The Outreach & Engagement Measurement Instrument (OEMI)

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Developing the OEMI

- Data collection recommended in 1993 report that defined outreach at MSU

- Study of extant institutional data
  - Contracts and Grants Administration Forms
  - Faculty Professional Accomplishments Forms
  - Faculty Effort Forms
  - Extension Reporting System

- New unit-based instructional outreach data collection

- Faculty committee on evaluating quality outreach

- Small invitational workshop with national participants

- Charge from the Provost

Developing the OEMI (contd.)

- Pilot studies prior to implementation
    - Paired MSU departments in the natural and social sciences
    - Faculty from across MSU working in Lansing (AKTL Network)
    - Large MSU core college
    - Ernest Lynton Award nominees (NERCHE)
    - Select University of Connecticut faculty
    - Select University of Kentucky departments
    - All MSU colleges
- Faculty interview project
- University-wide implementation (2004)
- National Benchmarking Conference (2005)

The OEMI today

- Data collection at MSU
  - Three years of data
    - 1,885 non-duplicative respondents
  - Beta test of a scaleable online reporting system
  - Challenges
    - Continuous refinement of the instrument
      - Balance desire for increasing data with need for reasonable length
      - Balance desire for changes with need for comparable data sets
    - Increase response rate
      - Improve communication
    - Better integration with extension service, medical schools, and contract and grants data collection

The OEMI today (contd.)

- The University Continuing Education Association's (UCEA) "Recognition of Excellence Award for Innovations in Outreach and Engagement" (2007)

- OEMI Institutional Partnerships
  - University of Kentucky
  - University of Tennessee system
  - Kansas State University

- Partnership prospects
  - Inquiries from universities and university systems across the U.S. and Australia
  - Demonstration system with guest accounts available

Future Plans for the OEMI

- Increase number of OEMI partnerships

- Proposed pilot applications of the OEMI
  - Collecting data across a discipline
    - American Association of Colleges of Pharmacy (AACP)
  - Collecting data across one form of engagement
    - Tennessee Alliance for Continuing Higher Education (TACHE)

- Develop research consortium focusing on outreach and engagement measurement
  - Foster first national data warehouse
  - Conduct cross-institutional studies
  - Inform national conversation about benchmarking

Outreach and Engagement Measurement Instrument (OEMI)
Engagement activities from January 1 2006, through December 31, 2006

What is Outreach and Engagement?

Outreach 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 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 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, resources and results in mutually identified benefits.

What is the OEMI?

In order to help increase public understanding of Michigan State University's outreach and engagement effort, the Provost's Office collects data annually on faculty engagement activities. Sections 1 - 3 of the OEMI gather numerical data about your outreach activities along seven dimensions:

- **Time spent**
- **Social issues**
- **Boldness By Design imperatives**
- **Forms**
- **Locations**
- **Non-university participants**
- **External funding and in-kind support**

Section 4 asks for descriptive information about purposes, methods, disciplinary and interdisciplinary perspectives, impacts on ongoing research, and impacts on the external audiences. This information enables the University to showcase its faculty's contributions to the public that supports it.

Who should complete the OEMI?

All faculty and academic staff should complete the oemi. If you were not engaged in outreach and engagement activities during this period, please indicate "I did not participate in any outreach and engagement activity during this time period" in Section 1.

What to report?

Because outreach is an aspect of many different kinds of scholarly work, not a separate sphere of activity distinct from teaching or research, nor identical with "service," most outreach and engagement activities will be an aspect of the faculty member's teaching, research or creative activities. **It is very likely that you will include on the OEMI data on activities 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. (Click on any of these terms for fuller definition.)

Enter your MSU Net ID and password below to log in. Leave the Authenticator field set to MSU Net. **Note:** your web browser must accept cookies to log into this site. See the troubleshooting page for more information.

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, 2005

Login

NetID: [   ] @msu.edu

Password: [   ] [Login]

Authenticator: [MSU Net ▼]

For Authorized Use Only

Outreach and Engagement Measurement Instrument: Main Menu

Engagement activities from **January 1, 2006** through **December 31, 2006**.
Respondent: BARGERSTOCK, BURTON ASHLEY

Instructions

This survey is divided into four parts or sections. As you complete each section, click the **Save and go to the next section** button at the bottom of each section to submit your responses for that 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 the section. If you have to leave a section to go to a previous section, click on **Save and go to the previous section** button to save your responses for the current section and go back to the previous one. You must complete Section 1 before proceeding to Section 2, and Section 2 before proceeding to Sections 3 and 4.

All responses must be completed by **February 28, 2007,** 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 your responses, and clicking on the **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.

To discard your response in any section and log out or return to the main menu, click on **Log Out** or **Main Menu** at the top of the page.

You can **view your previous year's response.**

- 2004 Response.
- 2005 Response.

Please note that the survey has been updated based on respondent feedback, so that some of the questions from previous years are not repeated in the current survey.
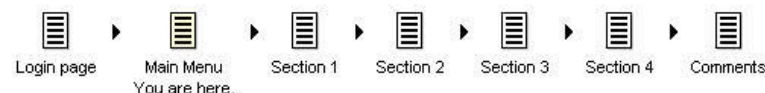
Survey Sections

The status of each section is shown below. Start by clicking the Section 1 link.

- **Section 1** – Data entry completed
- **Section 2** – Data entry completed
- **Section 3** – Data entry completed
- **Section 4: Activity 1** – Data entry completed
- **Section 4: Activity 2** – Data entry completed
- **Section 4: Activity 3** – Data entry completed
- **Section 4: Activity 4** – Data entry completed
- **Section 4: Activity 5** – Data entry not yet completed

Printable page. You can print out your responses to save for your records.

Log out. You can return later to update or continue with the survey.

Current Survey Section

Login page ▸ Main Menu ▸ Section 1 ▸ Section 2 ▸ Section 3 ▸ Section 4 ▸ Comments

You are here.

Main Menu | Log out
Above links will discard responses on this page. Use the buttons below to save your response.

Frequently Asked Questions
Survey of MSU Faculty and Academic Staff

Outreach and Engagement Measurement Instrument: Section 1
Engagement activities from January 1, 2006 to December 31, 2006

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, creative activity, 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 and 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 and engagement as unique activities separate from teaching and/or research and/or service. Rather, outreach occurs when a person's research, creative activity, 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 and engagement activity during this time period.
You do not need to complete the rest of the survey. Thank you.

[Log Out]

⊙ I spent [75] % of my time on outreach and engagement activity from January 1, 2006 to December 31, 2006.

[Save and go to the next section]

[Save and go to the previous section]

[Save and return later]

Current Survey Section

Login page   Main Menu   Section 1   Section 2   Section 3   Section 4   Comments
                         You are here.

Main Menu | Log out

Above links will discard responses on this page. Use the buttons below to save your response.

Frequently Asked Questions
Survey of MSU Faculty and Academic Staff

Outreach and Engagement Measu

Engagement activities from January 1, 2

On what social issues did your outreach and enga... r two issues from the list below. The term "social issues" as used in this survey refers to issues confronting society, not to academic ... e meant to be used to report the scope of MSU academic staff's contributions to pressing social issues: enhancing educational outcome... busine... ...sing public understanding of how the findings of disciplinary study – in science, ... y to th... ...used primarily on that goal should be listed under Public Understanding and Adult ... ...redomi...

Note: Urban and diversity focus is asked in Section 3.

Please note that **we have provided definitions for those s**... ... Click

Issue 1	Issue 2	Social Issues
○	⊙	**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
	○	No second issue

[Save and go to the next section]

[Save and go to the previous section]

[Save and return later]

Current Survey Section

[icon] ▸ [icon] ▸ [icon] ▸ [icon] ▸ Secti...
Login page   Main Menu   Section 1   Section 2
You are here.

Business and Industrial Development   Print this definition   Close

Include outreach activities seeking to enhance the managerial, financial, technological, marketing, advertising, and public relations capacity of for-profit businesses of all kinds. Also include activities that enhance the effectiveness of associations (e.g., Chambers of Commerce) and governmental agencies (e.g., Small Business Administration) supportive of the private sector and/or directed at large-scale economic development. Efforts to help firms adopt new technologies should be included here as should provision of education and training to support economic competitiveness. Work with firms and agencies located primarily within the agricultural industry should be classified under "Food and Fiber Production and Safety."

Community and Economic Development   Print this definition   Close

Include outreach activities that involve community-based efforts to improve the attractiveness, safety, and economic viability of the community. This category is meant to include academic staff involvement with the efforts of relatively small communities – a sparsely populated county, a small town, or an urban neighborhood – rather than with the attempts to spur job growth or infrastructure enhancements at the country, state, or large city level. Please report involvement in these latter activities under Business and Industrial Development.

Cultural Institutions and Programs   Print this definition   Close

Include outreach activities seeking to enhance the capacity of museums, science centers, performance venues, libraries and other institutions dedicated to the preservation of cultural heritage to serve their constituencies more effectively. Include diffusing of new techniques and technologies, training of staff, developing of grant proposals, increasing breadth and accuracy of performance or exhibition, improving public communication about the institution. Do not include participation in efforts to raise money from the public unless that is an area of scholarly work for you. Curating a specific exhibition or directing a specific performance should be listed under "Public Understanding and Adult Learning."

