See the [troubleshooting](#) page for more information.

LoginID:

Password:

Outreach & Engagement Measurement Instrument: Main Menu

Reporting period: **January 1, 2003** through **December 31, 2003**.

This survey is divided into four parts or sections. As you complete a section, click the **Proceed to next section** button to submit your responses for this section and move to the next section. If you are unable to complete a section you may return later to complete it by clicking on the **Save and return later** button at the bottom of each section. If you have to leave a section to go to a previous section, click on **Save and return later** to save your responses for the current section. You must complete Section One before proceeding to Section Two, and Section Two before proceeding to Sections Three and Four.

All responses must be completed by **January 19, 2004**, when the file will be "frozen" and the data aggregated. Until that date you can review, edit, or update your survey responses simply by returning to one or more sections of the Instrument, changing one or more of the responses, and clicking on **Logout** or the **Save and return later** button.

Note: Each section has a **two-hour** expiration time. If you need to step away from your computer, use the **Save and return later** button at the bottom of the section. You may take as long as you need to complete any section of the survey as long as you save your partial work before the interval elapses.

Survey Sections

The status of each section is shown below. Start by clicking the Section One link.

- [Section One](#) - Data entry not yet completed
- Section Two (Complete Section One first)
- Section Three (Complete Sections One and Two first)
- Section Four (Complete Sections One, Two, and Three first)

View a [printable page](#) of your responses to save for your records.

[Log out](#). You can return later to update or continue with the survey.



Above links will discard responses on this page

Outreach & Engagement Measurement Instrument: Section One

Identification

My current title:

My department or academic unit:

Total Time Spent on Your Outreach & Engagement Work from January 1, 2003 to December 31, 2003

For this period, what percentage of your time did you expend in outreach work? Count all work that has an engagement component, namely, that portion of your teaching, research, and service that is conducted for the direct and immediate benefit of audiences external to the academy. Include your time spent in planning, preparing, advising, and assessing as it relates to outreach activity. Please enter the percentage of your time you *spent* in outreach & engagement work, not the percentage of your time that may have been formally assigned to this function by your department or college.

Note: This survey does not measure outreach & engagement as unique activities separate from teaching and/or research and/or service. Rather, outreach occurs when a person's research, teaching, or service activity significantly engages that person's scholarly expertise with communities and/or organizations outside the academy with the direct goal of improving outcomes for those who live and work in them.

- I did not participate in any outreach & engagement activity during this time period.
You do not need to complete the rest of the survey. Thank you.

[Log Out](#)

- I spent % of my time on outreach & engagement activity from January 1, 2003 to December 31, 2003.

[Proceed to next section](#)

[Save and return later](#)

Above links will discard responses on this page

Outreach & Engagement Measurement Instrument: Section Two

Scope of Your Outreach & Engagement Work from January 1, 2003 to December 31, 2003

On what one or two primary areas of concern did your outreach & engagement activities focus? Select one or two areas from the list below.

Note: Subsequent questions on this survey ask you to identify activities which emphasize urban, international, diversity, and service learning perspectives; thus those concerns are not included in this list.

Area 1 Area 2 Areas of Concern

- | | | |
|----------------------------------|----------------------------------|--|
| <input checked="" type="radio"/> | <input type="radio"/> | Arts and Humanities |
| <input type="radio"/> | <input type="radio"/> | Business and Industrial Management |
| <input type="radio"/> | <input type="radio"/> | Children, Youth, and Family (non-school related) |
| <input type="radio"/> | <input type="radio"/> | Community and Economic Development |
| <input type="radio"/> | <input type="radio"/> | Education, Pre-Kindergarten through 12th Grade |
| <input type="radio"/> | <input type="radio"/> | Food and Fiber Production and Safety |
| <input type="radio"/> | <input type="radio"/> | Governance or Public Policy (not related to other areas listed here) |
| <input type="radio"/> | <input checked="" type="radio"/> | Health and Health Care |
| <input type="radio"/> | <input type="radio"/> | Labor Relations, Training, and Workplace Safety |
| <input type="radio"/> | <input type="radio"/> | Natural Resources, Land Use, and Environment |
| <input type="radio"/> | <input type="radio"/> | Public Safety, Security and Corrections |
| <input type="radio"/> | <input type="radio"/> | Technology Transfer and Diffusion |
| | <input type="radio"/> | No second area |

Proceed to next section

Save and return later

Above links will discard responses on this page

Outreach & Engagement Measurement Instrument: Section Three

Scope of Your Outreach & Engagement Work from January 1, 2003 to December 31, 2003

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 **30%** of your time in outreach activity. Of that 30%, if three-quarters of that time is focused on Arts and Humanities, enter 75% in that column, not 22.5%. If the areas of concern you chose do not include all your outreach & engagement activity, the total entered should be less than 100%.

