

The Outreach Engagement Measurement Instrument (OEMI): A Review

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Presentation for discussion with President Simon
East Lansing, MI
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Outreach and Engagement Measurement Instrument (OEMI)

The OEMI is an annual survey that collects data on faculty and academic staff outreach and engagement activities

- Data on faculty effort

- Time spent
- Social issues addressed
- University strategic imperatives
- Forms of outreach and engagement
- Location of intended impact
- Non-university participants
- External funding
- In-kind support

- Data on specific projects

- Purposes
- Methods
- Involvement of partners, units, and students
- Impacts on external audiences
- Impacts on scholarship
- Creation of intellectual property
- Duration
- Evaluation

Outreach & Engagement Measurement Instrument OEMI

For help with the survey or how to complete it, see our [Frequently Asked Questions](#). Contact us at gemihelp@msu.edu or call 517-353-8977.

Michigan State University Survey 2009

Engagement Activities from January 1, 2009 through December 31, 2009



What is outreach and engagement?

Outreach/engagement 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/engagement 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/engagement is often like other faculty work that occurs on campus, but may differ in format; for example, by scheduling instruction at times and in places convenient to a working adult, or by communicating research results in ways that an 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/engagement effort, the Provost's Office collects data annually on faculty activities. The OEMI gathers numerical data about your outreach/engagement along seven dimensions:

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

The survey also asks for descriptive information about purposes, methods, impacts on scholarship, and impacts on the external audiences for individual projects/activities. This information enables the University to showcase its faculty's contributions to the public that supports it.

Who should complete the OEMI?

All faculty, academic specialists, research associates, campus-based extension specialists, and visiting faculty should complete the OEMI. Adjunct faculty, graduate assistants, administrative professionals, and other MSU employees are not included at this time.

If you did **NOT** participate in any outreach/engagement activities during this period, please log in and select "I did not participate in any outreach/engagement activity during this period." in the first question.

What to report?

Outreach/engagement is an aspect of many different kinds of scholarly work, neither a separate sphere of activity distinct from teaching or research nor identical with "service." **It is very likely that you will include activities on the OEMI 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

Note: Throughout the survey, use the help icons for definitions and examples.

How to begin the survey?

To start the survey, proceed to the [login page](#).

You will need your MSUNetID and password to log in. If you have trouble logging into the survey, contact the Administrative Information Services (AIS) Help Desk at 517-353-4420, ext. 311.



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OUTREACH
ENGAGEMENT

Why Was the OEMI Developed?

- **To support the Institution**
 - Fill a gap in university-wide data collection by documenting MSU's contribution to public good through outreach and engagement activity
 - Promote value of outreach and engagement among faculty and academic staff
 - Generate information to monitor effort and inform strategic planning
 - Provide documentation for accreditation and other self-studies
- **To increase public support**
 - Inform the public, legislators, donors, and other stakeholders about the breadth and depth of MSU's contributions to the public good
- **To lead the nation**
 - Inform the national discourse about university engagement
 - Provide leadership to other higher education institutions in documenting engagement activities on their campuses
 - Develop a national data mine for researchers



Development of the OEMI

1993 - 1995

- In its 1993 report, the Provost's Committee on University Outreach formally recommended that MSU establish a system for measuring, monitoring, and evaluating outreach. This system should have sufficient standardization to permit aggregation at the unit, college, and University levels, and also offer sufficient flexibility to accommodate important differences across disciplines, professions, and units. (p. 14)
- Review and revisions existing university reporting forms
 - Faculty effort form
 - Professional accomplishments form
 - Contracts and grants transmittal documentation
- New reporting instruments are created and fielded
 - Off campus credit instruction report
 - Noncredit instruction report
 - Course Load Instruction Funding and Modeling System (CLIFMS)



Development of the OEMI (continued)

1996 – 2004

- *Points of Distinction: A Guidebook for Planning and Evaluating Quality Outreach* (1996), building attention for assessing engaged scholarship
- UOE develops a university-wide data collection instrument
 - Iterative development process drawing on:
 - Findings from pilot tests with departments from different colleges, a whole college, faculty from across MSU working in Lansing, recipients from other universities of a national award for engaged scholarship
 - Input from leaders and writers about outreach and engagement from universities across the U.S. who participated in an invitational workshop at MSU
- The Outreach and Engagement Measurement Instrument (OEMI), launched at MSU in 2004, has been used each year since



Development of the OEMI (continued)

2005 - Present

- Research partnerships for use of the OEMI with others
 - University of Connecticut (2005, pilot study only)
 - University of Kentucky (2005 – present)
 - University of Tennessee system (2006 – 2008)
 - American Association of Colleges of Pharmacy (2007 – 2008, pilot-only)
 - Kansas State University (2007 – present)
 - Texas Tech University (2009 – present)
- Receives the UCEA Outreach & Engagement Community of Practice with an award for innovation (2007)
- OEMI 2.0 software platform developed and launched (2009)
- **Review and consider revisions to the Instrument questions (2010)**



Observations of the MSU OEMI 2004-2009

- The OEMI response rate has remained stable, hovering around 1,000/year
- Since first administered campus-wide, 2,725 distinct (non-duplicative) respondents have participated in the survey
- 83% of respondents have reported participating in some form of outreach and engagement
- The aggregate effort reported by respondents represents a collective investment by Michigan State University of \$108,361,208 in faculty and academic staff time devoted to addressing the concerns of the state, nation, and world through engaged scholarship (based on the actual salary value of time spent)
- In addition to reporting their overall effort devoted to outreach and engagement, respondents filed 5,890 reports of specific projects and activities



How is OEMI data used?