Governance and Public Policy   Print this definition   Close

Include outreach activities focusing on general policy analysis, training and expert assistance in the area of public administration directed to making government at all levels more effective. Include work with elected officials, government employees, and those groups and organizations seeking to influence policy. Include membership on government commissions and expert testimony. This is a general category: if your work with government policy making or analysis is focused exclusively on one of the other areas of concern here – i.e., "Health and Health Care" or "Natural Resources, Land Use, and Environment" – classify those efforts under the specific area of concern.

Public Understanding and Adult Learning   Print this definition   Close

Include outreach activities aimed at satisfying or cultivating an interest in a topic, raising awareness about some subject matter, increasing capacity to take constructive action, encouraging public dialogue, or otherwise educating the general public or a specific segment of that population (but not on-campus MSU students, staff, or faculty). Public understanding can be cultivated through lectures, presentations, forums, exhibitions, conferences, Web sites, broadcasts, brochures as well as formal classroom instruction. Training and staff development activities directed at specific occupations should be listed under the area of concern related to the topic of that training.

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Above links will discard responses on this page. Use the buttons below to save your response.

Frequently Asked Questions
Survey of MSU Faculty and Academic Staff

Outreach and Engagement Measurement Instrument: Section 3

Engagement activities from January 1, 2006 to December 31, 2006

Note: This section uses pop-up windows for some data input and definitions. If you have problems entering data, please disable your pop-up blocker.

	Science and Technology	Business and Industrial Development
	70 %	10 %

What percentage of your *total outreach and engagement eff[o]...* [u] chose in the previous question? You indicated that you spent 7[...] 75%, if three-quarters of that time is focused on Science and Tec[...] If the social issue(s) you chose do not include all of your outreach a[...] be less than 100%.

Enhance the student experience   Print this definition   Close
Enhance the student experience — by continually improving the quality of academic programs and the value of an MSU degree for undergraduate and graduate students.

Did the work contribute to achieving **Boldness By Design** imperatives?

Enrich community, economic, and family life   Print this definition   Close
Enrich community, economic, and family life — through research, outreach, engagement, entrepreneurship, innovation, and diversity.

Enhance the student experience			
Enrich community, economic, and family life		○ Yes / ● No	● Yes / ○ No
Expand international reach		● Yes / ○ No	○ Yes / ● No
Increase research opportunities	○ Yes / ● No		● No
Strengthen stewardship			○ No

Expand international reach   Print this definition   Close
Expand international reach — through academic, research, and economic development initiatives and global, national, and local strategic alliances.

Did the work primarily focus on urban issues?   ○ Yes ● No   ○ Yes ● No

Increase research opportunities   Print this definition   Close
Increase research opportunities — significantly expanding research funding and involvement of graduate and undergraduate students in research and scholarship.

Was the work designed to promote diversity?   ○ No   ○ Yes ● No

Strengthen stewardship   Print this definition   Close
Strengthen stewardship — by appreciating and nurturing the university's financial assets, campus infrastructure, and people for optimal effectiveness today and tomorrow.

What form(s) did your work take? [...] as many other forms as apply.
Click the name of any form to see its [...]

	Science and Technology		Business and Industrial Development	
	Choose one as the primary form	Select all that apply	Choose one as the primary form	Select all that apply
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	○	☐	●	☐

Main Menu | Log out
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Outreach and Engagement Measurement Instrument: Section 3
Engagement activities from January 1, 2006 to December 31, 2006

Note: This section uses pop-up windows for som[e] [...] data input and definitions. [...] cker.

What percentage of your *total outreach and eng[...] **chose in the previous question?** You indicated tha[...] 75%, if three-quarters of that time is focused on Sc[...] the social issue(s) you chose do not include all of yo[...] be less than 100%.

Business and Industrial Development

`10` %

Did the work contribute to achieving Boldness B[...]

Outreach Research and Creative Activity — Print this definition · Close

May include applied research, capacity building, evaluation studies, policy analysis, and demonstration projects. Such activities are considered outreach when they are conducted in collaboration or partnership with school, health organizations, nonprofit organizations, businesses, industries, government agencies, and other external constituents. Most generally they are intended to directly impact external entities or constituents while developing new knowledge. Research conducted specifically for academic purposes or that is shared solely with academic audiences does not constitute outreach research.

Technical or Expert Assistance — Print this definition · Close

Activities where MSU personnel respond to requests from individuals, programs, or agencies and organizations external to the university by sharing their knowledge, expertise, and skills in order to help those entities build capacity to achieve their goals. MSU personnel provide this assistance through direct interaction with the external constituency (as opposed to responding by delivering a pamphlet or reference to a Web site or the like). Activities may focus on using expertise to address or improve the effectiveness and efficiency of the organization or to improve knowledge and skills. This category includes such activities as consulting work that is performed for the benefit of the constituent, expert testimony and other forms of legal advice, assisting agencies and other entities with management and operational tasks. Technical assistance is much broader than providing technology-based assistance even though this might be a form of technical or expert assistance.

Outreach Instruction: Credit Courses and Programs — Print this definition · 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 — Print this definition · 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.

Was the work designed to promote diversity?

What form(s) did your work take? For each social issue, choose a primary form and as many other forms a[...] Click the name of any form to see its definition.

Outreach Instruction: Public Events and Understanding — Print this definition · 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, web sites, educational broadcasting, and software). Most of these experiences are short-term and learner-directed.

Experiential/Service-Learning — Print this definition · Close

Civic or community service that MSU 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.

Clinical Service — Print this definition · 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.

- **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**

Business and Industrial Development

		○ No
		○ No
		● No
		● No
		○ No
		● No
○ Yes	○ No	○ No

Choose one as the primary form	Select all that apply	Choose one as the primary form	Select all that apply
○	☐	○	☐
	☑	○	☐
	☐	○	☐

	Science and Technology	Business and Industrial Development

How many people were directly involved in or directly served by your outreach and 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. Do not count those indirectly served such as those whom your client or partner served.

Science and Technology: `510`

Business and Industrial Development: `3`

Was your activity directed specifically at institutions or individuals within Michigan? If you select yes, please specify the locations. You will also be asked to approximate the total percentage of your outreach and engagement activity directed specifically at institutions or individuals and specific sites within Michigan.

Science and Technology: ○ Yes ● No specify locations within Michigan

Business and Industrial Development: ● Yes ○ No specify locations within Michigan

Was your activity directed specifically at institutions or individuals internationally? If you select yes, please specify the locations.

Science and Technology: ○ Yes ● No specify locations internationally

Business and Industrial Development: ○ Yes ● No specify locations internationally

Specify Michigan Locations

Of the effort devoted to **Science and Technology** please approximate the percentage of your effort specifically targeted at institutions or individuals within Michigan and at specific sites in Michigan (if applicable).

A. Michigan: [   ] %

B. If your work was directed at any of the following cities, please approximate the percentage of time:
   - Battle Creek: [   ] %
   - Detroit: [   ] %
   - East Lansing: [   ] %
   - Flint: [   ] %
   - Grand Rapids: [   ] %
   - Jackson: [   ] %
   - Kalamazoo: [   ] %
   - Lansing: [   ] %
   - Marquette: [   ] %
   - Muskegon: [   ] %
   - Traverse City: [   ] %
   - Saginaw: [   ] %

C. [Specify Michigan Counties] if your outreach work was specifically targeted at institutions or individuals in parts of Michigan other than those listed in B above

[Done]

- Some counties have been selected automatically based on the data entered in the prior window.
- 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.

☐ Click here if your work was directed **throughout Michigan** and not to any specific place.

☐ **Upper Peninsula**	☐ **Northern Lower Peninsula**	☐ **West Central**	☐ **East Central**	☐ **SouthWest**	☐ **SouthEast**
☐ Alger	☐ Alcona	☐ Allegan	☐ Arenac	☐ Berrien	☐ Genesee
☐ Baraga	☐ Alpena	☐ Barry	☐ Bay	☐ Branch	☐ Lapeer
☐ Chippewa	☐ Antrim	☐ Ionia	☐ Clare	☐ Calhoun	☐ Lenawee
☐ Delta	☐ Benzie	☑ Kent	☐ Clinton	☐ Cass	☐ Livingston
☐ Dickinson	☐ Charlevoix	☐ Lake	☐ Gladwin	☐ Eaton	☐ Macomb
☐ Gogebic	☐ Cheboygan	☐ Manistee	☐ Gratiot	☐ Hillsdale	☐ Monroe
☐ Houghton	☐ Crawford	☐ Mason	☐ Huron	☐ Ingham	☐ Oakland
☐ Iron	☐ Emmet	☐ Mecosta	☐ Isabella	☐ Jackson	☐ St. Clair
☐ Keweenaw	☐ Grand Traverse	☐ Montcalm	☐ Midland	☐ Kalamazoo	☐ Washtenaw
☐ Luce	☐ Iosco	☐ Muskegon	☐ Saginaw	☐ St. Joseph	☑ Wayne
☐ Mackinac	☐ Kalkaska	☐ Newaygo	☐ Sanilac	☐ Van Buren	
☐ Marquette	☐ Leelanau	☐ Oceana	☐ Shiawassee		
☐ Menominee	☐ Missaukee	☐ Osceola	☐ Tuscola		
☐ Ontonagon	☐ Montmorency	☐ Ottawa			
☐ Schoolcraft	☐ Ogemaw				
	☐ Oscoda				
	☐ Otsego				
	☐ Presque Isle				
	☐ Roscommon				
	☐ Wexford				

[Done]

- When completed please click the **Done** button at the bottom of this form.
- Following is a list of countries with a population of 10 million or greater. If you directed your outreach activity toward institutions or individuals in a country(ies) that is not listed, please see the full list of countries.