Arts and Humanities	Health and Health Care
50 %	50 %

Did the activity focus significantly on international development and understanding?

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

Did the activity primarily focus on urban issues?

Was the activity designed to promote diversity and accessibility?

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](#)

[Outreach Instruction: Credit Courses and Programs](#)

[Outreach Instruction: Non-Credit Classes and Programs](#)

[Experiential/Service-Learning](#)

[Clinical Service](#)

[Public Events and Information](#)

Arts and Humanities		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 type="checkbox"/>	<input type="radio"/>	<input type="checkbox"/>
<input type="radio"/>	<input type="checkbox"/>	<input type="radio"/>	<input type="checkbox"/>
<input type="radio"/>	<input type="checkbox"/>	<input checked="" type="radio"/>	<input checked="" type="checkbox"/>
<input type="radio"/>	<input type="checkbox"/>	<input type="radio"/>	<input type="checkbox"/>
<input type="radio"/>	<input type="checkbox"/>	<input type="radio"/>	<input checked="" type="checkbox"/>

concern you chose to not include all your outreach & engagement activity, the total entered should be less than 100%.

Did the activity focus significantly on international development and understanding?

Yes No Yes No

Did the activity primarily focus on urban issues?

Yes No Yes No

Was the activity designed to promote diversity and accessibility?

Yes No Yes No

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](#)

Arts and Humanities		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 type="checkbox"/>	<input type="radio"/>	<input type="checkbox"/>
<input type="radio"/>	<input type="checkbox"/>	<input type="radio"/>	<input type="checkbox"/>
<input type="radio"/>	<input type="checkbox"/>	<input checked="" type="radio"/>	<input checked="" type="checkbox"/>
<input type="radio"/>	<input type="checkbox"/>	<input type="radio"/>	<input type="checkbox"/>
<input type="radio"/>	<input type="checkbox"/>	<input type="radio"/>	<input checked="" type="checkbox"/>

[Outreach Instruction: Credit Courses and Programs](#)

[Outreach Instruction: Non-Credit Classes and Programs](#)

[Experiential/Service-Learning](#)

[Clinical Service](#)

[Public Events and Information](#)

How many people attended or participated in your outreach & engagement programs or activities? For example, count participants in your non-credit classes and programs and in your off-campus courses and programs; attendees at exhibits and performances; MSU students participating in experiential/service-learning and those with whom they worked directly at their placements; clinical clients; and partner-organization

Arts and Humanities	Health and Health Care
<input type="text" value="35"/>	<input type="text" value="100"/>

35

100

concern you chose do not include all you entered should be less than 100%.

Outreach Research [Close](#)

May include applied research, capacity-building, evaluation studies and services, policy analysis, consulting and technical assistance, and technology transfer. Such activities are considered outreach when they are conducted in collaboration or partnership with schools, health organizations, nonprofit organizations, businesses, industries, government agencies, and other external constituents.

Outreach Instruction: Credit Courses and Programs [Close](#)

Courses and instructional programs that offer student academic credit hours and are designed and marketed specifically to serve those who are neither traditional campus degree seekers nor campus staff. Such courses and programs are often scheduled at times and in places convenient to the working adult. Examples include: a weekend MBA program, an off-campus Master's program in Nursing offered in a rural area, an online certificate in medical technology for laboratory professionals, etc.

Outreach Instruction: Non-Credit Classes and Programs [Close](#)

Classes and instructional programs, marketed specifically to those who are neither degree seekers nor campus staff, that are designed to meet planned learning outcomes, but for which academic credit hours are not offered. In lieu of academic credit, these programs sometimes provide certificates of completion or continuing education units, or meet requirements of occupational licensure. Examples include: a short-course for engineers on the use of new composite materials, a summer writing camp for high school children, a personal enrichment program in gardening, leisure learning tours of Europe, etc. Programs designed for and targeted at MSU faculty and staff (such as professional development programs) or MSU degree-seeking students (such as career preparation or study skills classes) are not included.

Arts and Human

ment 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](#)

[Outreach Instruction: Credit Courses and Programs](#)

[Outreach Instruction: Non-Credit Classes and Programs](#)

[Experiential/Service-Learning](#)

[Clinical Service](#)

[Public Events and Information](#)

Choose one as the primary form Select all that apply Choose one as the primary form Select all that apply

Experiential/Service-Learning [Close](#)

Civic or community service that students perform in conjunction with an academic course or program and that incorporates frequent, structured, and disciplined reflection on the linkages between the activity and the content of the academic experience. Other forms of experiential learning may include career-oriented practica and internships, or volunteer community service.