Centralized data about a university's outreach and engagement can serve a variety of purposes

- Documenting the University's investment in scholarship for the public good
- Responding to accreditation and other institutional self-studies
- Supporting faculty development efforts
- Possible cross-institutional analyses and benchmarking
- Research studies
- Telling the engagement story on and off campus
 - Communication and recognition programs
 - Identifying good stories and exemplars



Institutional Reports

Michigan State University Outreach & Engagement Measurement Instrument Report														1/1/2009 - 12/31/2009	
#1a: University-wide Summary															
College	Academic staff time committed to outreach		Number of respondents / number of responses*	Boldness by Design: # of responses indicating outreach contributed to...					# responses indicating activity focused on...		Attendees or Participants	Activity helped generate revenue for		Value of partners' in-kind contribution	
	FTE	Salary Value		Community, Economic & Family Issues	Student Experience	Internat'l Reach	Research Opps.	Stewardship	Urban Issues	Diversity and Access.		University	Partners		
ARTS & HUMANITIES, RESIDENTIAL COLLEGE IN	1.48	\$46,975	5 / 8	6	5	1	2	2	5	4	1,455	\$4,000	\$0	\$1,750	
COLLEGE OF AGRICULTURE & NATURAL RESOURCES	51.98	\$4,291,322	172 / 273	165	157	113	159	156	43	67	254,626	\$30,601,505	\$119,906,957	\$2,142,317	
COLLEGE OF ARTS AND LETTERS	9.74	\$663,709	79 / 109	72	71	38	44	50	18	56	58,445	\$846,443	\$4,083,800	\$209,235	
COLLEGE OF COMMUNICATION ARTS AND SCIENCES	5.88	\$560,373	32 / 50	40	35	12	24	29	8	18	24,448	\$8,161,292	\$365,000	\$199,415	
COLLEGE OF EDUCATION	5.61	\$477,834	17 / 21	9	14	10	12	10	7	9	60,687	\$7,216,653	\$50,000	\$10,800	
COLLEGE OF ENGINEERING	5.07	\$467,110	36 / 51	24	31	20	28	16	4	20	31,702	\$4,442,162	\$656,000	\$110,695	
COLLEGE OF HUMAN MEDICINE	5.23	\$512,218	20 / 28	14	13	11	13	12	6	10	10,344	\$1,460,002	\$400,000	\$107,755	
COLLEGE OF MUSIC	2.80	\$205,211	9 / 13	10	10	2	5	7	1	8	10,730	\$335,613	\$49,500	\$124,693	
COLLEGE OF NATURAL SCIENCE	4.79	\$402,018	54 / 79	35	48	25	37	28	1	20	12,486	\$903,028	\$478,491	\$30,805	
COLLEGE OF NURSING	3.54	\$379,911	31 / 38	19	18	6	15	8	3	15	5,834	\$4,348,125	\$35,000	\$85,986	
COLLEGE OF OSTEOPATHIC MEDICINE	6.56	\$710,891	29 / 40	24	21	7	18	22	2	10	16,918	\$22,301,000	\$5,585,000	\$3,907,140	
COLLEGE OF SOCIAL SCIENCE	31.41	\$2,416,763	115 / 168	117	94	57	104	83	48	75	97,050	\$15,015,345	\$3,555,956	\$1,702,706	
COLLEGE OF VETERINARY MEDICINE	6.24	\$700,769	35 / 51	26	26	21	23	22	10	13	15,473	\$1,412,000	\$50,000	\$92,323	
ELI BROAD COLLEGE OF BUSINESS	7.81	\$1,018,503	43 / 58	38	27	23	25	25	5	15	215,538	\$4,273,000	\$1,903,000	\$285,880	
HONORS COLLEGE	0.27	\$23,395	7 / 9	4	4	1	4	2	1	3	1,200	\$25,000	\$10,000	\$5,830	
INTERNATIONAL STUDIES AND PROGRAMS	1.75	\$147,184	6 / 9	5	6	4	3	4	0	5	1,940	\$200,000	\$0	\$181,920	
JAMES MADISON COLLEGE	0.46	\$41,672	8 / 12	9	8	8	8	1	0	6	200,997	\$273,000	\$0	\$10,500	
LYMAN BRIGGS COLLEGE	0.71	\$64,052	16 / 26	19	16	7	7	16	1	9	3,495	\$0	\$50,002	\$300	
MICHIGAN AGRICULTURAL EXPERIMENT STATION	0.00	\$0	1 / 1	0	0	0	0	0	0	0	0	\$0	\$0	\$0	
MICHIGAN STATE UNIVERSITY EXTENSION	6.00	\$445,242	12 / 20	15	7	5	7	11	4	6	8,699	\$1,360,387	\$64,818,700	\$181,335	
MSU DUBAI	0.00	\$0	2 / 2	0	0	0	0	0	0	0	0	\$0	\$0	\$0	
NAT'L SUPERCONDUCTING CYCLOTRON LABORATORY	0.14	\$13,020	8 / 10	5	4	1	2	2	0	4	10,183	\$0	\$0	\$7,004	
PROVOST AND OTHER CENTRAL OFFICES	24.73	\$2,151,585	83 / 114	72	55	31	61	44	24	48	479,508	\$8,635,917	\$3,715,000	\$5,951,059	
Total	182.20	\$15,739,755	820 / 1190	728	670	403	601	550	191	421	1,521,758	\$111,814,472	\$205,712,406	\$15,349,447	

*The number of "responses" may be greater than the number of "respondents," since each respondent who indicated involvement in outreach and engagement had the opportunity to describe those activities in either one or two Areas of Concern -- each such description is counted as a separate response. Therefore, there may be more "responses" than "respondents."

