Connecting Knowledge to Serve Society
Scholarship Focused Outreach and Engagement

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United Association Instructor Training Program
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America’s Future

- **Education**: The key to individual, family, corporate, and national security
- **Flexibility**: Need for a transparent, accessible, and responsive system that assures access to ever changing labor markets

Robert T. Jones, 2006
Innovation

- The single most important ingredient in any modern economy
- Requires advanced training and education and innovative approaches to master 21st century knowledge and skills
- Requires transformational change in how new environments are built
300,000 UA Members: Pipeline to the 21st Century

- Half of all the built environment in the United States will be built in the next 25 years
  - Housing
  - Business and industry
  - Banking and financial institutions
  - Neighborhoods
  - Transportation
  - Energy needs
  - Schools
  - Reservoirs and water supplies
  - Occupational risks and safety
300,000 UA Members: Pipeline to the 21st Century

• All built environments will require innovation and creativity to assure that North America’s core infrastructure contributes to:
  – Family and community security
  – Public health
  – Quality of life
Adult Workforce

• Academic and industry recognized outcomes
• Alternative delivery systems
• Continuous access/financial support for post secondary education, certificate training, and degrees

Roberts T. Jones, 2006
UA Exemplary Practices: 60 Years of Training and Education

• Creativity, innovation, reaction are dependent upon abilities to apply learning in new ways to real world issues and problems

Brookings Institute
Partnerships for Innovation and Change

- Colleges and universities are “in society” and must engage with society to co-create transformational change
Partnerships for Innovation and Change

• Transformational change depends on:
  – Partnerships with:
    • Human service agencies
    • Government
    • Schools
    • Unions
    • Business and industry
    • Culture, arts, and design
  – Partnerships based:
    • Mutual benefit
    • Co-creation of goals and objectives
    • Mutual respect
Engagement: An MSU Promise

- MSU will be an exemplary “engaged university,” transforming and strengthening outreach (community) partnerships to address key Michigan (community) needs and developing broadly applicable models

President Peter McPherson
Outreach & Engagement Scholarship Model

University

Knowledge Generation

Impact

Knowledge Dissemination

Knowledge Application

Community

Knowledge Preservation
From Discovery to Application to Discovery…

**Inreach**  
Disciplinary questions

- Government  
- Business  
- Industry  
- Schools  
- Human services  
- Agriculture  
- Community

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**Outreach**  
External audience questions

- Government  
- Business  
- Industry  
- Schools  
- Human services  
- Agriculture  
- Community

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**Basic Research**

**Applied Research**

**Tech Transfer**

**Training and Instruction**
For …

- Advancing America’s workforce through college/university and union partnerships
- Your personal efforts to advance the quality of life for your families and communities
Contact Information

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