Public Events and Information [Close](#)

Resources designed for the public include managed learning environments (e.g., museums, libraries, gardens, galleries, exhibits); expositions, demonstrations, fairs, and performances; and educational materials and products (e.g., pamphlets, websites, educational broadcasting, and software). Most of these experiences are short-term and learner-directed.

participated in your outreach & engagement

count participants in your non-credit classes and programs; attendees at exhibits and learning in experiential/service-learning and the elements: clinical clients; and partner-orgs

Clinical Service [Close](#)

All client and patient (human and animal) care provided by university faculty through unit-sponsored group practice or as part of clinical instruction and by medical and graduate students as part of their professional education. For example, this may include medical/veterinary clinical practice, counseling or crisis center services, and tax or legal clinic services.

are

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](#)

[Outreach Instruction: Credit Courses and Programs](#)

[Outreach Instruction: Non-Credit Classes and Programs](#)

[Experiential/Service-Learning](#)

[Clinical Service](#)

[Public Events and Information](#)

Arts and Humanities	Health and Health Care
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 type="checkbox"/>
<input type="radio"/>	<input checked="" type="checkbox"/>
<input type="radio"/>	<input type="checkbox"/>
<input type="radio"/>	<input checked="" type="checkbox"/>

How many people attended or participated in your outreach & engagement programs or activities? For example, count participants in your non-credit classes and programs and in your off-campus courses and programs; attendees at exhibits and performances; MSU students participating in experiential/service-learning and those with whom they worked directly at their placements; clinical clients; and partner-organization staff and clients with whom you worked (*e.g.*, preK-12 teachers and their students).

Arts and Humanities	Health and Health Care
<input type="text" value="35"/>	<input type="text" value="100"/>

Where did your programs or activities take place? To which specific locations are your programs or activities directed? For each area of concern, choose one of the three options. If you indicate that your outreach took place in specific locations in Michigan, a second window will open and allow you to specify **City**, **Metropolitan Area** or **County** locations. You can also click on the link to open the window.

<input type="radio"/> My outreach activity in this area of concern was not directed primarily or specifically at institutions or individuals in Michigan	<input type="radio"/> My outreach activity in this area of concern was not directed primarily or specifically at institutions or individuals in Michigan
<input type="radio"/> My outreach activity in this area of concern was directed at institutions and individuals throughout the State of Michigan	<input type="radio"/> My outreach activity in this area of concern was directed at institutions and individuals throughout the State of Michigan
<input checked="" type="radio"/> My outreach activity in this area of concern was directed at institutions and individuals in specific locations in Michigan Select specific locations	<input checked="" type="radio"/> My outreach activity in this area of concern was directed at institutions and individuals in specific locations in Michigan Select specific locations

- Select **only one** geographical category; i.e. Cities, Metro Areas or Counties.
- Within a geographical category, you can make multiple selections.
- Changing the geographical category will delete the selections for other categories and deselect that category.
- The M.S.U. Extension regions are provided as a convenience to enable multiple selections with one click; selecting an Extension region selects all the counties within that region. These counties can then be individually deselected.
- When completed please click on the **Done** button at the bottom of this form.

