Establishing and Maintaining University-Community Partnerships through Engagement Scholarship

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University Outreach and Engagement
Michigan State University

Texas Tech University
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SESSION 3

MEASURING ENGAGEMENT SCHOLARSHIP

Collecting Data about Community-Engaged Scholarship

Exercise

- Form small groups and find one volunteer to take notes in each
- In small groups, please identify as many reasons as you can for collecting data about community-engaged scholarship and university outreach
  - Consider: what you would want to learn, and how you would use the data
- Groups take turns reporting out

Collecting Data about Community-Engaged Scholarship at MSU

- In its1993 report, the Provost's Committee on University Outreach formally recommends that MSU should 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)
- Incremental approach
  - University-wide reporting forms are reviewed
  - Several are tweaked to address outreach and engagement
  - New off-campus and non-credit instruction reports are developed and utilized
- In 1996, a faculty committee publishes *Points of Distinction: A Guidebook for Planning and Evaluating Quality Outreach*
- Unsatisfying outcomes of incremental efforts lead to the development of a comprehensive tool for collecting data: the Outreach and Engagement Measurement Instrument (OEMI),launched in 2004

Collecting Data about Community-Engaged Scholarship at MSU (continued)

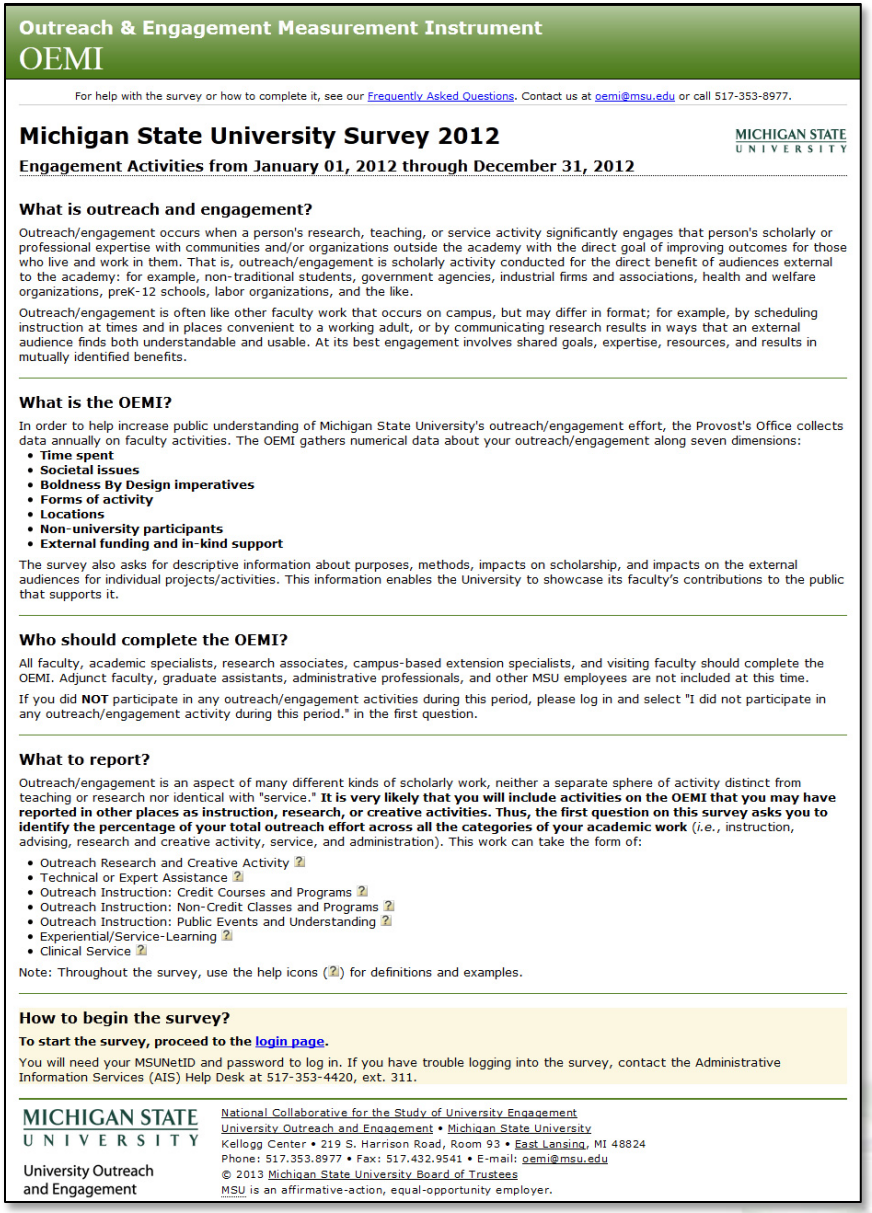
- Research partnerships for use of the OEMI with other institutions and a scholarly association are developed (2005 – present)
  - University of Connecticut (2005, pilot study only)
  - University of Kentucky (2005 – 2012)
  - University of Tennessee system (2006 – 2008)
  - American Association of Colleges of Pharmacy (2007 – 2008, pilot study only)
  - Kansas State University (2007 – present)
  - Texas Tech University (2009 – present)
  - Texas A&M University – Central Texas (2012 – ?)
- OEMI data used to support institution-wide accreditation and Carnegie classification in community engagement self-studies (2005)
- OEMI receives the University Continuing Education Association Outreach and Engagement Community of Practice with an award for innovation (2007)
- Ongoing review of the Instrument and participation in national dialogue

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 oemi@msu.edu or call 517-353-8977.

Michigan State University Survey 2012
MICHIGAN STATE UNIVERSITY
Engagement Activities from January 01, 2012 through December 31, 2012

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**
- **Societal 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.