University-wide Summary Data

Institutional Reports (continued)

Michigan State University Outreach & Engagement Measurement Instrument Report													1/1/2009 - 12/31/2009		
#1b: University-wide Summary by Area of Concern:															
Area of Concern	Academic staff time committed to outreach		Number of responses*	Boldness by Design: # of responses indicating outreach contributed to...					# responses indicating activity focused on...		Attendees or Participants	Activity helped generate revenue for		Value of partners' in-kind contribution	
	FTE	Salary Value		Community, Economic & Family Issues	Student Experience	Internat'l Reach	Research Opps.	Stewardship	Urban Issues	Diversity and Access.		University	Partners		
Business and Industrial Development	14.60	\$1,627,049	70	49	34	38	43	39	10	18	121,227	\$11,275,239	\$65,800,000	\$567,930	
Children, Youth, and Family (non-school related)	17.49	\$1,477,685	88	78	54	24	48	51	28	52	57,350	\$8,674,594	\$2,945,940	\$5,016,700	
Community and Economic Development	12.79	\$1,152,802	80	72	57	38	48	47	32	42	124,918	\$5,034,875	\$6,977,300	\$413,638	
Cultural Institutions and Programs	9.90	\$770,445	85	72	70	41	44	47	14	58	395,266	\$2,428,358	\$846,500	\$596,488	
Education, Pre-Kindergarten through 12th Grade	25.15	\$1,673,657	140	101	115	39	64	72	34	77	135,322	\$9,520,908	\$3,074,516	\$2,208,985	
Food, Fiber Production, and Safety	19.20	\$1,710,413	75	48	45	43	57	49	2	14	50,967	\$21,476,673	\$16,588,701	\$571,788	
Governance and Public Policy	5.92	\$604,927	47	32	23	17	33	29	10	13	35,254	\$2,403,601	\$2,605,001	\$217,660	
Health and Health Care	17.83	\$1,871,363	101	80	64	31	70	52	18	44	41,829	\$28,143,290	\$4,889,000	\$4,200,675	
Labor Relations, Training, and Workplace Safety	3.39	\$288,585	13	8	4	4	3	5	3	6	11,231	\$4,275,305	\$106,306	\$53,600	
Natural Resources, Land Use, and Environment	16.42	\$1,341,645	76	51	49	36	52	55	14	13	138,453	\$4,711,821	\$100,472,999	\$923,103	
Public Safety, Security, and Corrections	4.79	\$409,114	13	9	11	2	11	8	5	5	4,071	\$1,823,862	\$525,000	\$168,300	
Public Understanding and Adult Learning	13.41	\$1,099,548	94	75	68	40	54	46	12	46	352,614	\$6,807,738	\$57,502	\$140,885	
Science and Technology	11.06	\$884,169	98	53	76	50	74	50	9	33	53,256	\$5,238,208	\$823,641	\$269,698	
Total	171.92	\$14,891,404	980	728	670	403	601	550	191	421	1,521,758	\$111,814,472	\$205,712,406	\$15,349,447	
#1c: University-wide Summary by Form of Engagement for:															
Form of Engagement the activity took	Academic staff time committed to outreach		Number of responses*	Boldness by Design: # of responses indicating outreach contributed to...					# responses indicating activity focused on...		Attendees or Participants	Activity helped generate revenue for		Value of partners' in-kind contribution	
	FTE	Salary Value		Community, Economic & Family Issues	Student Experience	Internat'l Reach	Research Opps.	Stewardship	Urban Issues	Diversity and Access.		University	Partners		
(No response provided)	14.51	\$1,398,152	55	2	1	2	3	2	0	2	700	\$0	\$0	\$0	
Clinical Service	6.94	\$705,674	29	24	25	6	14	16	6	13	23,254	\$1,206,002	\$89,000	\$70,918	
Experiential/Service-Learning	9.10	\$604,526	51	48	48	20	26	40	10	34	98,492	\$1,222,750	\$2,662,000	\$5,942,629	
Outreach Instruction: Credit Courses and Programs	8.94	\$556,214	37	27	33	24	22	22	7	16	37,445	\$20,836,365	\$409,507	\$4,203,769	
Outreach Instruction: Non-Credit Classes and Programs	24.79	\$1,953,615	110	91	81	36	50	65	17	62	79,163	\$11,475,365	\$1,274,307	\$2,015,109	
Outreach Instruction: Public Events and Understanding	13.83	\$1,052,440	149	119	116	70	73	77	28	84	566,976	\$5,605,056	\$4,566,500	\$273,431	
Outreach Research and Creative Activity	56.49	\$5,311,172	294	242	208	135	236	184	73	136	542,467	\$49,472,407	\$115,951,392	\$1,647,645	
Technical or Expert Assistance	37.33	\$3,309,612	255	175	158	110	177	144	50	74	173,261	\$21,996,527	\$80,759,700	\$1,195,948	
Total	171.92	\$14,891,404	980	728	670	403	601	550	191	421	1,521,758	\$111,814,472	\$205,712,406	\$15,349,447	

*The number of "responses" may be greater than the number of "respondents," since each respondent who indicated involvement in outreach and engagement had the opportunity to describe those activities as addressing up to two Areas of Concern; each such description is counted as a separate response. Therefore, there may be more "responses" than "respondents," and data from a particular respondent may be counted under two Areas of Concern.