<input checked="" type="radio"/> Cities	<input type="radio"/> Metro Areas	<input type="radio"/> Counties					
		<input type="checkbox"/> Upper Peninsula	<input type="checkbox"/> Northern Lower Peninsula	<input type="checkbox"/> West Central	<input type="checkbox"/> East Central	<input type="checkbox"/> SouthWest	<input type="checkbox"/> SouthEast
<input checked="" type="checkbox"/> Ann Arbor <input checked="" type="checkbox"/> Battle Creek <input checked="" type="checkbox"/> Detroit <input type="checkbox"/> East Lansing <input type="checkbox"/> Flint <input type="checkbox"/> Grand Rapids <input type="checkbox"/> Jackson <input type="checkbox"/> Kalamazoo <input type="checkbox"/> Lansing <input type="checkbox"/> Marquette <input type="checkbox"/> Midland <input type="checkbox"/> Traverse City Other Cities (separate by commas) <input type="text"/>	<input type="checkbox"/> Detroit Metro Area <input type="checkbox"/> Grand Rapids Metro Area <input type="checkbox"/> Grand Traverse Bay Area <input type="checkbox"/> Lansing Metro Area <input type="checkbox"/> Saginaw Bay Area	<input type="checkbox"/> Alger <input type="checkbox"/> Baraga <input type="checkbox"/> Chippewa <input type="checkbox"/> Delta <input type="checkbox"/> Dickinson <input type="checkbox"/> Gogebic <input type="checkbox"/> Houghton <input type="checkbox"/> Iron <input type="checkbox"/> Keweenaw <input type="checkbox"/> Luce <input type="checkbox"/> Mackinac <input type="checkbox"/> Marquette <input type="checkbox"/> Menominee <input type="checkbox"/> Ontonagon <input type="checkbox"/> Schoolcraft	<input type="checkbox"/> Alcona <input type="checkbox"/> Alpena <input type="checkbox"/> Antrim <input type="checkbox"/> Benzie <input type="checkbox"/> Charlevoix <input type="checkbox"/> Cheboygan <input type="checkbox"/> Crawford <input type="checkbox"/> Emmet <input type="checkbox"/> Grand Traverse <input type="checkbox"/> Iosco <input type="checkbox"/> Kalkaska <input type="checkbox"/> Leelanau <input type="checkbox"/> Missaukee <input type="checkbox"/> Montmorency <input type="checkbox"/> Ogemaw <input type="checkbox"/> Oscoda <input type="checkbox"/> Otsego <input type="checkbox"/> Presque Isle <input type="checkbox"/> Roscommon <input type="checkbox"/> Wexford	<input type="checkbox"/> Allegan <input type="checkbox"/> Barry <input type="checkbox"/> Ionia <input type="checkbox"/> Kent <input type="checkbox"/> Lake <input type="checkbox"/> Manistee <input type="checkbox"/> Mason <input type="checkbox"/> Mecosta <input type="checkbox"/> Montcalm <input type="checkbox"/> Muskegon <input type="checkbox"/> Newaygo <input type="checkbox"/> Oceana <input type="checkbox"/> Osceola <input type="checkbox"/> Ottawa	<input type="checkbox"/> Arenac <input type="checkbox"/> Bay <input type="checkbox"/> Clare <input type="checkbox"/> Clinton <input type="checkbox"/> Gladwin <input type="checkbox"/> Gratiot <input type="checkbox"/> Huron <input type="checkbox"/> Isabella <input type="checkbox"/> Midland <input type="checkbox"/> Saginaw <input type="checkbox"/> Sanilac <input type="checkbox"/> Shiawassee <input type="checkbox"/> Tuscola	<input type="checkbox"/> Berrien <input type="checkbox"/> Branch <input type="checkbox"/> Calhoun <input type="checkbox"/> Cass <input type="checkbox"/> Eaton <input type="checkbox"/> Hillsdale <input type="checkbox"/> Ingham <input type="checkbox"/> Jackson <input type="checkbox"/> Kalamazoo <input type="checkbox"/> St. Joseph <input type="checkbox"/> Van Buren	<input type="checkbox"/> Genesee <input type="checkbox"/> Lapeer <input type="checkbox"/> Lenawee <input type="checkbox"/> Livingston <input type="checkbox"/> Macomb <input type="checkbox"/> Monroe <input type="checkbox"/> Oakland <input type="checkbox"/> St. Clair <input type="checkbox"/> Washtenaw <input type="checkbox"/> Wayne

Done

Did your outreach & engagement activity:

- **bring into MSU any revenue from gifts, grants, contracts, tuition or fees?** If yes, estimate the dollar value. Include all monies contracted for during this period, even if they will be spent later.
- **help your outreach partners generate any gifts, grants, contracts, tuition or fees?** If yes, estimate the dollar value.

Did your outreach & engagement activity benefit from in-kind contributions provided by off-campus groups and organizations involved with you in your outreach work? If yes, estimate the value of such contributions in the **three areas** below.

- **Partner staff time:** estimate the hours partner staff devoted to helping you in your work. A dollar value will be automatically calculated based on a standard rate of \$35/hr. You have the option to change the estimated dollar value if you wish.
- **Volunteer time:** estimate the hours off-campus volunteers devoted to helping you in your work. A dollar value will be automatically calculated based on a standard rate of \$18.50/hr. You have the option to change the estimated dollar value if you wish.
- **Other Materials:** estimate the value of transportation, equipment, space, etc., provided by your partners.

<input checked="" type="radio"/> Yes	<input type="radio"/> No	<input type="radio"/> Yes	<input checked="" type="radio"/> No
\$ 2500		\$	
<input checked="" type="radio"/> Yes	<input type="radio"/> No	<input checked="" type="radio"/> Yes	<input type="radio"/> No
\$ 10000		\$ 32000	
<input checked="" type="radio"/> Yes	<input type="radio"/> No	<input checked="" type="radio"/> Yes	<input type="radio"/> No
10 hrs		20 hrs	
× \$35.00		× \$35.00	
= \$ 350		= \$ 700	
		10 hrs	
× \$18.50		× \$18.50	
= \$		= \$ 185	
\$ 100		\$	

Proceed to next section

Save and return later

Did your outreach & engagement activity:

- **bring into MSU any revenue from gifts, grants, contracts, tuition or fees?**
If yes, estimate the dollar value. Include all monies contracted for during this period, even if they will be spent later.
- **help your outreach partners generate any gifts, grants, contracts, tuition or fees?** If yes, estimate the dollar value.

Did your outreach & engagement activity benefit from in-kind contributions provided by off-campus groups and organizations involved with you in your outreach work? If yes, estimate the value of such contributions in the **three areas** below.

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- **Other Materials:** estimate the value of transportation, equipment, space, etc., provided by your partners.