MICHIGAN STATE UNIVERSITY
University Outreach and Engagement

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Utilizing Data about Community-Engaged Scholarship

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

- Describing the university's outreach and engagement activity (telling the engagement story)
  - Communicating examples across disciplines
    - Helping faculty develop better understandings of what community-engaged scholarship might look like in their field
    - Helping stakeholders see the many ways in which the University partners with communities, businesses, government agencies, schools, and NGO's
  - Recognizing exemplars
    - Helping the institution represent what it considers to be high quality community-engaged scholarship
    - Helping the public understand that the University values engagement
- Responding to accreditation and other institutional self-studies

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Utilizing Data about Community-Engaged Scholarship (continued)

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

- Conducting assessments and strategic planning
- Benchmarking and exploring cross-institutional analyses
- Documenting the salary investment of a university's contributions of scholarship for the public good
- Mapping the locations of partnerships
- Assisting faculty networking efforts in particular communities and/or around specific topics
- Supporting faculty development efforts
- Cataloging engagement opportunities and outreach programs to promote public access
- Serving as a source of data for original research studies

Utilizing Data about Community-Engaged Scholarship: 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 respon-dents / number of responses*	Boldness by Design: # of responses intdicating outreach contributed to...					# responses indicating activity focused on...		Attendees or Partici-pants	Activity helped generate revenue for		Value of partners' in-kind contribution
	FTE	Salary Value		Community, Econmic & Family Issues	Student Experience	Internatl Reach	Research Opps.	Steward-ship	Urban Issues	Diversity and Access.		University	Partners	
ARTS & HUMANITIES, RESIDENTIAL COLLEGE IN	1.33	$37,884	4 / 6	6	5	1	2	2	5	4	1,455	$4,000	$0	$1,750
COLLEGE OF AGRICULTURE & NATURAL RESOURCES	48.78	$4,006,941	132 / 226	163	156	111	156	154	43	65	295,966	$30,601,505	$119,906,957	$2,142,317
COLLEGE OF ARTS AND LETTERS	9.39	$644,296	56 / 85	72	71	38	44	50	18	56	58,445	$846,443	$4,083,800	$209,235
COLLEGE OF COMMUNICATION ARTS AND SCIENCES	5.78	$540,373	25 / 43	40	35	12	24	29	8	18	24,448	$8,161,292	$365,000	$199,415
COLLEGE OF EDUCATION	5.61	$477,834	13 / 17	9	14	10	12	10	7	9	60,687	$7,216,653	$50,000	$10,800
COLLEGE OF ENGINEERING	5.07	$467,110	26 / 41	24	31	20	28	16	4	20	31,702	$4,442,162	$656,000	$110,695
COLLEGE OF HUMAN MEDICINE	4.83	$468,297	15 / 23	14	13	11	13	12	6	10	10,344	$1,460,002	$400,000	$107,755
COLLEGE OF MUSIC	2.80	$205,211	7 / 11	10	10	2	5	7	1	8	10,730	$335,613	$49,500	$124,693
COLLEGE OF NATURAL SCIENCE	4.48	$376,821	35 / 59	35	48	25	37	28	1	20	12,486	$903,028	$478,491	$30,805
COLLEGE OF NURSING	3.34	$331,783	14 / 20	19	18	6	15	8	3	15	5,834	$4,348,125	$35,000	$85,986
COLLEGE OF OSTEOPATHIC MEDICINE	6.31	$680,603	19 / 29	24	21	7	18	22	2	10	16,918	$22,301,000	$5,585,000	$3,907,140
COLLEGE OF SOCIAL SCIENCE	30.41	$2,360,116	85 / 135	117	94	57	104	83	48	75	97,050	$15,015,345	$3,555,956	$1,702,706
COLLEGE OF VETERINARY MEDICINE	6.07	$681,421	27 / 43	26	26	21	23	22	10	13	15,473	$1,412,000	$50,000	$92,323
ELI BROAD COLLEGE OF BUSINESS	7.71	$1,010,097	29 / 43	38	27	23	25	25	5	15	215,538	$4,273,000	$1,903,000	$285,860
HONORS COLLEGE	0.27	$23,395	3 / 5	4	4	1	4	2	1	3	1,200	$25,000	$10,000	$5,630
INTERNATIONAL STUDIES AND PROGRAMS	1.35	$103,357	3 / 6	5	6	4	3	4	0	5	1,940	$200,000	$0	$181,920
JAMES MADISON COLLEGE	0.46	$41,672	7 / 11	9	8	8	8	1	0	6	201,399	$273,000	$0	$10,500
LYMAN BRIGGS COLLEGE	0.70	$63,413	11 / 21	19	16	7	7	16	1	9	3,495	$0	$50,002	$300
MICHIGAN STATE UNIVERSITY EXTENSION	5.00	$382,620	9 / 16	15	7	5	7	11	4	6	8,699	$1,360,387	$64,818,700	$181,335
NAT'L SUPERCONDUCTING CYCLOTRON LABORATORY	0.14	$13,020	3 / 5	5	4	1	2	2	0	4	10,183	$0	$0	$7,004
PROVOST AND OTHER CENTRAL OFFICES	23.67	$1,959,741	52 / 80	72	55	31	61	44	24	48	779,510	$8,635,917	$3,715,000	$5,951,059
Total	**173.50**	**$14,876,003**	**575 / 925**	**726**	**669**	**401**	**598**	**548**	**191**	**419**	**1,863,502**	**$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 seperate 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 intdicating outreach contributed to...					# responses indicating activity focused on...		Attendees or Partici-pants	Activity helped generate revenue for		Value of partners' in-kind contribution
	FTE	Salary Value		Community, Econmic & Family Issues	Student Experience	Internat'l Reach	Research Opps.	Steward-ship	Urban Issues	Diversity and Access.		University	Partners	
Business and Industrial Development	13.53	$1,421,620	66	48	34	37	42	38	10	17	120,727	$11,275,239	$65,800,000	$567,930
Children, Youth, and Family (non-school related)	14.97	$1,202,776	83	78	54	24	48	51	28	52	57,350	$8,674,594	$2,945,940	$5,016,700
Community and Economic Development	11.64	$1,026,077	76	72	57	38	48	47	32	42	124,918	$5,034,875	$6,977,300	$413,638
Cultural Institutions and Programs	9.84	$766,616	83	72	70	41	44	47	14	58	695,468	$2,428,358	$846,500	$596,488
Education, Pre-Kindergarten through 12th Grade	22.83	$1,537,981	131	101	115	39	64	72	34	77	135,322	$9,520,908	$3,074,516	$2,208,985
Food, Fiber Production, and Safety	17.90	$1,566,715	71	48	45	43	57	49	2	14	50,967	$21,476,673	$16,588,701	$571,788
Governance and Public Policy	5.04	$548,432	44	32	23	17	32	29	10	13	35,254	$2,403,601	$2,605,001	$217,660
Health and Health Care	16.72	$1,710,741	95	80	64	31	70	52	18	44	41,829	$28,143,290	$4,889,000	$4,200,675
Labor Relations, Training, and Workplace Safety	2.89	$228,558	10	8	4	4	3	5	3	6	11,231	$4,275,305	$106,306	$53,600
Natural Resources, Land Use, and Environment	14.72	$1,227,506	70	50	48	35	51	54	14	12	180,293	$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	12.11	$1,010,665	88	75	68	40	54	46	12	46	352,816	$6,807,738	$57,502	$140,885
Science and Technology	10.46	$836,452	95	53	76	50	74	50	9	33	53,256	$5,238,208	$823,641	$269,698
Total	**157.41**	**$13,493,252**	**925**	**726**	**669**	**401**	**598**	**548**	**191**	**419**	**1,863,502**	**$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 intdicating outreach contributed to...					# responses indicating activity focused on...		Attendees or Partici-pants	Activity helped generate revenue for		Value of partners' in-kind contribution
	FTE	Salary Value		Community, Econmic & Family Issues	Student Experience	Internat'l Reach	Research Opps.	Steward-ship	Urban Issues	Diversity and Access.		University	Partners	
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	609,419	$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	842,468	$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	**157.41**	**$13,493,252**	**925**	**726**	**669**	**401**	**598**	**548**	**191**	**419**	**1,863,502**	**$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 respon-dents / number of responses*	Boldness by Design: # of responses intdicating outreach contributed to...					# responses indicating activity focused on...		Attendees or Partici-pants	Activity helped generate revenue for		Value of partners' in-kind contribution
	FTE	Salary Value		Community, Econmic & Family Issues	Student Experience	Internat'l Reach	Research Opps.	Steward-ship	Urban Issues	Diversity and Access.		University	Partners	
ANTHROPOLOGY SOCIAL SCIENCE	1.88	$149,951	12 / 20	17	17	9	16	9	8	14	12,045	$47,000	$47,500	$198,710
CRIMINAL JUSTICE	5.40	$421,541	8 / 13	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
ECONOMICS	0.27	$38,916	3 / 6	6	2	2	4	4	4	0	500	$0	$0	$35,000
FAMILY & CHILD ECOLOGY - CSS	4.00	$208,817	9 / 14	14	9	6	13	10	6	11	7,145	$1,490,145	$146,516	$11,513
GEOGRAPHY	2.05	$115,538	3 / 6	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	2 / 3	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	1 / 2	2	2	2	2	2	0	2	150	$500,000	$0	$37,400
SOCIAL WORK	9.76	$633,477	32 / 47	42	34	16	35	28	12	32	17,953	$2,527,395	$1,511,940	$968,634
SOCIOLOGY SOCIAL SCIENCE	0.75	$78,490	2 / 3	3	2	1	3	2	3	2	68	$0	$0	$0
Total	**30.41**	**$2,360,116**	**85 / 135**	**117**	**94**	**57**	**104**	**83**	**48**	**75**	**97,050**	**$15,015,345**	**$3,555,956**	**$1,702,706**