☐ Click here if your work was directed to international audiences in general and not to those in any particular country.

☐ Afghanistan	☐ Democratic Republic of the Congo	☐ Malaysia	☐ South Africa
☐ Algeria		☐ Mali	☐ South Korea
☐ Angola	☐ Ecuador	☐ Mexico	☐ Spain
☐ Argentina	☐ Egypt	☐ Morocco	☐ Sri Lanka
☐ Australia	☐ Ethiopia	☐ Mozambique	☐ Sudan
☐ Bangladesh	☐ France	☐ Nepal	☐ Syria
☐ Belarus	☐ Germany	☐ Netherlands	☐ Taiwan
☐ Belgium	☐ Ghana	☐ Niger	☐ Tanzania
☐ Brazil	☐ Greece	☐ Nigeria	☐ Thailand
☐ Burkina Faso	☐ Guatemala	☐ North Korea	☐ Turkey
☐ Burma	☐ Hungary	☐ Pakistan	☐ Uganda
☐ Cambodia	☐ India	☐ Peru	☐ Ukraine
☐ Cameroon	☐ Indonesia	☐ Philippines	☐ United Kingdom
☐ Canada	☐ Iran	☐ Poland	☐ Uzbekistan
☐ Chile	☐ Iraq	☐ Portugal	☐ Venezuela
☐ China	☐ Italy	☐ Romania	☐ Vietnam
☐ Colombia	☐ Japan	☐ Russia	☐ Yemen
☐ Cote dIvoire	☐ Kazakhstan	☐ Saudi Arabia	☐ Zambia
☐ Cuba	☐ Kenya	☐ Senegal	☐ Zimbabwe
☐ Czech Republic	☐ Madagascar	☐ Serbia and Montenegro	
	☐ Malawi		

Done

☐ Click here if your work was directed to international audiences in general and not to those in any particular country

☐ Afghanistan
☐ Albania
☐ Algeria
☐ American Samoa
☐ Andorra
☐ Angola
☐ Anguilla
☐ Antigua and Barbuda
☐ Argentina
☐ Armenia
☐ Aruba
☐ Australia
☐ Austria
☐ Azerbaijan
☐ Bahamas, The
☐ Bahrain
☐ Bangladesh
☐ Barbados
☐ Belarus
☐ Belgium
☐ Belize
☐ Benin
☐ Bermuda
☐ Bhutan
☐ Bolivia
☐ Bosnia and Herzegovina
☐ Botswana
☐ Brazil
☐ British Virgin Islands
☐ Brunei
☐ Bulgaria
☐ Burkina Faso
☐ Burma
☐ Burundi
☐ Cambodia
☐ Cameroon
☐ Canada
☐ Cape Verde
☐ Cayman Islands
☐ Central African Republic
☐ Chad
☐ Chile
☐ China
☐ Christmas Island
☐ Cocos (Keeling) Islands
☐ Colombia
☐ Comoros
☐ Congo, Democratic Republic of the
☐ Congo, Republic of the
☐ Cook Islands
☐ Costa Rica

☐ Cote dIvoire
☐ Croatia
☐ Cuba
☐ Cyprus
☐ Czech Republic
☐ Denmark
☐ Djibouti
☐ Dominica
☐ Dominican Republic
☐ East Timor
☐ Ecuador
☐ Egypt
☐ El Salvador
☐ Equatorial Guinea
☐ Eritrea
☐ Estonia
☐ Ethiopia
☐ Falkland Islands (Islas Malvinas)
☐ Faroe Islands
☐ Fiji
☐ Finland
☐ France
☐ French Guiana
☐ French Polynesia
☐ Gabon
☐ Gambia, The
☐ Gaza Strip
☐ Georgia
☐ Germany
☐ Ghana
☐ Gibraltar
☐ Greece
☐ Greenland
☐ Grenada
☐ Guadeloupe
☐ Guam
☐ Guatemala
☐ Guernsey
☐ Guinea
☐ Guinea-Bissau
☐ Guyana
☐ Haiti
☐ Holy See (Vatican City)
☐ Honduras
☐ Hong Kong
☐ Hungary
☐ Iceland
☐ India
☐ Indonesia
☐ Iran
☐ Iraq

☐ Ireland
☐ Israel
☐ Italy
☐ Jamaica
☐ Japan
☐ Jersey
☐ Johnston Atoll
☐ Jordan
☐ Kazakhstan
☐ Kenya
☐ Kiribati
☐ Korea, North
☐ Korea, South
☐ Kuwait
☐ Kyrgyzstan
☐ Laos
☐ Latvia
☐ Lebanon
☐ Lesotho
☐ Liberia
☐ Libya
☐ Liechtenstein
☐ Lithuania
☐ Luxembourg
☐ Macau
☐ Macedonia, The Former Yugoslav Republic of
☐ Madagascar
☐ Malawi
☐ Malaysia
☐ Maldives
☐ Mali
☐ Malta
☐ Man, Isle of
☐ Marshall Islands
☐ Martinique
☐ Mauritania
☐ Mauritius
☐ Mayotte
☐ Mexico
☐ Micronesia, Federated States of
☐ Moldova
☐ Monaco
☐ Mongolia
☐ Montserrat
☐ Morocco
☐ Mozambique
☐ Namibia
☐ Nauru
☐ Nepal
☐ Netherlands
☐ Netherlands Antilles

☐ New Caledonia
☐ New Zealand
☐ Nicaragua
☐ Niger
☐ Nigeria
☐ Niue
☐ Norfolk Island
☐ Northern Mariana Islands
☐ Norway
☐ Oman
☐ Pakistan
☐ Palau
☐ Panama
☐ Papua New Guinea
☐ Paraguay
☐ Peru
☐ Philippines
☐ Pitcairn Islands
☐ Poland
☐ Portugal
☐ Puerto Rico
☐ Qatar
☐ Reunion
☐ Romania
☐ Russia
☐ Rwanda
☐ Saint Helena
☐ Saint Kitts and Nevis
☐ Saint Lucia
☐ Saint Pierre and Miquelon
☐ Saint Vincent and the Grenadines
☐ Samoa
☐ San Marino
☐ Sao Tome and Principe
☐ Saudi Arabia
☐ Senegal
☐ Serbia and Montenegro
☐ Seychelles
☐ Sierra Leone
☐ Singapore
☐ Slovakia
☐ Slovenia
☐ Solomon Islands
☐ Somalia
☐ South Africa
☐ Spain
☐ Sri Lanka
☐ Sudan
☐ Suriname
☐ Svalbard
☐ Swaziland

☐ Sweden
☐ Switzerland
☐ Syria
☐ Taiwan
☐ Tajikistan
☐ Tanzania
☐ Thailand
☐ Togo
☐ Tokelau
☐ Tonga
☐ Trinidad and Tobago
☐ Tunisia
☐ Turkey
☐ Turkmenistan
☐ Turks and Caicos Islands
☐ Tuvalu
☐ Uganda
☐ Ukraine
☐ United Arab Emirates
☐ United Kingdom
☐ Uruguay
☐ Uzbekistan
☐ Vanuatu
☐ Venezuela
☐ Vietnam
☐ Virgin Islands
☐ Wallis and Futuna
☐ West Bank
☐ Western Sahara
☐ Yemen
☐ Zambia
☐ Zimbabwe

[Done]

Did your outreach and engagement activity:

- **Bring into MSU any revenue from gifts, grants, contracts, tuition or fees?** If yes, estimate the do[llar] value during this period (January 1, 2006 through December 31, 2006).

  To help us with our research, please list the account numbers associated with the above mentioned rev[enue] any (e.g., 61-1234, 21-9999).

○ No

○ No

- **Help your outreach partners generate any gifts, grants, contracts, tuition or fees?** If yes, estima[te the] dollar value.

Contributions provided by off-campus groups and organizations   Print this definition   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?

Did your outreach and 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.

○ Yes   ○ No   ● Yes   ○ No

Volunteer time   Print this definition   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.

- **Partner staff time:** Estimate the hours that [off-campus volunteers devoted... dol]lar value will be automatically calculated based on a s[tandard rate... change the] estimated dollar value if you wish.

  ___ hrs   x $35.00   = $ 700   ___ hrs   x $35.00   = $ 350

- **Volunteer time:** Estimate the hours that 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.

  ___ hrs   x $18.50   = $ ___   ___ hrs   x $18.50   = $ ___

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

  $ ___ $ ___

Save and go to the next section

Save and go to the previous section

Save and return later

Current Survey Section

Login page ▶ Main Menu ▶ Section 1 ▶ Section 2 ▶ Section 3 (You are here.) ▶ Section 4 ▶ Comments

Main Menu | Log out
Above links will discard responses on this page. Use the buttons below to save your response.