Contributions provided by off-campus groups and organizations [Close](#)

Calculate the contributions provided by off-campus groups and organizations that enabled you to advance knowledge through your outreach activity. Some of what they provided, of course, is “beyond price” and cannot be quantified in dollars and cents: the endorsement of a respected community organization, access to special populations, or access to confidential or proprietary materials, for instance. But some can be quantified: for example, did your partners spend time working to make your project successful, time that your partners would otherwise have devoted to other responsibilities? Did the partners provide equipment, space, transportation, or other material necessary to complete your work?

Yes

\$ 2500

Yes

\$ 1000

Yes

hrs

× \$35.00

= \$ 350

hrs

× \$18.50

= \$

\$ 100

hrs

× \$35.00

= \$ 700

hrs

× \$18.50

= \$ 185

\$

Proceed to next section

Save and return later

Did your outreach & engagement activity:

- **bring into MSU any revenue from gifts, grants, contracts, tuition or fees?**
If yes, estimate the dollar value. Include all monies contracted for during this period, even if they will be spent later.
- **help your outreach partners generate any gifts, grants, contracts, tuition or fees?** If yes, estimate the dollar value.

Did your outreach & engagement activity benefit from in-kind contributions provided by off-campus groups and organizations involved with you in your outreach work? If yes, estimate the value of such contributions in the **three areas** below.

- **Partner staff time:** estimate the hours partner staff devoted to helping you in your work. A dollar value will be automatically calculated based on a standard rate of \$35/hr. You have the option to change the estimated dollar value if you wish.
- **Volunteer time:** estimate the hours off-campus volunteers devoted to helping you in your work. A dollar value will be automatically calculated based on a standard rate of \$18.50/hr. You have the option to change the estimated dollar value if you wish.
- **Other Materials:** estimate the value of transportation, equipment, space, etc., provided by your partners.

<input checked="" type="radio"/> Yes	<input type="radio"/> No	<input type="radio"/> Yes	<input checked="" type="radio"/> No
\$ 2500		\$	
<input checked="" type="radio"/> Yes	<input type="radio"/> No	<input checked="" type="radio"/> Yes	<input type="radio"/> No
\$ 10000		\$ 32000	
<input checked="" type="radio"/> Yes	<input type="radio"/> No	<input checked="" type="radio"/> Yes	<input type="radio"/> No
10			
x \$35.			
= \$ 350		= \$ 700	
	hrs	10	hrs
x \$18.50		x \$18.50	
= \$		= \$ 185	
\$ 100		\$	

Volunteer time [Close](#)

Volunteer assistance may include such activities as data gathering (e.g., distributing surveys) and other activities such as advisory groups and the like. Do not, however, count the time that volunteers may have spent in completing data gathering instruments.

Proceed to next section

Save and return later

Outreach & Engagement Measurement Instrument: Section Four

Description of Your Outreach & Engagement Work from January 1, 2003 to December 31, 2003

Section Four asks you to provide more in-depth information about your outreach & engagement work. For the following questions, you may choose to describe your total outreach activity, *or*, your activity in a specific area of concern, *or* a single major project.

Indicate what aspect of your outreach work you will describe below. Choose one:

- I am describing my total outreach activity.
- I am describing my outreach activity that addresses one area of concern.
- I am describing a single major outreach project.

Project title:

What actions did you take; for whom; about what issue, opportunity or problem? Include classes held, research conducted, technology used, the project duration, etc.

I worked with an urban health care organization to help develop public awareness about the problems associated with industrial pollution and childhood asthma. I worked closely with community members and the organization's leadership to develop an online public health educational website. Together with my partners, I helped draft a proposal to the Kensington Blythe Foundation that was awarded a large grant to support further development of website and other public awareness communication strategies.

What were the outcomes and impacts? Explain below. For example, describe

- *products or outputs* (e.g., new reports, pamphlets, articles, websites, software, courses).
- *external results or impacts* (e.g., changes in public policy, organizational changes, environmental improvement).
- *internal impacts* (e.g., impacts on scholarly practice, new areas of research or inquiry, new pedagogical approaches).
- sustained or continued *collaborative efforts* resulting from this work.
- unintended *consequences*.

An interactive website, technical documentation to support the site, a grant proposal, and a technical report. Impacts are expected to include greater awareness by urban parents in the target community about airborne pollutants and other environmental issues. The municipal government of the target community is using the technical report as the basis of research by a blue ribbon task force.

Did this outreach & engagement work receive a formal evaluation?

Yes No

With what external collaborators and/or sponsors did you work in this outreach effort?

Kensington Blythe Foundation

What year did you begin working with these collaborators in this effort? Use four digits.

2001

Did any MSU academic units other than your own unit sponsor and/or participate in this outreach work? If yes, please list.

Yes No

What plans do you have for sustaining this effort?