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College-level Summary Data

Data about MSU Outreach and Engagement (2004 - 2011)

Annual University-Wide Survey of Faculty and Academic Staff: Outreach and Engagement Measurement Instrument (OEMI)

2,942 = Distinct (non-duplicative) respondents have completed the survey

82.8% = Respondents report that they have participated in some form of outreach and engagement

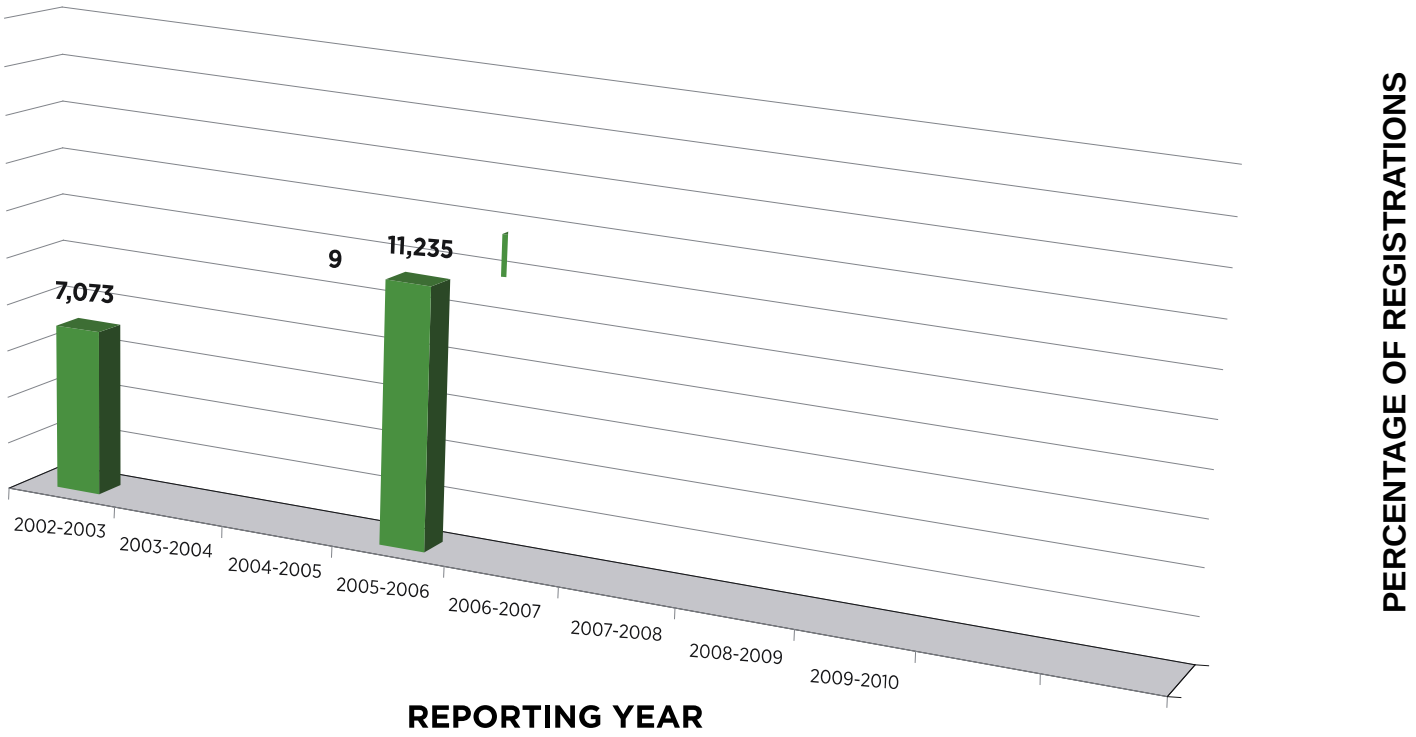
$137,242,656 = Collective investment by Michigan State University in faculty and academic staff time devoted to addressing the concerns of the state, nation, and world through engaged scholarship (based on the actual salary value of time spent, as reported by respondents)

7,126 = Project reports submitted by respondents

University Outreach and Engagement. (2012). Snapshot of outreach and engagement at Michigan State University, 2011. *The Engaged Scholar Magazine, 7,* 27. East Lansing: Michigan State University. Retrieved from http://engagedscholar.msu.edu/magazine/volume7/default.aspx.