Institutional Reports (continued)

Michigan State University Outreach & Engagement Measurement Instrument Report														1/1/2009 - 12/31/2009	
#2: Summary by Dept for: COLLEGE OF SOCIAL SCIENCE															
DEPARTMENT	Academic staff time committed to outreach		Number of respondents / number of responses*	Boldness by Design: # of responses indicating outreach contributed to...					# responses indicating activity focused on...		Attendees or Participants	Activity helped generate revenue for		Value of partners' in-kind contribution	
	FTE	Salary Value		Community, Economic & Family Issues	Student Experience	Internat'l Reach	Research Opps.	Stewardship	Urban Issues	Diversity and Access		University	Partners		
ANTHROPOLOGY SOCIAL SCIENCE	1.88	\$149,951	13 / 21	17	17	9	16	9	8	14	12,045	\$47,000	\$47,500	\$198,710	
CRIMINAL JUSTICE	5.40	\$421,541	11 / 16	12	9	5	11	8	4	6	13,015	\$5,578,805	\$400,000	\$149,000	
CTR FOR ADV STUDY OF INTL DEVELOPMENT - CSS	0.40	\$21,688	1 / 2	2	2	2	2	2	0	2	24	\$0	\$0	\$0	
CTR FOR INTEGRATIVE STD - SOCIAL SCIENCE	0.00	\$0	2 / 2	0	0	0	0	0	0	0	0	\$0	\$0	\$0	
ECONOMICS	0.27	\$38,916	13 / 16	6	2	2	4	4	4	0	500	\$0	\$0	\$35,000	
FAMILY & CHILD ECOLOGY - CSS	4.50	\$235,092	12 / 18	14	9	6	13	10	6	11	7,145	\$1,490,145	\$146,516	\$11,513	
GEOGRAPHY	2.05	\$115,538	6 / 9	6	4	2	5	6	0	0	2,600	\$0	\$0	\$0	
GLOBAL URBAN STUDIES	0.15	\$25,740	1 / 1	1	0	1	1	0	1	0	200	\$0	\$0	\$0	
HISTORY	0.92	\$43,881	3 / 4	0	2	4	1	0	1	1	24,652	\$805,000	\$0	\$0	
INST FOR PUBLIC POLICY AND SOCIAL RESEARCH	0.70	\$66,665	1 / 2	0	1	0	2	1	0	0	175	\$1,350,000	\$0	\$0	
POLITICAL SCIENCE	0.20	\$27,546	5 / 6	1	2	1	2	0	0	0	14,520	\$50,000	\$0	\$0	
PSYCHOLOGY SOCIAL SCIENCE	2.33	\$339,480	5 / 8	7	6	2	5	7	5	5	2,658	\$1,923,000	\$1,450,000	\$182,450	
PUBLIC UTILITIES INSTITUTE	1.00	\$139,016	1 / 2	2	0	2	2	2	2	0	1,300	\$744,000	\$0	\$120,000	
SCHOOL OF PLANNING,DESIGN&CONSTRUCTION-CSS	0.10	\$8,778	1 / 2	2	2	2	0	2	2	0	45	\$0	\$0	\$0	
SOCIAL SCIENCE DEAN	0.50	\$40,592	3 / 4	2	2	2	2	2	0	2	150	\$500,000	\$0	\$37,400	
SOCIAL WORK	9.86	\$638,171	34 / 50	42	34	16	35	28	12	32	17,953	\$2,527,395	\$1,511,940	\$968,634	
SOCIOLOGY SOCIAL SCIENCE	1.15	\$104,169	3 / 5	3	2	1	3	2	3	2	68	\$0	\$0	\$0	
Total	31.41	\$2,416,763	115 / 168	117	94	57	104	83	48	75	97,050	\$15,015,345	\$3,555,956	\$1,702,706	

*The number of "responses" may be greater than the number of "respondents," since each respondent who indicated involvement in outreach and engagement had the opportunity to describe those activities in either one or two Areas of Concern -- each such description is counted as a separate response. Therefore, there may be more "responses" than "respondents."

College-level Summary Data



Institutional Reports (continued)

Tailored Briefing Materials

Faculty Respondent Reports

[Main Menu](#) | [View Detailed Report](#) | [Print this page](#) | [Log out](#) Survey of MSU Faculty and Academic Staff

Outreach and Engagement report for HIRAM E FITZGERALD
 Printed on Tuesday, December 04, 2007
 January 1, 2006 to December 31, 2006

Overall Effort
77% of my total professional effort during this time period involved outreach activity.

Data about my Outreach and Engagement work in Children, Youth, and Family (non-school related)
60% of my outreach and engagement activities (that is, **46%** of my professional effort) primarily took the form of **Outreach Research and Creative Activity** addressing **Children, Youth, and Family (non-school related)** as the social issue.
 This work enriched **community, economic and family life**.
 This work increased **research opportunities**.
 This work strengthened **stewardship**.
 Of my effort in this area, **50%** was directed at institutions and **Michigan**. Specifically, **50%** was directed at **Jackson**.
 This work was designed to impact people and issues within **Michigan and Lenawee**.
198 people participated in this **Outreach Research and Creative Activity**.
 This work was instrumental in securing **\$300,000** in gifts, grants and/or fees for the University.

Data about my Outreach and Engagement work in Health and Health Care
40% of my outreach and engagement activities (that is, **31%** of my professional effort) primarily took the form of **Outreach Research and Creative Activity** addressing **Health and Health Care**.
 This work enriched **community, economic and family life**.
 This work increased **research opportunities**.
 This work strengthened **stewardship**.
2,500 people participated in this **Outreach Research and Creative Activity**.
 This work was instrumental in securing **\$120,000** in gifts, grants and/or fees for the University.

Description of my outreach work: Project or Activity 1 (non-school related)
 I am describing my outreach work in **Children, Youth, and Family (non-school related)**.