I have begun to involve health education graduate students in a project that will, in part, help maintain the website

Other than yourself, how many of each of the following kinds of personnel were involved?

Tenure system faculty:	<input type="text" value="1"/>
Fixed-term and adjunct faculty:	<input type="text"/>
Other academic staff and specialists:	<input type="text"/>
Extension professionals and field staff:	<input type="text"/>
Graduate and/or graduate professional students:	<input type="text" value="3"/>
Undergraduate students:	<input type="text"/>
People employed by sponsoring and collaborating organizations:	<input type="text"/>
Volunteers (unpaid, non-student):	<input type="text"/>
Other <input type="text"/>	<input type="text"/>

Please provide any additional comments you have about your outreach & engagement work. You can give feedback about this online survey on the next page.

[Proceed to Comments section](#)

[Save and return later](#)

Outreach & Engagement Measurement Instrument: Comments

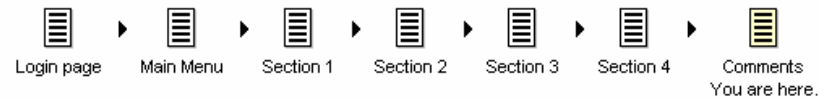
Thank you for completing this survey. You may come back to this site any time to revise any of your responses.

Your feedback about this website will help us to improve our survey for the future. Please make any comments you may have about this survey and how it works.

The form was very intuitive and a sheer delight to use

Send comments

[Proceed without sending comments.](#)



Outreach & Engagement Measurement Instrument: Thanks

Thank you for participating in this survey. If you decide to update any of your responses, you may come back to this site to make changes or additions.

Please make a selection below.

- [View a printable page](#) of the full survey to keep for your records
- [Return to the menu](#) to review or update your responses
- [Log out](#) of the Outreach Measurement Instrument

Outreach & Engagement Report for Burton Bargerstock
January 1, 2003 – December 21, 2003

30% of my total professional effort during this time period involved outreach & engagement activities.

50% of that effort (that is, 15% of my overall effort) focussed on **Outreach Research in Arts and Humanities.**

The work was designed to impact people and issues in **the cities of Ann Arbor, Battle Creek and Detroit.**

35 people participated in the Outreach Research activity.

The work was instrumental in securing **\$2,500** in gifts, grants, contracts, tuition and/or fees for the University; it helped enable my external partners with whom I was engaged to secure **\$10,000** in additional revenue in gifts, grants, contracts, tuition or fees.

The work benefitted from in-kind contributions of Partner staff time estimated at **\$350** and other materials estimated at **\$100.**

50% of that effort (that is, 15% of my overall effort) focussed on **Experiential/Service Learning in Health and Health Care.**

The work focussed significantly on **international development and understanding.**

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

The work was designed to promote **diversity and accessibility.**

The work was designed to impact people and issues in **Midland, Saginaw, Sanilac and Shiawassee** County.

100 people participated in the Outreach Research activity.

The work helped enable my external partners with whom I was engaged to secure **\$32,000** in additional revenue from gifts, grants, contracts, tuition or fees.

The work benefitted from in-kind contributions of Partner staff time estimated at **\$700** and Volunteer time estimated at **\$100.**

One of my outreach projects entitled **Breathing Easier** entailed working with an urban health care organization to help develop public awareness about the problems associated with industrial pollution and childhood asthma. I worked closely with community members and the organization's leadership to develop an online public health educational website. Together with my partners, I helped draft a proposal to the Kensington Blythe Foundation that was awarded a large grant to support further development of website and other public awareness communication strategies.

The work, which began in **2001**, involved collaboration with the Kensington Blythe Foundation.

The work's **impact** included an interactive website, technical documentation to support the site, a grant proposal, and a technical report. Impacts are expected to include greater awareness by urban parents in the target community about airborne pollutants and other environmental issues. The municipal government of the target community is using the technical report as the basis of research by a blue ribbon task force.

1 tenure system faculty and 3 Graduate and/or graduate professional students worked with me on this project.

This work did not receive a formal evaluation.

In order to sustain this effort I have begun to involve health education graduate students in a project that will, in part, help maintain the website.