TELLING MSU'S ENGAGEMENT STORY

Number of Student Registrations for Service-Learning Received and Accommodated (2002-2012)



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Data about MSU Outreach and Engagement (2011)

816 = Faculty and academic staff survey respondents

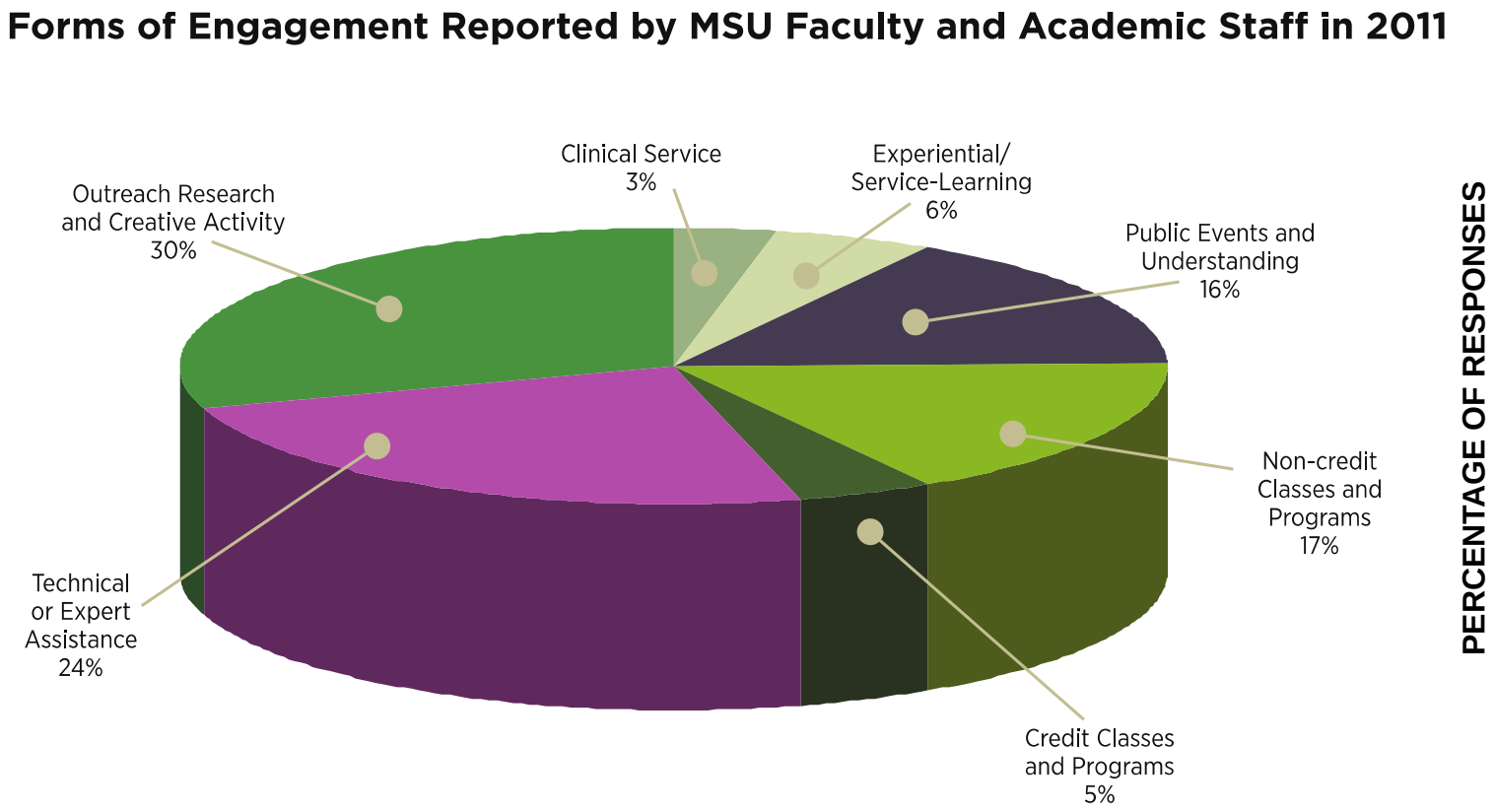
$12,962,951 = Collective investment by Michigan State University in faculty and academic staff time devoted to addressing the concerns of the state, nation, and world through engaged scholarship (based on the actual salary value of time spent, as reported by respondents)

95.6% = Respondents whose outreach contributed to achieving Boldness by Design (BBD) imperatives:

- 75.3% = Enhanced the student experience
- 73.4% = Enriched community, economic, and family life
- 43.9% = Expanded international reach
- 66.9% = Increased research opportunities
- 55.7% = Strengthened stewardship

University Outreach and Engagement. (2012). Snapshot of outreach and engagement at Michigan State University, 2011. *The Engaged Scholar Magazine, 7,* 27. East Lansing: Michigan State University. Retrieved from http://engagedscholar.msu.edu/magazine/volume7/default.aspx.

Data about MSU Outreach and Engagement (2011)



Note: 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.