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

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

Results of the Pilot Survey

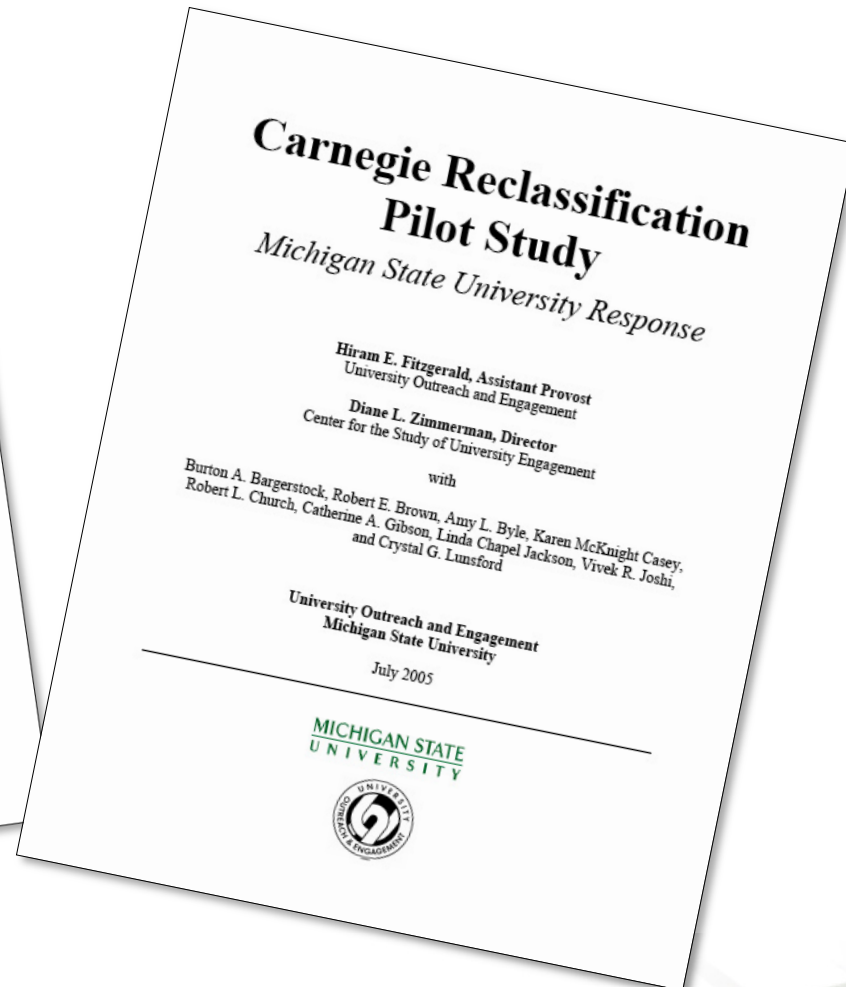
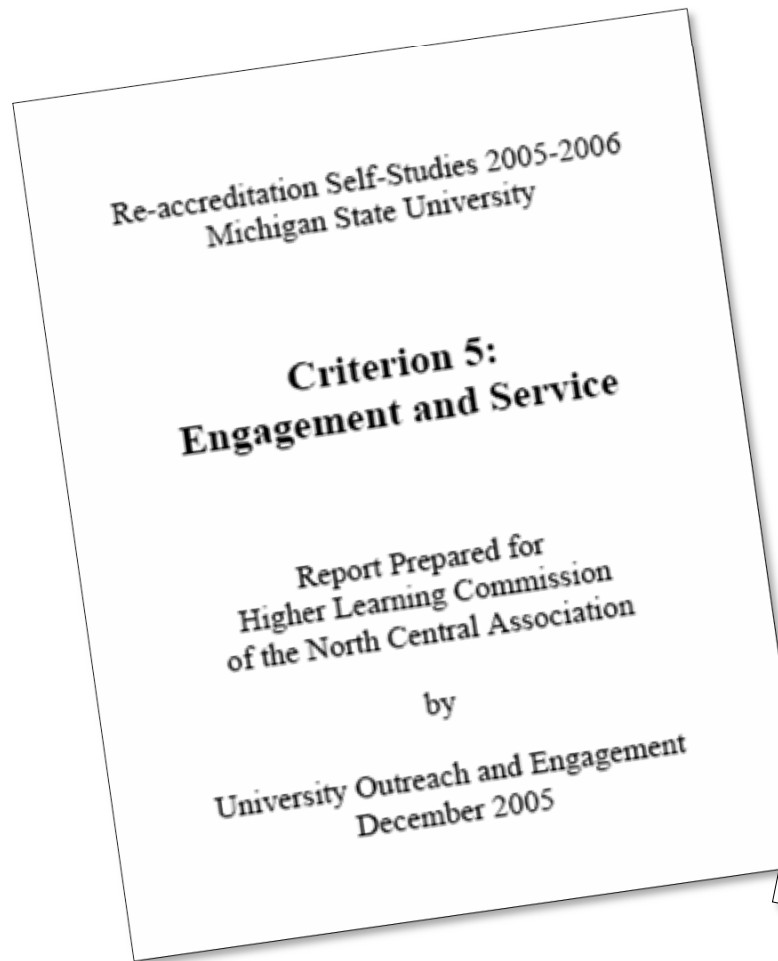
Return on Investment

Responses to the spring 2003 pilot survey revealed that in nearly 32% of their departments, faculty and academic staff in these departments were engaged with organizations outside the academy in applying their scholarship to address pressing issues facing organizations and communities and/or offering credit and non-credit instruction to audiences. That effort constitutes an investment of approximately \$2.2M salary. The University is making an investment to insure that the University's knowledge resources are being used in the community. In addition, faculty and academic staff report that their outreach was instrumental in securing \$11,375,250 to the University to support that work and, further, that their outreach contributed to the generation of \$12,403,000 in grants and contracts awarded to the University.