Frequently Asked Questions
Survey of MSU Faculty and Academic Staff

Outreach and Engagement Measurement Instrument: Section 4
Engagement activities from January 1, 2006 to December 31, 2006

This section asks you to provide more in-depth information about your outreach and engagement work. In this section you may choose to describe any number of your recent or current projects or activities. After filling in the data for a project or activity, click **Save and go to describe another project or activity** button to describe additional projects or activities. Click **Save, make comments and log out** button to complete the survey and get a **printable summary** of your responses.

Project or Activity 1

1. Please select social issue(s) of the first project or activity you are describing. If the work you are describing aligns with both social issues you selected, select the one that most closely relates to your work or select both

| Business and Industrial Development ▼ |

2. Project or activity title | Prima Civitas Web Site Development |

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

```
The Prima Civitas Foundation needed a Web site and a logo.  Organized
the development of the products, inclusive of: information architecture,
copywriting, editing, graphic design, and programming.  Logo was
delivered in fall 2006, 90% of Web site also completed during this
period.
```

4. What was the length of the project or activity?

| Ongoing activity ▼ | | 2006 | Year Started | | Year Ended (if applicable)

5. If this activity was directed at institutions and individuals within Michigan, please link it to a given location. Specify Michigan locations.

6. Were any of the following sponsors and/or participants involved in the work?

Units other than your own: ○ Yes ● No

Graduate and/or graduate professional students: ○ Yes ● No

Undergraduate students: ○ Yes ● No

7. List the primary partners external to MSU that were involved in the work.

```
Prima Civitas Foundation
```

8. If collaborators and/or sponsors external to MSU were involved, what were their roles? Select all that apply.

☑ Identified issues or problems addressed.
☑ Assisted in the planning and management.
☐ Participated in research, evaluation, or teaching.
☑ Shared responsibility for the dissemination of products or practices.
☐ Contributed to identifying resources to support the efforts.

| Prepared and/or revised text content. |

☑ Other:

9. Please classify the sources of funding for the project or activity. Select all that apply.

☐ Internal MSU grants   ☐ Private industry   ☐ Private foundations

☐ Governmental agencies (federal, state, and local)   ☐ Non-profit organizations (if not reflected by other categories)   ☐ Other

☑ None

10. What types of formal evaluation did the project or activity include? Select all that apply.

☐ Formative   ☐ Summative   ☑ Other   ☐ None

Provide description (optional):
```
Modest informal reviews by staff.  As project
continues, it would benefit from formal heuristic
evaluation and/or user testing.
```

11. What were the outcomes and impacts of the project or activity, or if the project has not ended what are the intended outcomes and impacts? For example, describe:

- *External results or impacts* (e.g., changes in public policy, organizational changes, environmental improvement, capacity building).
- *Sustained or continued collaborative efforts resulting from this work.*

```
Direct outcome: Prima Civitas Foundation now has an online presence and
place from which to communicate about its activities and those of
affiliated or related groups.  Potential Impact: The Foundation's
mission, to enhance and expand economic growth throughout mid-Michigan,
may be furthered by the organization's new communication channel.
```

12. What forms of intellectual property did the project or activity enable you to create? Select all that apply.

☐ Publications   ☐ Software   ☐ Presentations   ☐ Reports

☐ Performances/Exhibitions   ☐ Training materials   ☑ Web sites   ☐ Inventions/Patents

☑ Other   ☐ None

Provide description (optional):
```
logo artwork
```

13. Did the project or activity have any impact on your own scholarly or teaching practices (such as new areas of research or inquiry and new pedagogical practice)? If yes, please describe.

○ Yes ● No

14. Have you created any scholarly work that assesses or describes how you went about your outreach work? If yes, please summarize.

○ Yes ● No

15. Please provide any additional comments you have about this project or activity.

This was an excellent project that we hope to be able to continue to
support.

Save and go to describe another project or activity

Save and go to the previous section

Save, make comments and log out

Save and return later

Current Survey Section

Login page ▶ Main Menu ▶ Section 1 ▶ Section 2 ▶ Section 3 ▶ Section 4 ▶ Comments

You are here.

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

```
In the midst of writing my second project report I was timed
out.  Consider expanding length of sessions to better
accommodate respondents with multiple project reports.
```

Send comments

Proceed without sending comments.

Current Survey Section

Login page ▶ Main Menu ▶ Section 1 ▶ Section 2 ▶ Section 3 ▶ Section 4 ▶ Comments
You are here.

Outreach & Engagement Measurement Instrument

OEMI

| UNIVERSITY-WIDE REPORTS | COLLEGE REPORTS | DEPARTMENT REPORTS | INDIVIDUAL REPORTS |

Report Type: University–wide summary ▲▼

SHOW DATA

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University-wide Summary by College

Engagement By College/Dept/Respondent	Academic staff time committed to outreach		Number of respondents reporting outreach activity	Attendees/ Participants	Activity helped generate revenue for		Value of partner's in-kind contribution
	FTE	Salary			University	Partner	
⊞ COLLEGE OF AGRICULTURE & NATURAL RESOURCES	51.43	$4,702,351	141	200,937	$37,311,778	$9,569,008	$2,399,433
⊞ COLLEGE OF ARTS AND LETTERS	23.24	$1,591,193	88	299,297	$1,782,000	$1,337,350	$515,704
⊞ COLLEGE OF BUSINESS (ELI BROAD)	16.15	$2,374,694	80	238,159	$14,493,500	$2,477,000	$973,074
⊞ COLLEGE OF COMMUNICATION ARTS AND SCIENCES	7.74	$743,008	43	176,180	$5,047,237	$12,375,000	$453,982
⊞ COLLEGE OF EDUCATION	7.70	$713,321	20	89,825	$15,162,034	$0	$128,475
⊞ COLLEGE OF ENGINEERING	6.81	$574,906	31	6,954	$2,315,625	$16,000	$104,022
⊞ COLLEGE OF HUMAN MEDICINE	4.08	$595,511	24	10,821	$1,503,348	$250,480	$101,646
⊞ COLLEGE OF MUSIC	1.35	$84,740	2	974	$86,221	$0	$6,248
⊞ COLLEGE OF NATURAL SCIENCE	10.40	$1,000,101	91	29,038	$33,803,115	$2,110,750	$356,104
⊞ COLLEGE OF NURSING	9.04	$760,315	31	10,036	$2,560,000	$335,750	$113,818
⊞ COLLEGE OF OSTEOPATHIC MEDICINE	12.30	$2,145,921	39	32,168	$1,939,000	$9,847,000	$260,915
⊞ COLLEGE OF SOCIAL SCIENCE	41.32	$3,261,913	121	95,885	$17,587,434	$5,833,450	$2,435,342
⊞ COLLEGE OF VETERINARY MEDICINE	7.49	$626,777	30	113,114	$1,008,300	$162,000	$160,925
⊞ INTERNATIONAL STUDIES AND PROGRAMS	4.85	$328,624	10	4,907	$6,858,200	$15,000	$21,385
⊞ JAMES MADISON COLLEGE	0.15	$18,739	2	140	$0	$0	$0
⊞ MICHIGAN STATE UNIVERSITY COLLEGE OF LAW	0.75	$95,009	9	1,542	$0	$0	$0
⊞ MICHIGAN STATE UNIVERSITY EXTENSION	5.18	$271,298	10	104,298	$1,514,484	$3,053,525	$71,530
⊞ NAT'L SUPERCONDUCTING CYCLOTRON LABORATORY	0.33	$44,028	8	920	$0	$0	$8,255
⊞ PROVOST + OTHER CENTRAL OFFICES	23.80	$1,751,717	55	457,963	$10,774,649	$36,898,100	$1,077,447
Total	234.11	$21,684,167	835	1,873,158	$153,746,925	$84,280,413	$9,188,305

Outreach & Engagement Measurement Instrument

OEMI

| UNIVERSITY-WIDE REPORTS | COLLEGE REPORTS | DEPARTMENT REPORTS | INDIVIDUAL REPORTS |

Report Type: University-wide summary [▼]

SHOW DATA

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University-wide Summary by College