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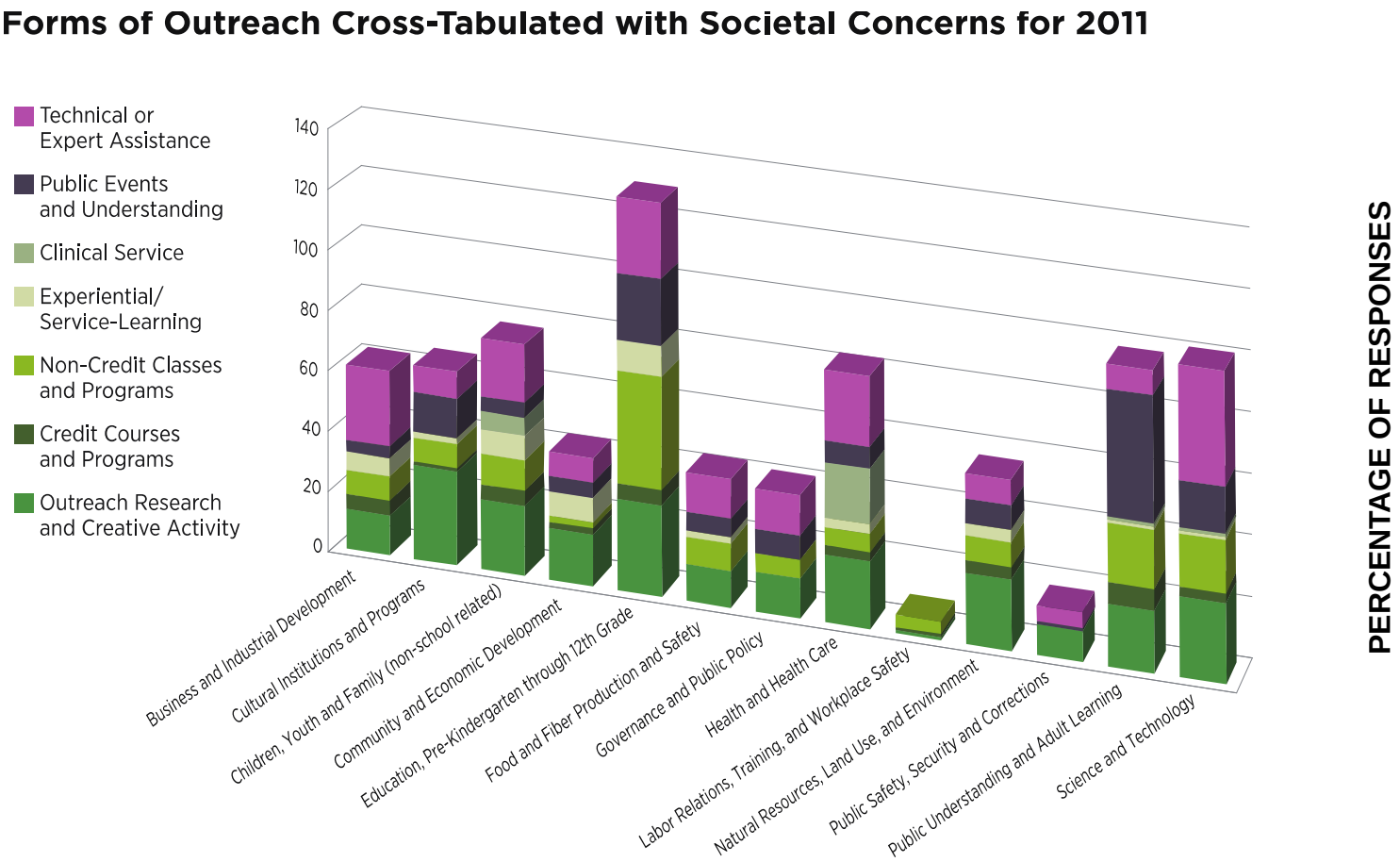
Data about MSU Outreach and Engagement (2011)

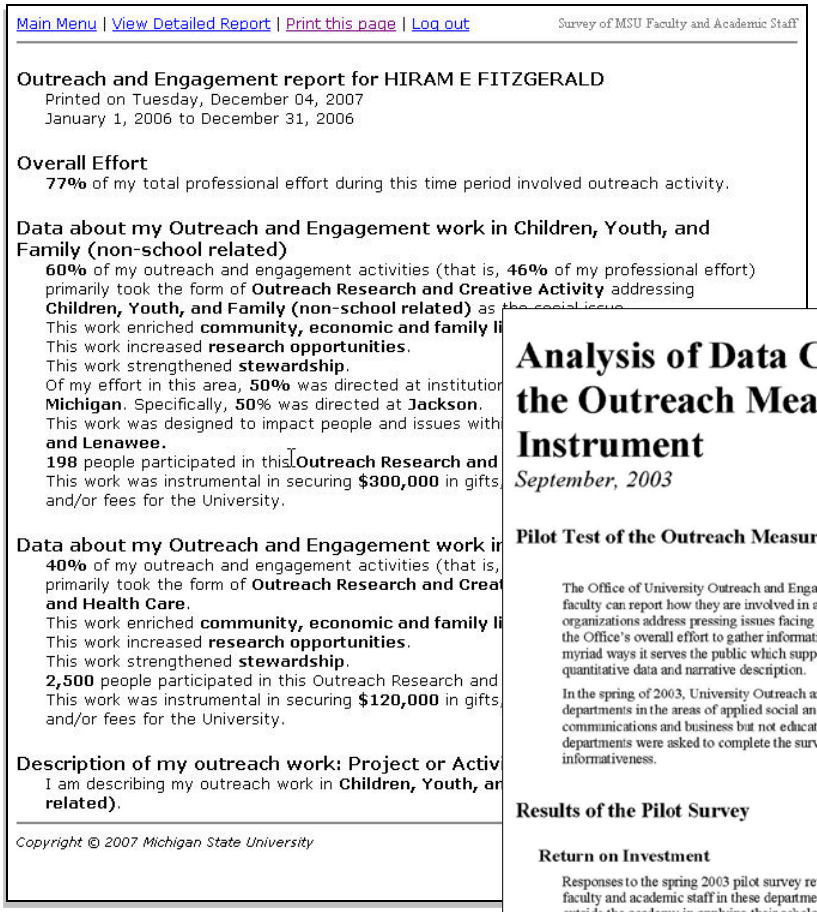


Note: The number of "responses" is greater than the number of "respondents." Respondents were given the opportunity to describe their engagement activities for up to two areas of social concern; each description was counted as a separate response.

University Outreach and Engagement. (2012). Snapshot of outreach and engagement at Michigan State University, 2011. *The Engaged Scholar Magazine, 7,* 27. East Lansing: Michigan State University. Retrieved from http://engagedscholar.msu.edu/magazine/volume7/default.aspx.

Institutional Reports (continued)

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 li**
This work increased **research opportunities**.
This work strengthened **stewardship**.
Of my effort in this area, **50%** was directed at institution
Michigan. Specifically, **50%** was directed at **Jackson**.
This work was designed to impact people and issues with
and Lenawee.
198 people participated in this **Outreach Research and**
This work was instrumental in securing **$300,000** in gifts, and/or fees for the University.

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

Description of my outreach work: Project or Activ
I am describing my outreach work in **Children, Youth, ar**
related).