Development	<i>Elledge, Michael</i> Usability & Accessibility Center Michael Elledge presented usability workshop to 9 members of Ford Motor Company Creative Services Department. It was a highly interactive session that introduced the usability tools and techniques of the UAC to Ford, leading to discussion of their own policies and procedures.				
Business And Industrial Development	Internship Development <i>Good, Linda K.</i> Department of Advertising Linda Good developed opportunities for students to engage in co-curricular and internship type activities with companies in Michigan. In a lagging economy, students are having trouble identifying appropriate co-curricular activities.	Ongoing	9 counties including Macomb, Oakland, and Washtenaw	Kohl's, Target, Macy's, JCPenney, and Sears	
Business And Industrial Development	Interorganizational Information Systems Integration Through Industry-Wide IS Standardization <i>Steinfeld, Charles</i> Telecom, Information Studies & Media Investigators are conducting detailed cases studies of standards-making efforts in three industries: automotive, retail (apparel), and mortgage. The focus is on information systems standards, to see what factors enable industry participants to overcome competitive issues and develop industry-wide standards that can support greater use of e-commerce. Work is ongoing. The goal is to identify factors that enable successful development and diffusion of industry-wide standards.	Multiyear began 2007	Wayne	AIAG, NIST, and GM for automotive; EPCIS for retail; MISMO for mortgage	

College/Unit Level Analyses

Institutional Reports (continued)



Accreditation and Institutional Self-studies

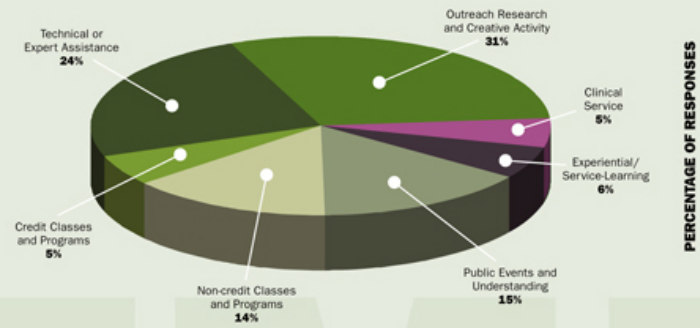


Institutional Reports (continued)

Snapshot of Outreach and Engagement at Michigan State University, 2008

Sponsored by MSU's National Center for the Study of University Engagement (NCSUE), the Outreach and Engagement Measurement Instrument (OEMI) gathers data about the outreach activities of MSU faculty and academic staff. The information is self-reported and participation in the annual survey is voluntary. Data for 2008 was collected between January and March 2009 and represents the fifth year of data collection; 1,101 faculty and academic staff responded to the survey. Since 2004, 2,539 distinct (non-duplicative) respondents have reported their outreach and engagement through the OEMI. For this snapshot, OEMI data is augmented with data from the service-learning and civic engagement student registration system.

Forms of Engagement Reported by MSU Faculty and Academic Staff in 2008



OEMI results for 2008 include the following:

\$19,637,429.71

Value of salary investment by MSU faculty and academic staff in addressing issues of public concern (data from those reporting outreach activities on the OEMI)

98.1%

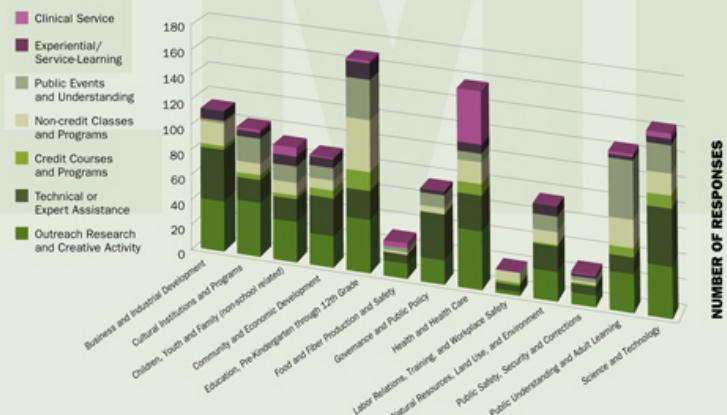
Respondents whose outreach contributed to achieving Boldness by Design (BBD) imperatives:

- 78.2%** Enhanced the student experience
- 75.4%** Enriched community, economic, and family life
- 47.5%** Expanded international reach
- 68.6%** Increased research opportunities
- 57.0%** Strengthened stewardship

1,151

Number of specific projects/activities reported

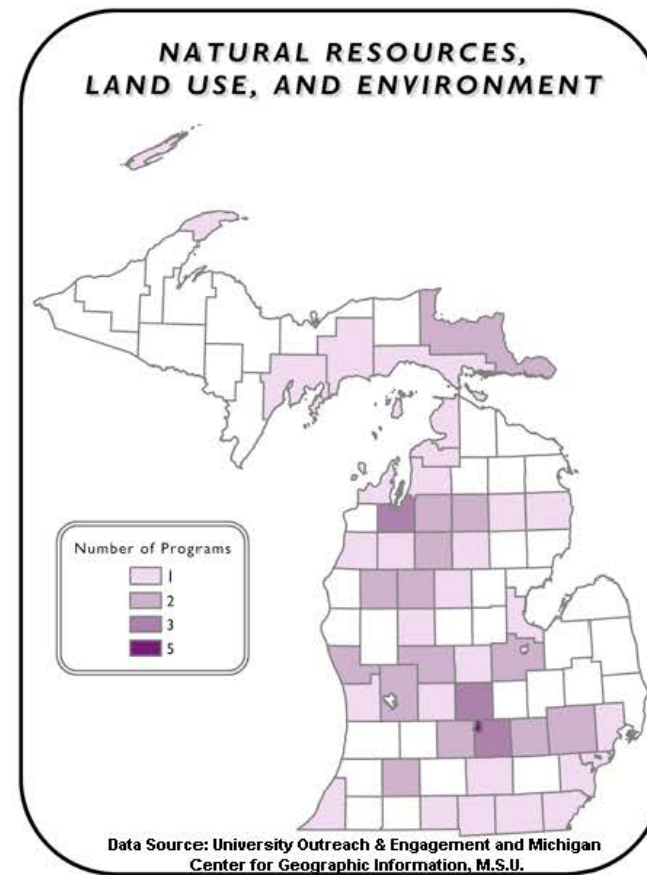
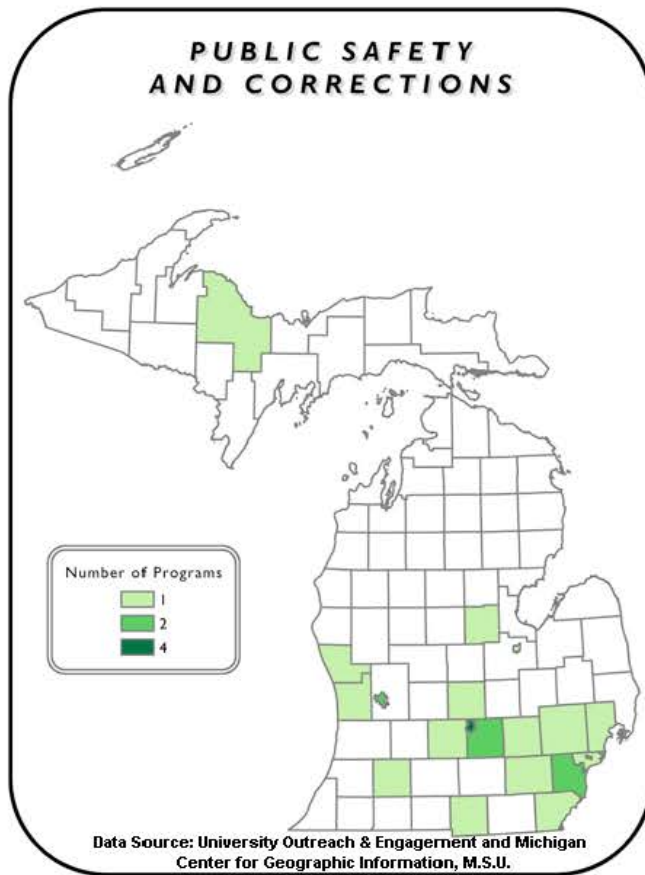
Forms of Outreach Cross-Tabulated with Societal Concerns for 2008