Engagement By College/Dept/Respondent	Academic staff time committed to outreach		Number of respondents reporting outreach activity	Attendees/ Participants	Activity helped generate revenue for		Value of partner's in-kind contribution
	FTE	Salary			University	Partner	
⊞ COLLEGE OF AGRICULTURE & NATURAL RESOURCES	51.43	$4,702,351	141	200,937	$37,311,778	$9,569,008	$2,399,433
⊞ COLLEGE OF ARTS AND LETTERS	23.24	$1,591,193	88	299,297	$1,782,000	$1,337,350	$515,704
⊟ COLLEGE OF BUSINESS (ELI BROAD)	16.15	$2,374,694	80	238,159	$14,493,500	$2,477,000	$973,074
⊞ ACCOUNTING AND INFORMATION SYSTEMS	2.43	$447,293	19	5,219	$708,900	$205,000	$126,932
⊞ BUSINESS MINORITY EDUCATION PROGRAMS	0.25	$15,226	1	320	$0	$0	$0
⊞ ELI BROAD COLLEGE OF BUSINESS DEAN	0.97	$199,001	5	1,050	$3,100,000	$100,000	$1,750
⊞ EXECUTIVE DEVELOPMENT PROGRAMS	3.25	$310,010	4	5,000	$4,300,000	$379,000	$459,250
⊞ FINANCE	1.31	$219,043	9	1,468	$150,000	$38,000	$162
⊞ INTERNATIONAL BUSINESS CENTER	0.20	$19,443	1	200	$0	$0	$0
⊞ LEAR CORPORATION CAREER SERVICES	0.05	$4,091	1	60	$0	$0	$8,330
⊞ MANAGEMENT	1.32	$210,044	7	811	$618,000	$0	$21,750
⊞ MARKETING & SUPPLY CHAIN MANAGEMENT	4.42	$771,354	22	221,156	$5,597,000	$1,755,000	$339,625
⊞ MBA PROGRAM	0.30	$11,803	2	220	$0	$0	$0
⊞ THE SCHOOL OF HOSPITALITY BUSINESS	1.65	$167,385	9	2,655	$19,600	$0	$15,275
⊞ COLLEGE OF COMMUNICATION ARTS AND SCIENCES	7.74	$743,008	43	176,180	$5,047,237	$12,375,000	$453,982
⊞ COLLEGE OF EDUCATION	7.70	$713,321	20	89,825	$15,162,034	$0	$128,475
⊞ COLLEGE OF ENGINEERING	6.81	$574,906	31	6,954	$2,315,625	$16,000	$104,022
⊞ COLLEGE OF HUMAN MEDICINE	4.08	$595,511	24	10,821	$1,503,348	$250,480	$101,646
⊞ COLLEGE OF MUSIC	1.35	$84,740	2	974	$86,221	$0	$6,248
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⊞ COLLEGE OF NURSING	9.04	$760,315	31	10,036	$2,560,000	$335,750	$113,818
⊞ COLLEGE OF OSTEOPATHIC MEDICINE	12.30	$2,145,921	39	32,168	$1,939,000	$9,847,000	$260,915
⊞ COLLEGE OF SOCIAL SCIENCE	41.32	$3,261,913	121	95,885	$17,587,434	$5,833,450	$2,435,342
⊞ COLLEGE OF VETERINARY MEDICINE	7.49	$626,777	30	113,114	$1,008,300	$162,000	$160,925
⊞ INTERNATIONAL STUDIES AND PROGRAMS	4.85	$328,624	10	4,907	$6,858,200	$15,000	$21,385
⊞ JAMES MADISON COLLEGE	0.15	$18,739	2	140	$0	$0	$0
⊞ MICHIGAN STATE UNIVERSITY COLLEGE OF LAW	0.75	$95,009	9	1,542	$0	$0	$0

Outreach & Engagement Measurement Instrument

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Report Type: University–wide summary ⬍

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University-wide Summary by College

Engagement By College/Dept/Respondent	Academic staff time committed to outreach		Number of respondents reporting outreach activity	Attendees/ Participants	Activity helped generate revenue for		Value of partner's in-kind contribution
	FTE	Salary			University	Partner	
⊞ COLLEGE OF AGRICULTURE & NATURAL RESOURCES	51.43	$4,702,351	141	200,937	$37,311,778	$9,569,008	$2,399,433
⊞ COLLEGE OF ARTS AND LETTERS	23.24	$1,591,193	88	299,297	$1,782,000	$1,337,350	$515,704
⊟ COLLEGE OF BUSINESS (ELI BROAD)	16.15	$2,374,694	80	238,159	$14,493,500	$2,477,000	$973,074
⊞ ACCOUNTING AND INFORMATION SYSTEMS	2.43	$447,293	19	5,219	$708,900	$205,000	$126,932
⊞ BUSINESS MINORITY EDUCATION PROGRAMS	0.25	$15,226	1	320	$0	$0	$0
⊞ ELI BROAD COLLEGE OF BUSINESS DEAN	0.97	$199,001	5	1,050	$3,100,000	$100,000	$1,750
⊞ EXECUTIVE DEVELOPMENT PROGRAMS	3.25	$310,010	4	5,000	$4,300,000	$379,000	$459,250
⊟ FINANCE	1.31	$219,043	9	1,468	$150,000	$38,000	$162
PROFESSOR A	0.05			76	$100,000	$38,000	$0
PROFESSOR B	0.05			76	$20,000	$0	$70
PROFESSOR C	0.01			10	$0	$0	$92
PROFESSOR D	0.15			60	$0	$0	$0
PROFESSOR E	0.05			5	$0	$0	$0
PROFESSOR F	0.30			26	$30,000	$0	$0
PROFESSOR G	0.15			90	$0	$0	$0
PROFESSOR H	0.50			1,100	$0	$0	$0
PROFESSOR I	0.05			25	$0	$0	$0
⊞ INTERNATIONAL BUSINESS CENTER	0.20	$19,443	1	200	$0	$0	$0
⊞ LEAR CORPORATION CAREER SERVICES	0.05	$4,091	1	60	$0	$0	$8,330
⊞ MANAGEMENT	1.32	$210,044	7	811	$618,000	$0	$21,750
⊞ MARKETING & SUPPLY CHAIN MANAGEMENT	4.42	$771,354	22	221,156	$5,597,000	$1,755,000	$339,625
⊞ MBA PROGRAM	0.30	$11,803	2	220	$0	$0	$0
⊞ THE SCHOOL OF HOSPITALITY BUSINESS	1.65	$167,385	9	2,655	$19,600	$0	$15,275
⊞ COLLEGE OF COMMUNICATION ARTS AND SCIENCES	7.74	$743,008	43	176,180	$5,047,237	$12,375,000	$453,982
⊞ COLLEGE OF EDUCATION	7.70	$713,321	20	89,825	$15,162,034	$0	$128,475
⊞ COLLEGE OF ENGINEERING	6.81	$574,906	31	6,954	$2,315,625	$16,000	$104,022

Outreach & Engagement Measurement Instrument

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Report Type: [University–wide summary by Location (International) ▼]

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Engagement effort across the world

Country/Engagement Focus Area	Respondent	Form of Engagement	College
⊞ Algeria			
⊞ Argentina			
⊞ Armenia			
⊞ Australia			
⊞ Belgium			
⊞ Belize			
⊞ Brazil			
⊞ Bulgaria			
⊞ Burkina Faso			
⊞ Burma			
⊞ Cambodia			
⊞ Canada			
⊞ Chile			
⊞ China			
⊞ Costa Rica			
⊞ Croatia			
⊞ Czech Republic			
⊞ Democratic Republic of the Con			
⊞ Denmark			
⊞ Egypt			
⊞ Ethiopia			
⊞ Federated States of Micronesia			
⊞ Finland			
⊞ France			
⊞ Germany			
⊞ Ghana			
⊞ Greece			
⊞ Guatemala			
⊞ Honduras			
⊞ Hungary			
⊞ India			

Outreach & Engagement Measurement Instrument

OEMI

UNIVERSITY-WIDE REPORTS	COLLEGE REPORTS	DEPARTMENT REPORTS	INDIVIDUAL REPORTS

Report Type: [University–wide summary by Location (International) ▼]

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Engagement effort across the world

Country/Engagement Focus Area	Respondent	Form of Engagement	College
⊟ Algeria			
Education, Pre-Kindergarten through 12th Grade	PROFESOR A	Experiential/Service-Learning	COLLEGE OF EDUCATION
Education, Pre-Kindergarten through 12th Grade	PROFESOR B	Outreach Instruction: Public Events and Understanding	COLLEGE OF EDUCATION
Education, Pre-Kindergarten through 12th Grade	PROFESOR C	Outreach Instruction: Public Events and Understanding	COLLEGE OF EDUCATION
Education, Pre-Kindergarten through 12th Grade	PROFESOR D	Outreach Instruction: Public Events and Understanding	COLLEGE OF EDUCATION
⊞ Argentina			
⊞ Armenia			
⊞ Australia			
⊞ Belgium			
⊞ Belize			
⊞ Brazil			
⊞ Bulgaria			
⊞ Burkina Faso			
⊞ Burma			
⊞ Cambodia			
⊞ Canada			
⊞ Chile			
⊞ China			
⊞ Costa Rica			
⊞ Croatia			
⊞ Czech Republic			
⊞ Democratic Republic of the Con			
⊞ Denmark			
⊞ Egypt			
⊞ Ethiopia			
⊞ Federated States of Micronesia			
⊞ Finland			
⊞ France			

Outreach & Engagement Measurement Instrument

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Report Type: University-wide summary by Engagement Focus Area

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University-wide Summary by Engagement Focus Area