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

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

Results of the Pilot Survey

Return on Investment

Responses to the spring 2003 pilot survey revealed that in nearly 32% of their overall e faculty and academic staff in these departments were engaged with organizations and g outside the academy in applying their scholarship to address pressing issues facing thos organizations and communities and/or offering credit and non-credit instruction to non- audiences. That effort constitutes an investment of approximately $2.2M salary dollars University is making to insuring that the University's knowledge resources are used fru the community. In addition, faculty and academic staff report that their outreach work t $11,375,250 to the University to support that work and, further, that their outreach wor contributed to the generation of $12,403,000 in grants and contracts awarded to their co

Tailored Briefing Materials

1 of 27

MSU Activities in SE Michigan
(Lenawee, Livingston, Macomb, Monroe, Oakland, St. Clair, Washtenaw, and Wayne Counties)
For President Simon's Presentation in Detroit on February 24, 2009

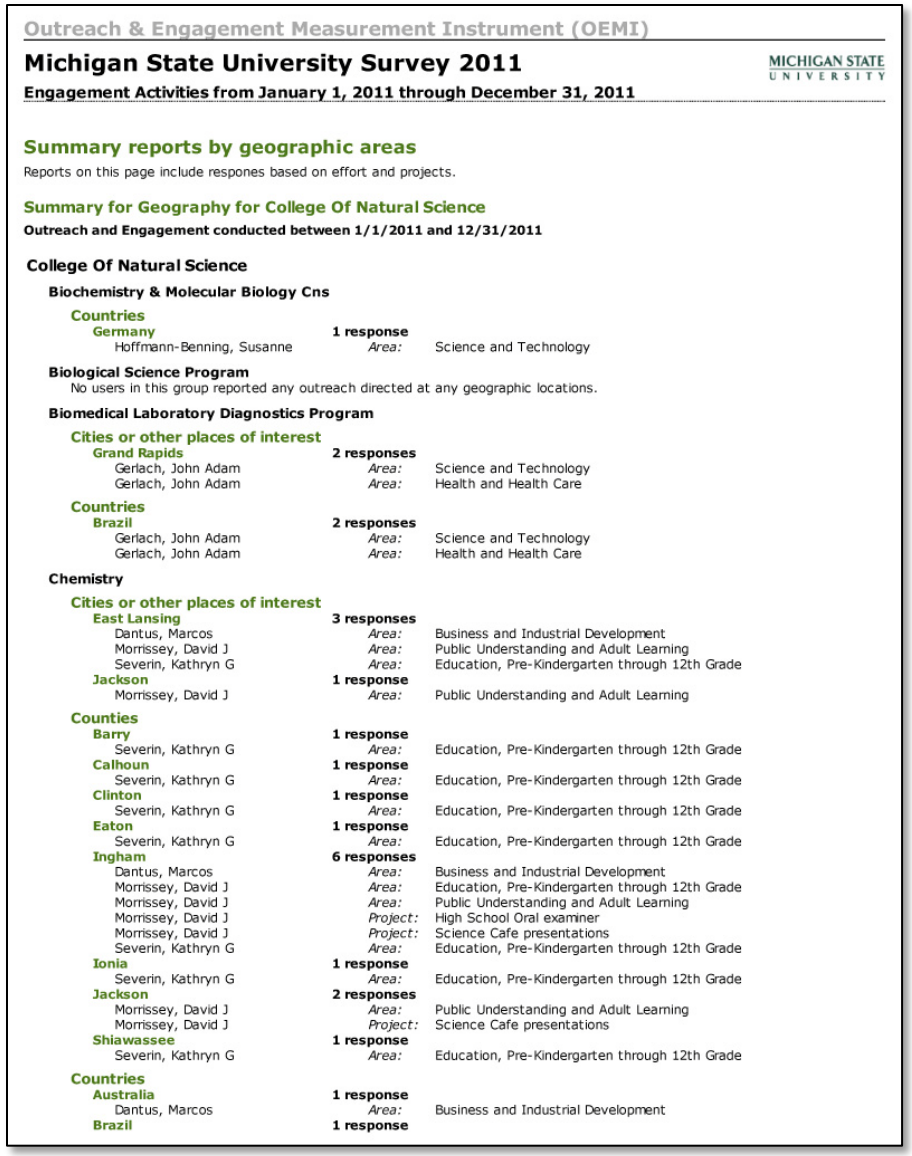
OEMI Issue(s)	***Project Title*** *Name/Department* *Description*	*Project Duration*	*Location*	*Partners*
Business And Industrial Development	**Brand Consortium** *Omura, Glenn S.* *Marketing and Supply Chain Management* Glenn Omura created, designed, and implemented this program.	Ongoing	21 counties including Lenawee, Livingston, Macomb, Monroe, Oakland, St. Clair, Washtenaw and Wayne	Kelloggs, Achatz Pie Company, Veterinary Clinic
Business And Industrial Development	**Ford Motor Company Usability Workshop** *Elledge, Michael* *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.		Wayne	Ford Motor Company
Business And Industrial Development	**Internship Development** *Good, Linda K.* *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** *Steinfield, Charles* *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	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)



Outreach & Engagement Measurement Instrument (OEMI)

Michigan State University Survey 2011

MICHIGAN STATE UNIVERSITY

Engagement Activities from January 1, 2011 through December 31, 2011

Summary reports by geographic areas

Reports on this page include respones based on effort and projects.

Summary for Geography for College Of Natural Science

Outreach and Engagement conducted between 1/1/2011 and 12/31/2011

College Of Natural Science

Biochemistry & Molecular Biology Cns

Countries
- Germany — 1 response
  - Hoffmann-Benning, Susanne — *Area:* Science and Technology

Biological Science Program

No users in this group reported any outreach directed at any geographic locations.

Biomedical Laboratory Diagnostics Program

Cities or other places of interest
- Grand Rapids — 2 responses
  - Gerlach, John Adam — *Area:* Science and Technology
  - Gerlach, John Adam — *Area:* Health and Health Care

Countries
- Brazil — 2 responses
  - Gerlach, John Adam — *Area:* Science and Technology
  - Gerlach, John Adam — *Area:* Health and Health Care

Chemistry

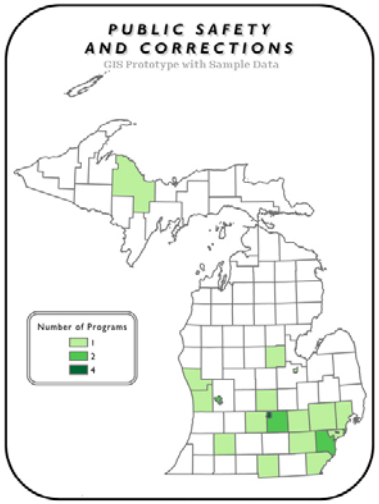
Cities or other places of interest
- East Lansing — 3 responses
  - Dantus, Marcos — *Area:* Business and Industrial Development
  - Morrissey, David J — *Area:* Public Understanding and Adult Learning
  - Severin, Kathryn G — *Area:* Education, Pre-Kindergarten through 12th Grade
- Jackson — 1 response
  - Morrissey, David J — *Area:* Public Understanding and Adult Learning