#1: Individual Summaries for the College of Social Science

Area Of Concern	Primary Form	Participants	Intl. Dev.	Urban Issues	Investment		Revenue		
					FTE	Salary Value	University	Partner	
ANTHROPOLOGY									
Baker, James	PROFESSOR	100			0.050	\$2,988.00			
Arts and Humanities	Public Events and Information	100	No	No	0.050	\$2,988.25	\$0.00		\$0.00
Hart, Jamie	ASC PROFESSOR	65			0.020	\$1,249.00			
Natural Resources, Land Use, and Environment	Outreach Instruction	25	Yes	No	0.006	\$374.69	\$0.00		\$0.00
Community and Economic Development	Outreach Research	40	Yes	No	0.014	\$874.27	\$0.00		\$0.00
Hughes, Karen	AST PROFESSOR	2,410			0.020	\$1,021.00			
Education, Pre-Kindergarten through 12th Grade	Public Events and Information	2,400	No	No	0.016	\$816.75	\$0.00		\$8,000.00
Community and Economic Development	Outreach Research	10	No	Yes	0.004	\$204.19	\$0.00		\$0.00
Monta, Donald	PROFESSOR	210			0.050	\$4,185.00			
Education, Pre-Kindergarten through 12th Grade	Outreach Instruction	200	Yes	No	0.040	\$3,348.12	\$0.00		\$0.00
Arts and Humanities	Public Events and Information	10	No	No	0.010	\$837.03	\$0.00		\$0.00
Moody, Melissa	PROFESSOR	320			0.150	\$21,349.00			
Natural Resources, Land Use, and Environment	Public Events and Information	300	No	No	0.112	\$16,011.90	\$150,000.00		\$50,000.00
Community and Economic Development	Public Events and Information	20	No	Yes	0.038	\$5,337.30	\$0.00		\$0.00
Moorman, Shad	AST PROFESSOR	30			0.050	\$2,450.00			
Arts and Humanities	Outreach Instruction	15	No	No	0.030	\$1,470.00	\$0.00		\$0.00
Natural Resources, Land Use, and Environment	Outreach Instruction	15	No	No	0.020	\$980.00	\$0.00		\$0.00

Data Source: University Outreach & Engagement, M.S.U

#2: Summary Investment And Revenue For Outreach Areas By Dept/Area

Unit	Outreach Area	Intl	Urban	Participants	Revenue		Investment	
					University	Partner	FTE	Salary Value
ANTHROPOLOGY		4	2	5,705	\$188,000.00	\$63,000.00	0.940	\$71,234.25
	Arts and Humanities (4 responses)	0	0	1,125	\$0.00	\$0.00	0.160	\$9,387.41
	Children, Youth, and Family (non-school related) (2 responses)	1	0	320	\$0.00	\$0.00	0.200	\$10,098.00
	Community and Economic Development (3 responses)	1	2	70	\$0.00	\$0.00	0.056	\$6,415.76
	Education, Pre-Kindergarten through 12th Grade (4 responses)	1	0	3,650	\$0.00	\$8,000.00	0.136	\$8,439.99
	Natural Resources, Land Use, and Environment (3 responses)	1	0	340	\$150,000.00	\$50,000.00	0.138	\$17,366.59
	Public Safety and Corrections (1 response)	0	0	200	\$38,000.00	\$5,000.00	0.25	\$19,526.50
CASID		2	0	3,850	\$0.00	\$0.00	0.375	\$20,170.13
	Children, Youth, and Family (non-school related) (1 response)	1	0	2,750	\$0.00	\$0.00	0.125	\$6,723.38
	Education, Pre-Kindergarten through 12th Grade (1 response)	1	0	1,100	\$0.00	\$0.00	0.25	\$13,446.75
CRIMINAL JUSTICE		4	16	7,212	\$2,889,500.00	\$2,050,000.00	7.91	\$473,853.12
	Children, Youth, and Family (non-school related) (8 responses)	1	4	391	\$758,000.00	\$1,700,000.00	1.333	\$71,786.16
	Community and Economic Development (3 responses)	1	3	1,005	\$0.00	\$0.00	0.342	\$21,431.96
	Public Safety and Corrections (20 responses)	2	9	5,816	\$2,131,500.00	\$350,000.00	6.235	\$380,635.00
CTR FOR INTEGRATIVE STD - SOCIAL SCIE		0	0	450	\$0.00	\$0.00	0.33	\$14,539.14
	Civic Responsibility and Leadership (1 response)	0	0	200	\$0.00	\$0.00	0.066	\$2,907.83
	Public Safety and Corrections (1 response)	0	0	250	\$0.00	\$0.00	0.264	\$11,631.31

Data Source: University Outreach & Engagement, M.S.U.