Engagement Focus Area/College/Respondent	Academic staff time committed to outreach		Number of responses*	Attendees/ Participants	Activity helped generate revenue for		Value of partner's in-kind contribution
	FTE	Salary			University	Partner	
⊞ Business and Industrial Development	21.74	$3,092,649	142	150,134	$19,237,000	$13,194,308	$1,183,635
⊞ Children, Youth, and Family (non-school related)	17.49	$1,422,233	97	150,313	$4,079,693	$2,995,750	$1,515,961
⊞ Community and Economic Development	16.26	$1,323,839	101	16,346	$11,405,188	$1,319,950	$351,269
⊞ Cultural Institutions and Programs	13.44	$1,008,773	91	465,351	$3,217,977	$1,086,000	$475,018
⊞ Education, Pre-Kindergarten through 12th Grade	29.86	$2,224,626	192	340,753	$32,501,748	$36,923,800	$1,133,686
⊞ Food and Fiber Production and Safety	12.15	$995,111	44	31,131	$22,489,335	$983,700	$153,029
⊞ Governance and Public Policy	9.01	$911,838	73	46,783	$9,415,143	$1,160,000	$379,628
⊞ Health and Health Care	29.51	$3,517,664	154	122,576	$17,392,460	$8,389,480	$661,206
⊞ Labor Relations, Training, and Workplace Safety	3.94	$324,414	18	19,498	$530,394	$25,000	$25,515
⊞ Natural Resources, Land Use, and Environment	18.56	$1,629,872	100	76,751	$8,748,394	$8,748,525	$894,773
⊞ Public Safety, Security and Corrections	6.74	$522,315	20	39,785	$5,561,625	$1,300,000	$1,448,320
⊞ Public Understanding and Adult Learning	20.36	$1,641,041	163	363,391	$2,267,330	$1,395,150	$650,987
⊞ Science and Technology	11.90	$1,112,799	139	50,346	$16,900,638	$6,758,750	$315,278
Total	210.97	$19,727,172	1334	1,873,158	$153,746,925	$84,280,413	$9,188,305

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

Michigan State University Outreach & Engagement Measurement Instrument Report, Jan1 2006 - Dec 31, 2006

Outreach & Engagement Measurement Instrument

OEMI

| UNIVERSITY-WIDE REPORTS | COLLEGE REPORTS | DEPARTMENT REPORTS | INDIVIDUAL REPORTS |

Report Type: University–wide summary by Engagement Focus Area ▼

SHOW DATA

Select a format ▼ Export

University-wide Summary by Engagement Focus Area

Engagement Focus Area/College/Respondent	Academic staff time committed to outreach		Number of responses*	Attendees/ Participants	Activity helped generate revenue for		Value of partner's in-kind contribution
	FTE	Salary			University	Partner	
⊞ Business and Industrial Development	21.74	$3,092,649	142	150,134	$19,237,000	$13,194,308	$1,183,635
⊟ Children, Youth, and Family (non-school related)	17.49	$1,422,233	97	150,313	$4,079,693	$2,995,750	$1,515,961
⊞ COLLEGE OF AGRICULTURE & NATURAL RESOURCES	1.71	$108,453	9	23,855	$340,500	$158,500	$502,618
⊞ COLLEGE OF ARTS AND LETTERS	0.95	$59,764	10	2,218	$55,000	$5,000	$60,075
⊞ COLLEGE OF BUSINESS (ELI BROAD)	0.50	$52,069	3	1,825	$0	$0	$0
⊞ COLLEGE OF COMMUNICATION ARTS AND SCIENCES	0.46	$38,465	8	401	$90,625	$5,000	$4,200
⊞ COLLEGE OF EDUCATION	0.39	$31,876	6	1,865	$708,652	$0	$18,075
⊞ COLLEGE OF ENGINEERING	0.05	$2,943	1	300	$0	$3,000	$0
⊞ COLLEGE OF HUMAN MEDICINE	0.79	$102,446	4	215	$162,000	$0	$2,490
⊞ COLLEGE OF MUSIC	0.56	$28,644	1	450	$74,000	$0	$4,148
⊞ COLLEGE OF NATURAL SCIENCE	0.21	$10,880	2	115	$0	$0	$0
⊞ COLLEGE OF NURSING	1.37	$110,346	7	1,390	$200,000	$3,250	$42,145
⊞ COLLEGE OF OSTEOPATHIC MEDICINE	0.32	$45,887	2	270	$0	$0	$0
⊞ COLLEGE OF SOCIAL SCIENCE	7.02	$522,123	31	12,856	$1,494,916	$819,500	$572,800
⊞ COLLEGE OF VETERINARY MEDICINE	0.06	$5,407	2	90	$0	$0	$285
⊞ MICHIGAN STATE UNIVERSITY COLLEGE OF LAW	0.40	$51,687	4	881	$0	$0	$0
⊞ MICHIGAN STATE UNIVERSITY EXTENSION	0.79	$43,375	2	94,760	$550,000	$1,700,000	$0
⊞ PROVOST + OTHER CENTRAL OFFICES	1.92	$207,870	5	8,822	$404,000	$301,500	$309,125
⊞ Community and Economic Development	16.26	$1,323,839	101	16,346	$11,405,188	$1,319,950	$351,269
⊞ Cultural Institutions and Programs	13.44	$1,008,773	91	465,351	$3,217,977	$1,086,000	$475,018
⊞ Education, Pre-Kindergarten through 12th Grade	29.86	$2,224,626	192	340,753	$32,501,748	$36,923,800	$1,133,686
⊞ Food and Fiber Production and Safety	12.15	$995,111	44	31,131	$22,489,335	$983,700	$153,029
⊞ Governance and Public Policy	9.01	$911,838	73	46,783	$9,415,143	$1,160,000	$379,628
⊞ Health and Health Care	29.51	$3,517,664	154	122,576	$17,392,460	$8,389,480	$661,206
⊞ Labor Relations, Training, and Workplace Safety	3.94	$324,414	18	19,498	$530,394	$25,000	$25,515
⊞ Natural Resources, Land Use, and Environment	18.56	$1,629,872	100	76,751	$8,748,394	$8,748,525	$894,773

Outreach & Engagement Measurement Instrument

OEMI

| UNIVERSITY-WIDE REPORTS | COLLEGE REPORTS | DEPARTMENT REPORTS | INDIVIDUAL REPORTS |

Report Type: University-wide summary by Form of Engagement

SHOW DATA

Select a format   Export

University-wide Summary by Form of Engagement

Primary Form of Engagement/College/Respondent	Academic staff time committed to outreach		Number of responses*	Attendees/ Participants	Activity helped generate revenue for		Value of partner's in-kind contribution
	FTE	Salary			University	Partner	
⊞ Clinical Service	16.68	$2,243,269	61	25,543	$2,609,898	$4,794,480	$163,052
⊞ Experiential/Service-Learning	8.81	$661,793	60	41,169	$319,000	$244,308	$803,363
⊞ Outreach Instruction: Credit Courses and Programs	13.80	$1,265,509	77	33,736	$4,445,461	$246,000	$214,655
⊞ Outreach Instruction: Non-Credit Classes and Programs	29.31	$2,706,110	159	358,825	$18,319,506	$2,269,200	$1,772,979
⊞ Outreach Instruction: Public Events and Understanding	22.66	$1,615,908	177	183,509	$15,304,539	$1,394,100	$308,861
⊞ Outreach Research and Creative Activity	73.41	$6,473,639	392	941,913	$62,837,713	$60,369,200	$4,344,123
⊞ Technical or Expert Assistance	45.33	$4,639,352	329	286,348	$49,910,808	$14,963,125	$1,581,272
Total	209.98	$19,605,581	1255	1,871,043	$153,746,925	$84,280,413	$9,188,305

*: The number of "responses is greater than the number of "respondents". Each respondent who indicated involvement in engagement had the opportunity to describe those activities under either one or two Areas of Concern and associated a Primary Form of Engagement for each - each such description is counted as a seperate response. Therefore, there are more "responses" than "respondents".

Michigan State University Outreach & Engagement Measurement Instrument Report, Jan1 2006 - Dec 31, 2006

Outreach & Engagement Measurement Instrument

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| UNIVERSITY-WIDE REPORTS | COLLEGE REPORTS | DEPARTMENT REPORTS | INDIVIDUAL REPORTS |

Select College: COLLEGE OF AGRICULTURE & NATURAL RESOURCES

Select Department: AGRICULTURAL ECONOMICS

Report Type: Department-wide summary

SHOW DATA

National Center for the Study of University Engagement
Michigan State University • Kellogg Center, Garden Level
East Lansing, MI 48824-1022
Phone: (517) 353-8977 • Fax: (517) 432-9541 • ncsue.msu.edu • oemihelp@msu.edu

NCSUE
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STUDY OF UNIVERSITY ENGAGEMENT

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Individual Faculty Report

Outreach & Engagement report for Vivek Joshi

Printed on Tuesday, January 03, 2006
January 1, 2005 to December 31, 2005

Overall Effort

85% of my total professional effort during this time period involved outreach activity.

Data about my Outreach & Engagement work in Children, Youth, and Family (non-school related)

50% of my outreach & engagement activities (that is, **42%** of my professional effort) primarily took the form of **Outreach Research** addressing **Children, Youth, and Family (non-school related)** as the area of concern.
Some of my work in this area also took the form of **Technical or Expert Assistance**.
This work focused significantly on **international development and understanding**.
This work was designed to promote **diversity**.
Of my effort in this area, **80%** was directed at institutions and individuals within **Michigan**. Specifically, **50%** was directed within the City of **Detroit** and **10%** was directed within the City of **Grand Rapids**.
This work was designed to impact people and issues within Michigan
100 people participated in this **Outreach Research** activity.
This work was instrumental in securing **$5,000,000** in gifts, grants, contracts, tuition and/or fees for the University.
This work benefitted from in-kind contributions of Partner staff time estimated at **$70,000** and Volunteer time estimated at **$925**.