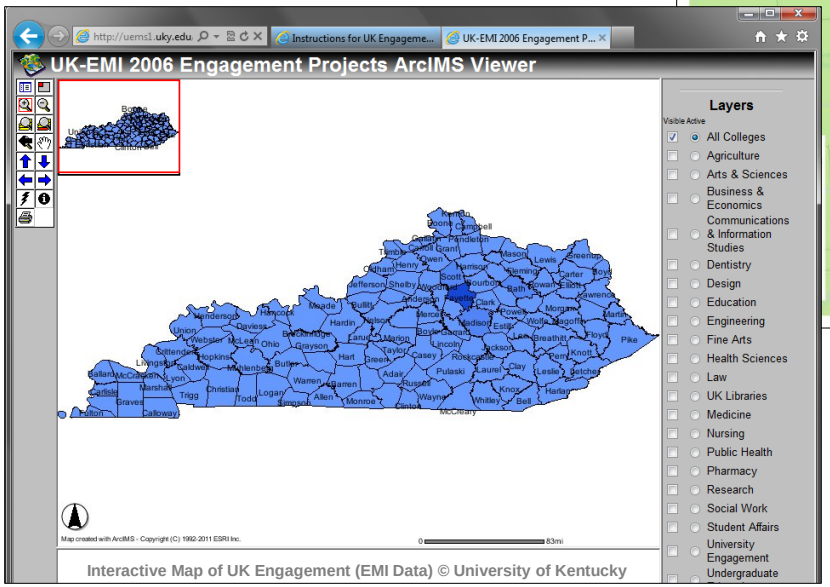
Counties
- Barry — 1 response
  - Severin, Kathryn G — *Area:* Education, Pre-Kindergarten through 12th Grade
- Calhoun — 1 response
  - Severin, Kathryn G — *Area:* Education, Pre-Kindergarten through 12th Grade
- Clinton — 1 response
  - Severin, Kathryn G — *Area:* Education, Pre-Kindergarten through 12th Grade
- Eaton — 1 response
  - Severin, Kathryn G — *Area:* Education, Pre-Kindergarten through 12th Grade
- Ingham — 6 responses
  - Dantus, Marcos — *Area:* Business and Industrial Development
  - Morrissey, David J — *Area:* Education, Pre-Kindergarten through 12th Grade
  - Morrissey, David J — *Area:* Public Understanding and Adult Learning
  - Morrissey, David J — *Project:* High School Oral examiner
  - Morrissey, David J — *Project:* Science Cafe presentations
  - Severin, Kathryn G — *Area:* Education, Pre-Kindergarten through 12th Grade
- Ionia — 1 response
  - Severin, Kathryn G — *Area:* Education, Pre-Kindergarten through 12th Grade
- Jackson — 2 responses
  - Morrissey, David J — *Area:* Public Understanding and Adult Learning
  - Morrissey, David J — *Project:* Science Cafe presentations
- Shiawassee — 1 response
  - Severin, Kathryn G — *Area:* Education, Pre-Kindergarten through 12th Grade

Countries
- Australia — 1 response
  - Dantus, Marcos — *Area:* Business and Industrial Development
- Brazil — 1 response

Geographic Data about Community-Engaged Scholarship

Institutional Reports (continued)



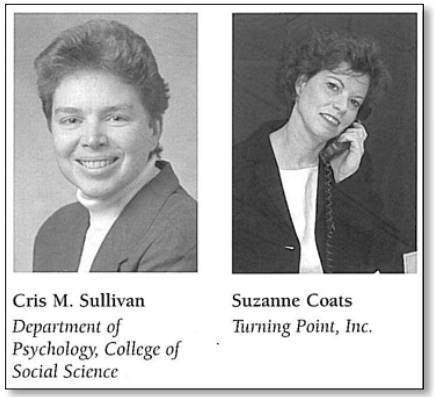


Future: Mapping Geographic Data about Community-Engaged Scholarship

Utilizing Data about Community-Engaged Scholarship: Recognition Programs

Michigan State University Outreach Scholarship Community Partnership Award

- Recognition of a faculty member and his/her partner
- Joint presentation and shared stipend
- Conferred annually since 2006



Recognition Programs (continued)

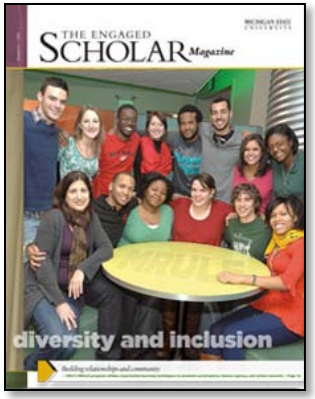
Outreach Scholarship W.K. Kellogg Foundation Engagement Award

- **Competitive recognition program organized by the Association for Public and Land-grant Universities (APLU)**
- **Awarded annually since 2007**
- **MSU projects recognized in 2009 and 2011**
- **Recipients compete for the C. Peter Magrath Community Engagement Award**

The Adolescent Diversion Project
William S. Davidson, Jr.
University Distinguished Professor,
Department of Psychology
College of Social Science

Working Together to Improve the Lives of People Affected by Epilepsy in Zambia
Gretchen L. Birbeck
Associate Professor and Director,
International Neurologic and Psychiatric Epidemiology Program
College of Human Medicine and
College of Osteopathic Medicine

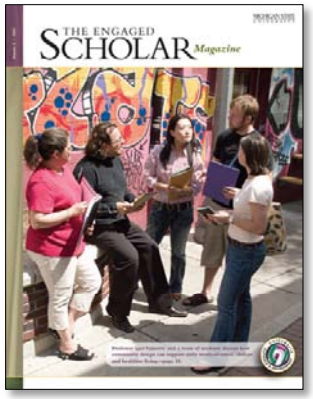
Utilizing Data about Community-Engaged Scholarship: Communication

