



UNIVERSITY

Outreach

MICHIGAN STATE  
UNIVERSITY



## Measuring Scholarly Outreach at Michigan State University

*Tools, Challenges,  
and Faculty Perceptions*



### Presenters:

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ADVANCING KNOWLEDGE • TRANSFORMING LIVES



# UNIVERSITY Outreach

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*Outreach is a form of scholarship that cuts across teaching, research, and service.*

*It involves generating, transmitting, applying, and preserving knowledge for the direct benefit of external audiences in ways that are consistent with university and unit missions.*

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

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## Reason for Measurement

- Planning Data
- Public Story
- Cross-Institutional Comparisons



## Developmental Process

- Evaluating Quality Outreach
  - Points of Distinction
  - Reappointment, Promotion, & Tenure
- Counting Outreach—  
Measuring Outreach Quantitatively
  - Project-based Pilots
  - Interview Protocol
  - Faculty-based Format



## Online Survey Questions

- Total Time Spent on Outreach
- Indicate Area(s) of Concern
  - Arts & Humanities
  - Business & Industrial Management
  - Children, Youth, and Families (non-school related)
  - Civic Responsibility & Leadership
  - Community & Economic Development
  - Education, Pre-Kindergarten – 12
  - Food and Fiber Production & Safety
  - Health & Health Care
  - Labor Relations, Training, & Safety
  - Natural Resources, Land Use, & Environment
  - Public Safety & Corrections
  - Technology Transfer & Diffusion



## Online Survey Questions (*continued*)

- Identify Form of Outreach Work
  - Outreach Research
  - Outreach Instruction
  - Student Experiential/Service Learning
  - Public Events & Information
  - Clinical Service
- Kinds and Number of Participants
- Location
- Revenues



## Online Survey Questions (*continued*)

- Actions for Whom, about What
- Collaborators/Co-sponsors
  - External
  - Internal
- Kind/Number of Personnel
- Outcomes, Evaluation
- Plan for Sustaining the Work



## Interview Protocol

- Need for the project, issue addressed
- Expertise drawn on
- Approach, strategy, methodology
- Effect on community, public policy, practice
- Documentation
- Sustainability
- Value added of university involvement





## Interview Protocol (*continued*)

- Scholarly impact—on research and teaching, on role as academic
- Communication and products/publications
- Impact of outreach work on faculty scholarship
- Impact of faculty outreach work on the broader community
- Implications for outreach research



## Challenges and Tensions

- Vocabulary
- Whose Activity Is Reported
- “Resource Consciousness”
- Using Technology



## Vocabulary

- Developing a Vocabulary to Describe Outreach/Engagement that...
  - distinguishes scholarship based outreach from “service” in general
  - is well understood by faculty
  - allows us to classify different forms of outreach
  - has meaning to the general public
  - supports comparisons across institutions



## Whose Activity Is Reported?

- Who counts as having scholarly expertise?
  - Range of faculty and academic appointments
  - External partners
  - Different priorities and perspectives
  - New kind of scholarly process and product



## “Resource Consciousness”

- Developing Greater “Resource Consciousness” Among Those Involved in Outreach
  - Toward making outreach a planned activity
  - Overcoming conflict between “counting the cost” and “doing good”
  - Finding ways to value external partnerships



## Using Technology

- Web Usability & Accessibility
- Security v. Timing Out
- Prompting Use in a Paperless, 24/7 Environment



## Reporting Out—Next Steps

- To the provost, deans, chairs, directors for planning
- To the public, by thematic areas, for university involvement
- Across institutions—  
developing common data sets



## Contact Us

For more information about Measuring Scholarly Outreach at Michigan State University, please contact:

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