10th Annual AAHE Conference on Faculty Roles & Rewards
Knowledge for What? The Engaged Scholar

Measuring Scholarly Engagement at Michigan State University – a Multifaceted Approach
January 26, 2002

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Outline of Presentation

• Applying Existing Measurement Instruments to Outreach/Engagement
• Piloting New Measurement Instruments
  – Online Survey
  – Interview Protocol
• Ongoing Challenges
• Next Steps
Applying Existing Measurement Instruments to Outreach/Engagement

- Integrated Postsecondary Educational System (IPEDS)
- Faculty Effort Forms
- Contracts and Grants Transmittal Forms
- Professional Accomplishments Forms
- Revision of Promotion and Tenure
  - Relationship to Outreach’s *Points of Distinction*
Piloting New Measurement Instruments

Objectives

• Fulfill MSU Mission
  – Geographically
  – Thematically
• Collect Quantitative Data
  – Effort/Time
  – Financial Contributions
• Understand “Best Practices”
Piloting New Measurement Instruments

Uses

• Planning data
• Public story
• Cross-institutional comparisons
The Online Survey

- Type of Outreach
  - Instructional-Credit or Noncredit
  - University-Community Collaborations
  - Clinical Service
  - Service Learning
  - Resources for the Public

- Description
- Focal Area
- Geographic Context
The Online Survey

- Technologies
- Number of Participants
- Sponsors/Co-sponsors-Internal, External
- Personnel-Names, Number, Hours of Effort
- Cash and In-Kind Value/Contributions
- Leveraged Support
Interview Protocol

- Need, Issue
- Expertise
- Approach, Strategy, Methodology
- Effect on Community, Public Policy, Practice
- Documentation
- Sustainability
- University’s Value Added
- Scholarly Impact
- Communication and Publications
Ongoing Challenges

What Gets Measured?

• Scholarly activity v service
• Centralized v decentralized
• Generalizing across types of institutions?
Ongoing Challenges

Faculty/Collection Issues

• Faculty attitudes/misperceptions
  – Data management v telling the public story
  – Rewards and acknowledgment
• Data collected at project v faculty level
• Giving credit for community partners’ input
Ongoing Challenges

Funders’ Interests

• Community citizenship v scholarship tied to outreach/engagement
• Keeping the focus on the unique role of higher education’s contribution
Ongoing Challenges

Outreach Research

• Institutional management research v scholarly research-dealing with Human Subjects Committees

• Outreach research-finding a home in the professional world
Next Steps

• Cross-departmental indicators for the university planning process
• Cross-institutional indicators for benchmarking departments in similar institutions
For more information about Measuring Scholarly Engagement at Michigan State University, please contact:

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