The number of "responses" is greater than the number of "respondents." Respondents were given the opportunity to describe their engagement activities for up to two areas of social concern; each description was counted as a separate response.

Data Visualizations: Charts and Figures

Institutional Reports (continued)

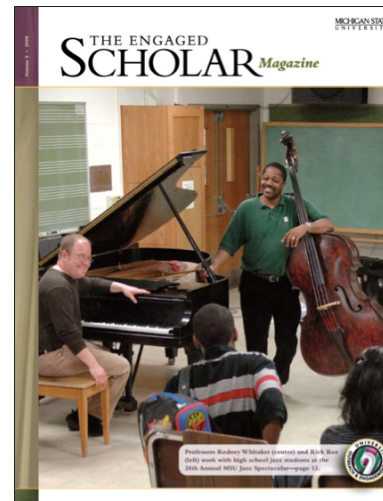
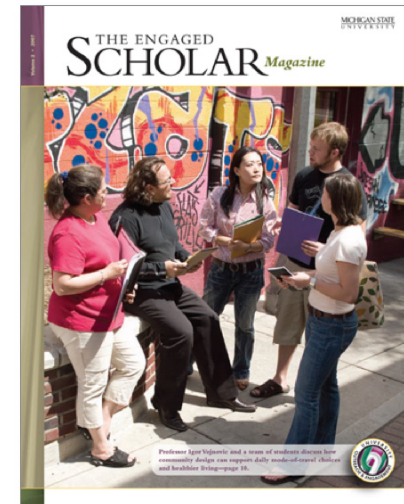


Data Visualizations: Potential Geographic Information System (GIS) Applications

Communication and Recognition Programs

The Engaged Scholar Magazine

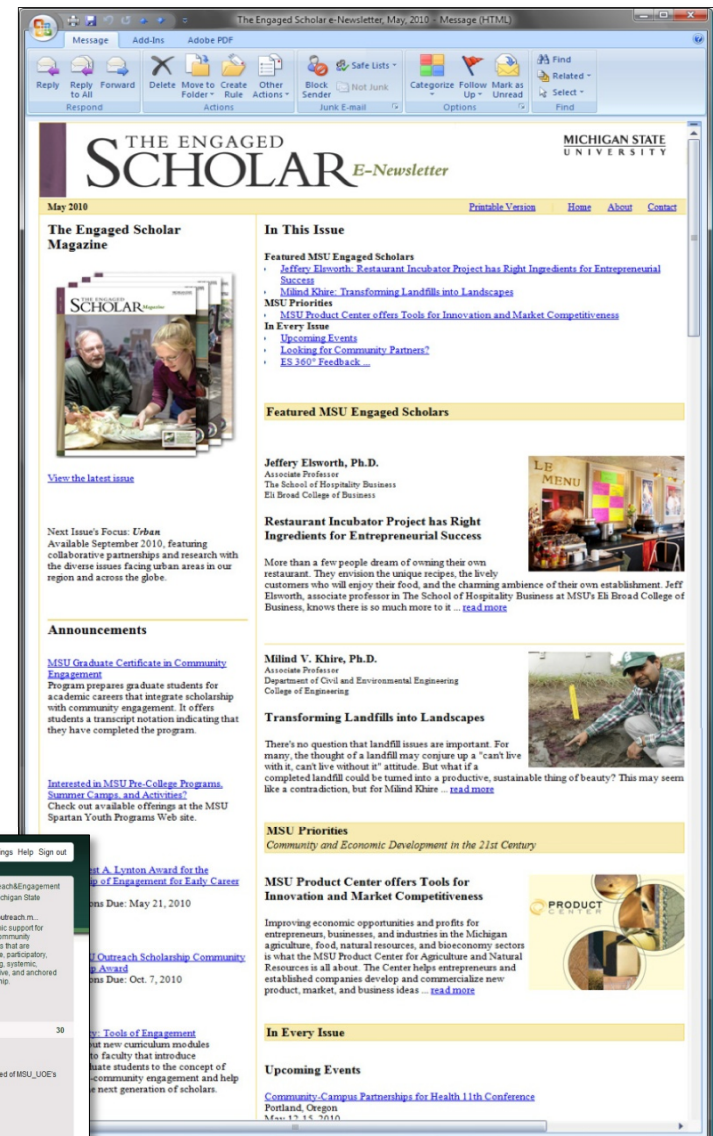
- **Published annually**
 - Distributed to MSU faculty and academic staff, community leaders, and others
- **Goals of the publication:**
 - Encourage faculty to do outreach/engagement work, with emphasis on community-engaged research
 - Let them know about resources available to support this work
 - Elucidate/publicize the “MSU Model” (scholarly basis for the work)
- **Each annual issue contains:**
 - A little bit about theory and models (scholarship of engagement)
 - Examples/stories of engaged scholars and their projects (engaged scholarship)