Data about my Outreach & Engagement work in Health and Health Care

50% of my outreach & engagement activities (that is, **42%** of my professional effort) primarily took the form of addressing **Health and Health Care**.
This work had a significant **urban focus**.
This work was designed to impact people and issues internationally
250 people participated in this activity.
This work was instrumental in securing **$20,000** in gifts, grants, contracts, tuition and/or fees for the University.
This work helped enable my external partners with whom I was engaged to secure additional revenue from gifts, grants, contracts, tuition or fees.
This work benefitted from in-kind contributions of Partner staff time estimated at **$3,500** and other materials estimated at **$5,000**.

Description of my outreach work: Project or Activity 1

I am describing an **ongoing activity** in **Health and Health Care** titled **Blood Lead Level Measurement & Testing**.

It entailed: BLL testing data was collected for children under the age of 5 years. This data was then matched up with their demographic characteristics to generate a model to predict BLL. This model was further refined using Census data to predict the age of the home and hence the composition of materials used in construction

This work which began in **2003** involved:
- Units other than my own.
- Graduate and/or graduate professional students.

The **primary partners** external to MSU involved in the work included: MDCH

The external **collaborator/and or sponsor roles** included:
- Identifying issues or problems addressed.
- Participating in research, evaluation, or teaching.
- Sharing responsibility for the dissemination of products or practices.

The following were the **funding sources** for this work:
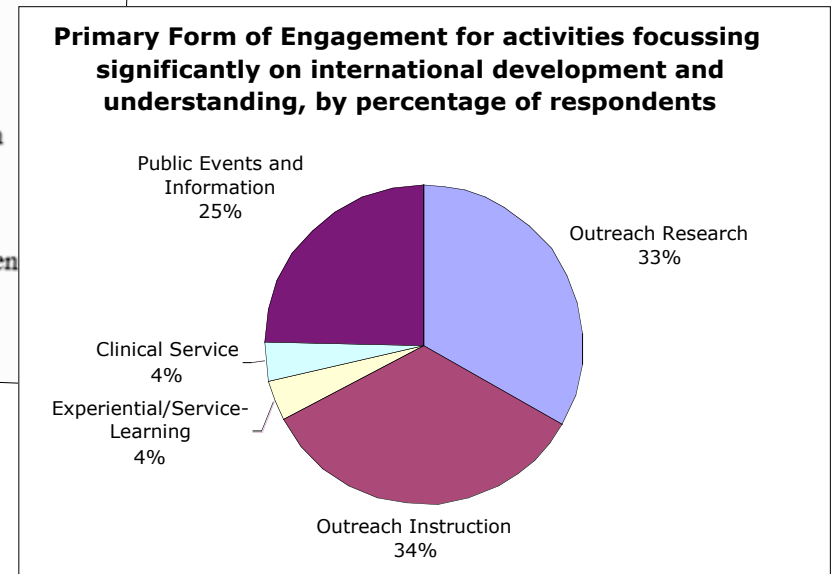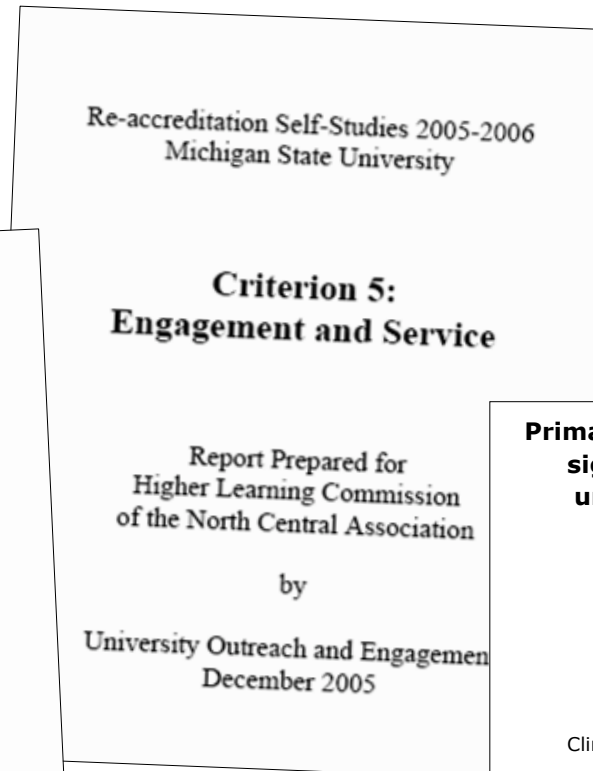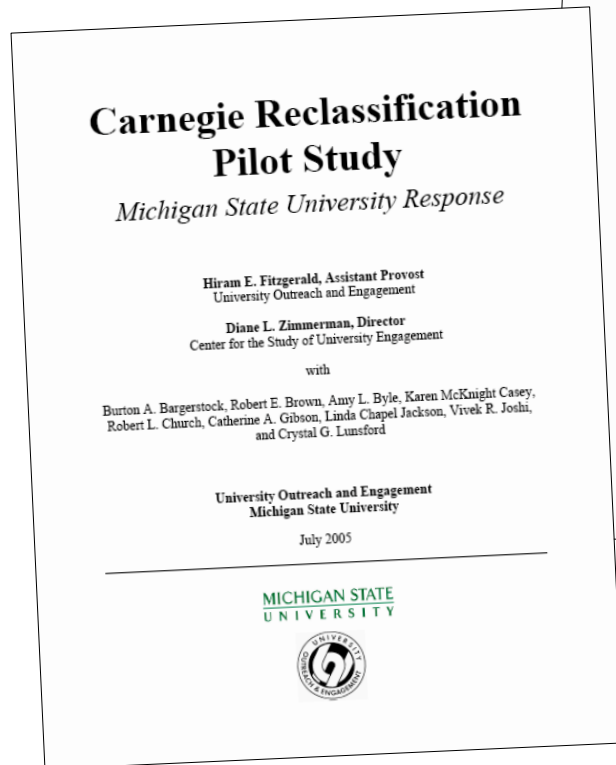- Internal MSU grants.
- Governmental agencies (federal, state, and local).

The work received **formal evaluation** of the following type(s):
- Formative.
- Summative.

The **outcomes and impacts** of the work were: An interactive web-site was created for medical staff . They entered the age of teh child along with certain demographic characteristics andf the current/previous address of the child. The website then makes suggestions to whether the child should be treated for BLL

Accreditation and Carnegie Self-Studies

Carnegie Reclassification Pilot Study

Michigan State University Response

Hiram E. Fitzgerald, Assistant Provost
University Outreach and Engagement

Diane L. Zimmerman, Director
Center for the Study of University Engagement

with

Burton A. Bargerstock, Robert E. Brown, Amy L. Byle, Karen McKnight Casey,
Robert L. Church, Catherine A. Gibson, Linda Chapel Jackson, Vivek R. Joshi,
and Crystal G. Lunsford

University Outreach and Engagement
Michigan State University

July 2005

MICHIGAN STATE
UNIVERSITY

Re-accreditation Self-Studies 2005-2006
Michigan State University

**Criterion 5:
Engagement and Service**

Report Prepared for
Higher Learning Commission
of the North Central Association

by

University Outreach and Engagement
December 2005

Primary Form of Engagement for activities focussing significantly on international development and understanding, by percentage of respondents

- Public Events and Information 25%
- Outreach Research 33%
- Clinical Service 4%
- Experiential/Service-Learning 4%
- Outreach Instruction 34%

Accreditation and Carnegie Self-Studies (cont.)

External Partnerships

Type of Partner	Average	Total Number of Respondents*
Human Service	2.06	18
Community Organization	13.07	27
Professional Organization	1.96	28
Business	2.58	40
Government	2.27	93
Health Agency	1.67	12
Schools (PreK-12)	2.75	8
University	1.80	40
Foundation	1.46	13
Other	1.89	27

Collaborative Activities

Indicator of Engagement	Percent of Respondents
Joint planning and assessment	39
Needs assessment	26
Sustained relationships	60
Future plans for sustainability	57
Dissemination of knowledge to the public	54
Community/partner capacity building	30

2004 OEMI Data: Public Events and Information by Areas of Societal Concern

- Technology Transfer & Diffusion 5%
- Science & Technology 11%
- Public Understanding & Adult Learning 8%
- Public Safety, Security, & Corrections 2%
- Natural Resources, Land Use, & Environment 10%
- Labor Relations, Training, & Workplace Safety 1%
- Health & Health Care 6%
- Governance or Public Policy 7%
- Food & Fiber Production & Safety 5%
- Education, Pre-Kindergarten through 12th Grade 12%
- Community & Economic Development 8%
- Children, Youth, & Family (non-school related) 9%
- Business & Industrial Development 3%
- Arts & Humanities 13%