#3: Summary Investment And Revenue For Outreach Areas By Area/Dept

Outreach Area	Unit	Intl	Urban	Participants	Revenue		Investment	
					University	Partner	FTE	Salary Value
Arts and Humanities		3	1	1,655	\$1,500.00	\$0.00	0.815	\$62,956.54
ANTHROPOLOGY	(4 responses)	0	0	1,125	\$0.00	\$0.00	0.160	\$9,387.41
GEOGRAPHY	(1 response)	0	1	30	\$500.00	\$0.00	0.025	\$1,547.60
LABOR & INDUSTRIAL RELATIONS	(2 responses)	1	0	450	\$1,000.00	\$0.00	0.530	\$42,273.48
SOCIOLOGY	(2 responses)	2	0	50	\$0.00	\$0.00	0.100	\$9,748.05
Business and Industrial Management		0	0	1,160	\$30,000.00	\$0.00	0.740	\$70,346.66
ECONOMICS	(2 responses)	0	0	160	\$0.00	\$0.00	0.190	\$15,578.51
LABOR & INDUSTRIAL RELATIONS	(2 responses)	0	0	1,000	\$30,000.00	\$0.00	0.350	\$33,256.15
PSYCHOLOGY	(1 response)	0	0	0	\$0.00	\$0.00	0.200	\$21,512.00
Children, Youth, and Family (non-school related)		3	7	6,221	\$1,731,000.00	\$3,030,000.00	4.238	\$260,654.93
ANTHROPOLOGY	(2 responses)	1	0	320	\$0.00	\$0.00	0.200	\$10,098.00
CASID	(1 response)	1	0	2,750	\$0.00	\$0.00	0.125	\$6,723.38
CRIMINAL JUSTICE	(8 responses)	1	4	391	\$758,000.00	\$1,700,000.00	1.333	\$71,786.16
PSYCHOLOGY	(4 responses)	0	2	2,425	\$903,000.00	\$1,300,000.00	1.080	\$104,380.20
SOCIAL WORK	(5 responses)	0	1	335	\$70,000.00	\$30,000.00	1.5	\$67,667.20
Civic Responsibility and Leadership		8	8	9,690	\$226,000.00	\$55,000.00	2.829	\$216,061.43
CTR FOR INTEGRATIVE STD - SOCIAL SCIENCE	(1 response)	0	0	200	\$0.00	\$0.00	0.066	\$2,907.83

Data Source: University Outreach Engagement, M.S.U.

#4: Summary Investment And Revenue For Primary Form By Form/Dept

Primary Form Unit	Intl	Urban	Participants	Revenue		Investment	
				University	Partner	FTE	Salary Value
Outreach Research	21	39	48,703	\$7,449,500.00	\$10,980,000.00	16.24	\$1,201,579.06
ANTHROPOLOGY (6 responses)	2	1	2,270	\$38,000.00	\$5,000.00	0.518	\$34,027.51
CRIMINAL JUSTICE (22 responses)	3	13	3,082	\$1,769,500.00	\$1,950,000.00	4.21	\$281,840.76
ECONOMICS (5 responses)	0	0	80	\$0.00	\$0.00	0.56	\$56,950.64
GEOGRAPHY (15 responses)	4	12	3,079	\$506,000.00	\$5,400,000.00	1.404	\$90,994.89
GLOBAL CHG & EARTH (2 responses)	2	0	40	\$0.00	\$0.00	0.050	\$2,803.30
INST FOR PUBLIC POLICY AND SOCIAL RESEA (2 responses)	0	0	22,000	\$1,200,000.00	\$400,000.00	0.75	\$59,823.00
LABOR & INDUSTRIAL RELATIONS (1 response)	0	0	600	\$0.00	\$0.00	0.35	\$46,974.55
POLITICAL SCIENCE (6 responses)	2	3	2,462	\$75,000.00	\$30,000.00	0.600	\$74,077.60
PSYCHOLOGY (9 responses)	0	3	5,600	\$2,606,000.00	\$2,650,000.00	2.130	\$212,489.30
REMOTE SENSING (7 responses)	0	0	2,100	\$1,170,000.00	\$250,000.00	2.884	\$161,097.16
SAMORA RES INST (1 response)	1	1	70	\$0.00	\$40,000.00	0.100	\$14,382.60
SOCIAL SCIENCE DEAN (1 response)		1	30	\$0.00	\$0.00	0.050	\$6,050.10
SOCIAL WORK (9 responses)	0	3	5,540	\$85,000.00	\$55,000.00	1.85	\$91,953.75
SOCIOLOGY (7 responses)	7	2	1,750	\$0.00	\$200,000.00	0.780	\$68,113.89
Pilot Test Total	21	39	48,703	\$7,449,500.00	\$10,980,000.00	16.236	\$1,201,579.06

Data Source: University Outreach & Engagement, M.S.U.

Using the Data with Internal Audiences

- Administrative Example in the Packet
- Using Faculty Effort as Measure of Academic Unit Participation
 - Size of effort
 - Deployment of effort
 - Concurrence with institutional priorities
 - K-12
 - International
 - Detroit
- Leveraging as Measure of Accomplishment: Salary v. Revenue

Using the Data with External Audiences

- How can we best use data such as this to characterize our institutions' commitments and accomplishments in serving communities and organizations outside the academy?
- Consider this issue in terms of five audiences
 - elected officials
 - accrediting agencies
 - Carnegie Classification
 - funding agencies and foundations
 - Media



Contact Us:

University Outreach & Engagement
Kellogg Center
Garden Level
East Lansing, MI 48824
Phone: (517) 353-8977
Fax: (517) 432-9541
Web: outreach.msu.edu