Communication and Recognition Programs (continued)

The Engaged Scholar E-Newsletter

- Published four times during the academic year to supplement *The Engaged Scholar Magazine*
 - The more frequent publication schedule allows for timely stories and announcements, and updates about upcoming events, partnership and funding opportunities
- Each issue contains:
 - Two MSU engaged scholar stories
 - A story about MSU's priority for community and economic development in the 21st century
 - Announcements and events
- *Engaged Scholar* stories now also linked through social networks



Communication and Recognition Programs (continued)



Public Access Catalog Websites

- **MSU Statewide Resource Network**
 - Developed for working professionals
 - Catalog of MSU expert assistance and information continuing professional education programs
 - Searchable by topic, geography, program type, and keyword
- **Spartan Youth Programs**
 - Developed for the parents of pre-k through middle school children and high school students
 - Catalog of MSU precollege programs, camps, activities, and other resources for children and youth
 - Searchable by topic and grade level

Communication and Recognition Programs (continued)



Cris M. Sullivan
Department of
Psychology, College of
Social Science



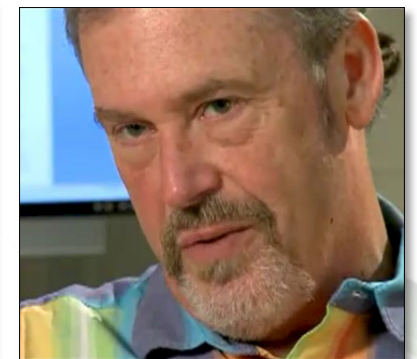
Suzanne Coats
Turning Point, Inc.

The Outreach Scholarship Community Partnership Award honors Cris M. Sullivan, professor of psychology, and Suzanne Coats, executive director of Turning Point, Inc. Turning Point, Inc., a service agency based in Mt. Clemens, Michigan, provides programs and resources to help victims and survivors of domestic violence, sexual assault, and homelessness regain control of their lives. The partnership is an exemplary model of campus-community collaboration that applies rigorous research methods to assess the quality of interventions designed to assist victims of domestic violence and sexual assault.



University-Wide Awards

- **MSU Outreach Scholarship Community Partnership Award**
 - Recognition of faculty member and her/his community partner
 - Awarded each year since 2006
- **C. Peter Magrath University/Community Engagement Award**
 - National competition
 - 2009 regional award recipient



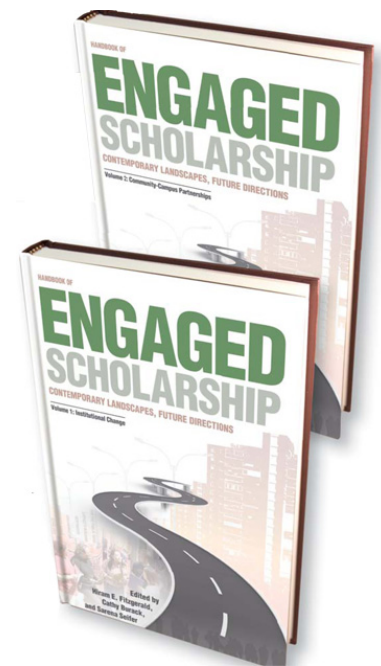
New and Ongoing Strategic Initiatives

- Expanding OEMI Institutional Partnerships
 - Inquiries from across the U.S., South Africa, the UK, and Australia
 - Demonstration system with guest accounts available
- Keeping MSU connected to national discourse on engagement
 - Network development
 - Committee of Institutional Cooperation (CIC)
 - Committee on Engagement
 - National Outreach Scholarship Conference Partnership (NOSC)
 - University Professional and Continuing Education Association (UPCEA)
 - Outreach and Engagement Community of Practice
 - Working group studying the feasibility of a National Academy of Engaged Scholars



New and Ongoing Strategic Initiatives (continued)

- Keeping MSU connected to national discourse on engagement (continued)
 - Specific efforts focused on benchmarks and metrics for engagement
 - Association of Public and Land-grant Universities (APLU)
 - Council on Engagement and Outreach
 - Commission on Innovation, Competitiveness, and Economic Prosperity
 - Continue to contribute to scholarship about measurement and metrics
 - Chapter on measurement and the OEMI in the upcoming, first-ever *Handbook of Engaged Scholarship* (MSU Press, 2010)
 - Build on long 10+ years of presentations/publications



Why review and revise the OEMI?

- Improve validity of data
 - Duplication of reporting (e.g. attendance, financials)
 - Respond to five years of user feedback
- Better address the needs of various stakeholders
 - MSU administration and units
 - Partner institutions
 - Public
- Increase the response rate among faculty and academic staff
 - Reduce length of survey
 - Minimize duplication of questions



General Questions for Discussion

- How do you currently use information about MSU outreach and engagement?
- Is the information provided by University Outreach and Engagement helpful?
- What additional outreach and engagement data would you find helpful?
- In what ways could we redesign the instrument to better meet your needs?



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University Outreach
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