Application of Data to GIS
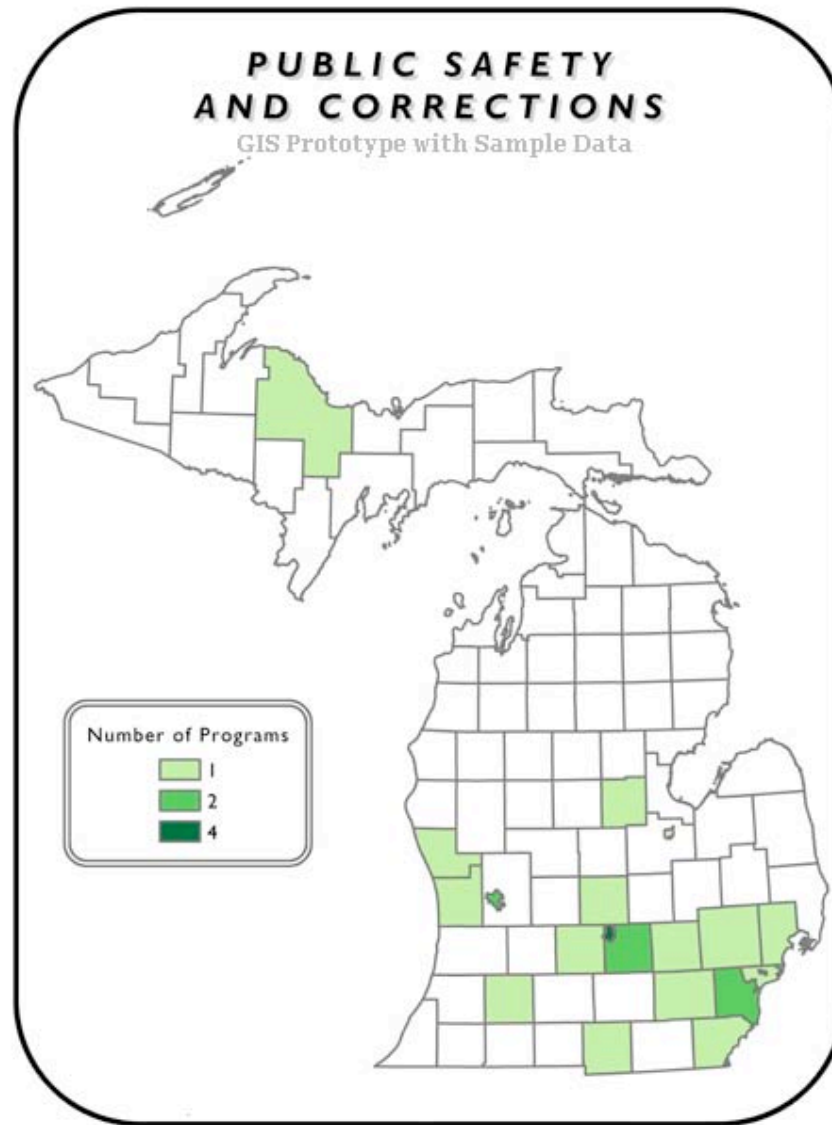
College Level Analysis

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

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

Results of the Pilot Survey

Return on Investment

Responses to the spring 2003 pilot survey revealed that in nearly 32% of their overall effort, faculty and academic staff in these departments were engaged with organizations and groups outside the academy in applying their scholarship to address pressing issues facing those organizations and communities and/or offering credit and non-credit instruction to non-traditional audiences. That effort constitutes an investment of approximately $2.2M salary dollars that the University is making to insuring that the University's knowledge resources are used fruitfully by the community. In addition, faculty and academic staff report that their outreach work brought in $11,375,250 to the University to support that work and, further, that their outreach work contributed to the generation of $12,403,000 in grants and contracts awarded to their community partners—a very handsome return on the University's investment. Thus, for every dollar invested, more than ten is generated for the institution or its community partners.

Rapid Response Briefing Material

Briefing Material
Examples of MSU Outreach and Engagement in
Detroit and Southeast Michigan
(Prepared at the request of University Development)

Examples are drawn from data collected through: the annual Outreach and Engagement Measurement Instrument survey of MSU faculty and academic staff, the continuing management of the MSU Statewide Resource Network and Spartan Youth Programs Web site catalogs, and referrals from University Outreach and Engagement staff. Attempts were made to confirm that examples reflect current or very recent activities. Contact information is provided for each.

City of Detroit

ABCS Coaches Institute
Provisions of the federal No Child Left Behind Act of 2001 require schools that are not making "adequate yearly progress" criteria to hire outside assistance to help with school improvement plans. In order to increase the state's capacity to provide such assistance, the Michigan Department of Education issued a competitive grant to MSU's Office of K-12 Outreach to create an Academic Coaches Institute. The MSU team partnered with the Alliance for Building Capacity in Schools (ABCS) to develop the curriculum, then recruited, selected and trained a cohort of coach candidates over a three-month period, culminating in a detailed candidate assessment process using outside evaluators who had experience working in and with high priority schools. The result is a registry of over 90 coaches who are available to work with high priority schools across the state. The development phase of the project was completed in 2004, but the MSU team continues to give technical support to the coaches. Primary target areas include Detroit, Flint, Lansing, and Kalamazoo. *Contact:* Christopher Reimann, College of Education. Phone: (517) 353-8950. E-mail: reimannc@msu.edu.

Broad Partnership Opportunities for Urban Educators
MSU's College of Education and the Detroit Public Schools have formed a partnership with the Broad Foundation to develop highly trained urban educators for service in Detroit schools. The Broad Foundation has committed $6 million to funding this initiative. The Broad Partnership offers three program opportunities:

- *Broad Summer High School Scholars Program.* Targeting 10th and 11th grade students from Detroit Public Schools, this three-week residential program on the campus of Michigan State University offers students precollege preparation and readiness experiences and in-depth academic skill development, with a focus on a career in education.
- *Broad Future Teachers Award.* Available only to graduates of the Detroit Public Schools who pursue a bachelor's degree and teacher certification at MSU, this award is a loan-forgiveness opportunity that provides financial support to cover the full cost of attendance at MSU's highly regarded College of Education. Students who are awarded

1

Catalogs of Engagement Opportunities for the Public

MSU Publications and Reports
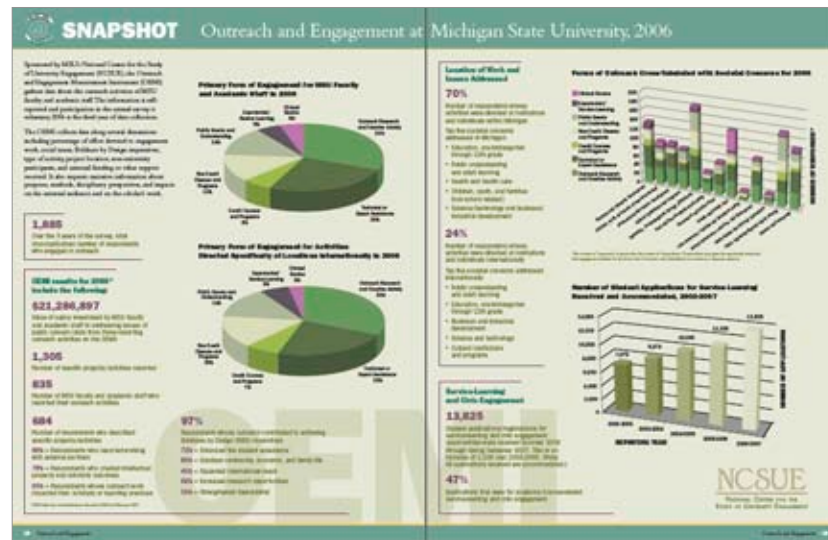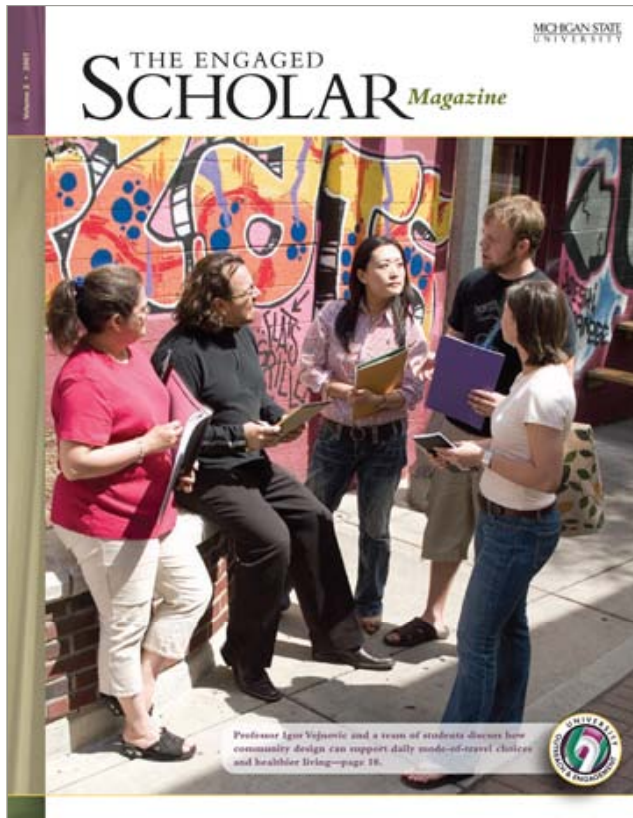
Contact Information

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