**Introduction**

**Outreach and Engagement at MSU**

Since 1993, Michigan State University has promoted a definition of outreach as:

> "...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."**

To further strengthen outreach scholarship, University Outreach and Engagement convened MSU faculty and administrators to address related institutional issues. Together, they have:

- 1993: distinguished between professional service and outreach and engagement
- 1996: developed indicators for evaluating quality outreach and engagement
- 2001: revised promotion and tenure form to accommodate outreach scholarship
- 2004: launched annual Outreach & Engagement Measurement Instrument (OEMI)

**Revisions in P&T Form**

In 2001, faculty and administrators revised the promotion and tenure form to reflect the institution’s commitment to outreach and engagement as a scholarly endeavor worthy of consideration in the faculty review process.

- Embeds opportunities to report outreach and engagement throughout the form (rather than in a separate, special section)
- Supports the reporting of integrated scholarship by faculty members and department chairs
- Distinguishes among service to scholarly and professional organizations, service within university, and service to the broader community
- Encourages use of evidence to support claims of quality outreach and engagement
- Includes examples of outreach and engagement activities in lists throughout the form

**Research Question and Design**

**Research Question**

Five years later, researchers from MSU’s National Center for the Study of University Engagement wondered:

> How are outreach and engagement activities reported on the revised promotion and tenure form?

**Research Methods**

- With IRB approval and dean, chair/director, and faculty consent, we studied 224 promotion and tenure forms of faculty who were successfully reappraised, promoted, or awarded tenure between 2001 and 2006.
- Content analysis focused on alignment, integration, type, intensity, and degree of outreach and engagement reported by faculty members and university administrators.
- SPSS was used to analyze data by gender, ethnicity, and recommended rank.

**Overall Findings**

90% of Michigan State faculty reported at least one outreach and engagement activity in their promotion and tenure form.

**Types of Outreach and Engagement**

All O&E activities reported on the faculty portion of P&T forms were coded into the following 11 categories:

- **Teaching**
  - Credit Instruction
  - Non-Credit Instruction
  - Public Understanding
- **Research**
  - Creative Activities
  - Business Industry & Commodity Group Research
  - Non-Profit, Foundation, & Government Research
  - Other Research
- **Service**
  - Technical Assistance & Expert Testimony
  - Patient & Clinical Services
  - Other Service
  - Commercialized Activity

**Alignment**

Alignment refers to the agreement between university administrator and faculty member reports of outreach and engagement activities in their respective sections of the promotion and tenure form (n=178).

**Intensity of Outreach and Engagement**

The faculty portion of P&T forms was assigned an overall score for engagement activities.

- 10% of faculty reported at least one O&E activity

**Future Research**

- How do promotion and tenure committees value outreach and engagement in making their P&T decisions?
- How do faculty integrate their outreach scholarship across institutional functions—instruction, research, service to university and broader communities?

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