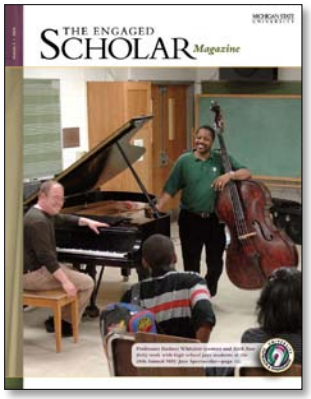


The Engaged Scholar Magazine

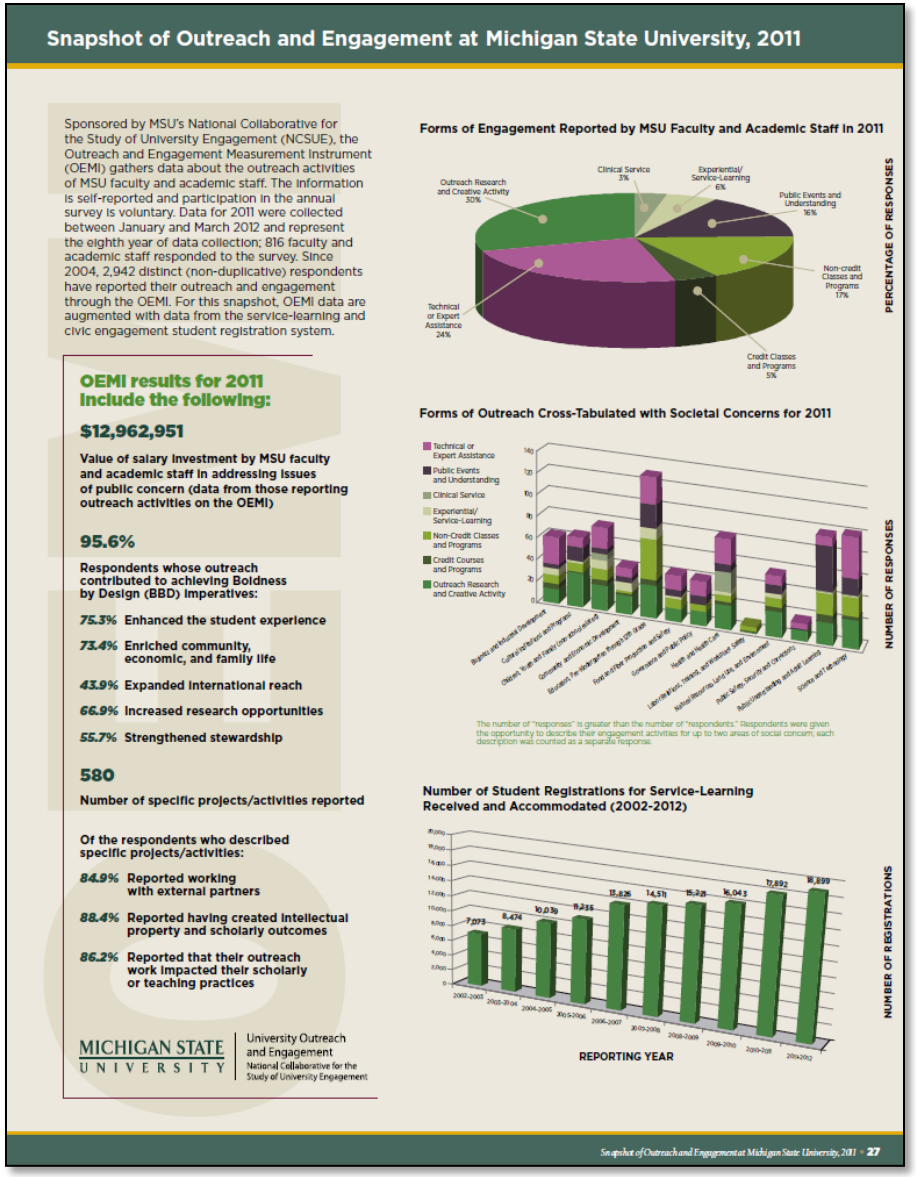
engagedscholar.msu.edu

- **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
  - Provide examples of what community-engaged scholarship can look like across disciplines
  - Provide information about resources available to support this work
  - Explore/elucidate theories and models (scholarly basis for the work)





Communication (continued)



Snapshot of Outreach and Engagement at Michigan State University, 2011

Sponsored by MSU's National Collaborative 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 2011 were collected between January and March 2012 and represent the eighth year of data collection; 816 faculty and academic staff responded to the survey. Since 2004, 2,942 distinct (non-duplicative) respondents have reported their outreach and engagement through the OEMI. For this snapshot, OEMI data are augmented with data from the service-learning and civic engagement student registration system.

OEMI results for 2011 include the following:

$12,962,951

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)

95.6%

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

- ***75.3%*** Enhanced the student experience
- ***73.4%*** Enriched community, economic, and family life
- ***43.9%*** Expanded international reach
- ***66.9%*** Increased research opportunities
- ***55.7%*** Strengthened stewardship

580

Number of specific projects/activities reported

Of the respondents who described specific projects/activities:

- ***84.9%*** Reported working with external partners
- ***88.4%*** Reported having created intellectual property and scholarly outcomes
- ***86.2%*** Reported that their outreach work impacted their scholarly or teaching practices

MICHIGAN STATE UNIVERSITY | University Outreach and Engagement, National Collaborative for the Study of University Engagement

Forms of Engagement Reported by MSU Faculty and Academic Staff in 2011

Forms of Outreach Cross-Tabulated with Societal Concerns for 2011

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.

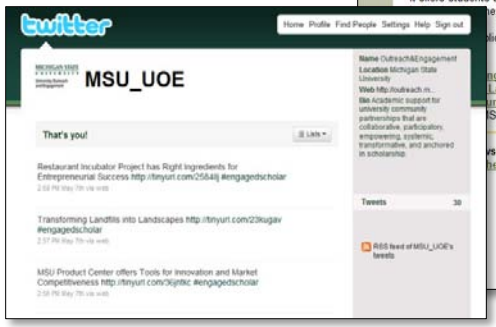
Number of Student Registrations for Service-Learning Received and Accommodated (2002-2012)

Data Visualizations for MSU Publications

Communication (continued)

The Engaged Scholar E-Newsletter

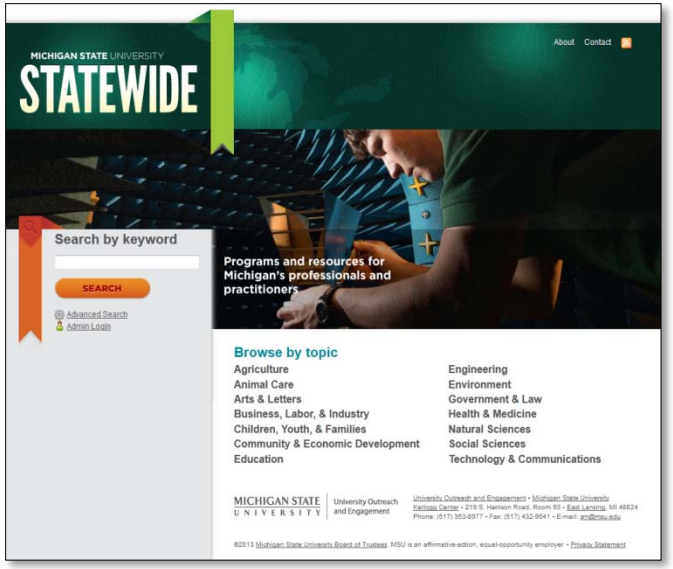
- **Published four times during the academic year to supplement *The Engaged Scholar Magazine***
  - More frequent publication schedule allows for timely stories and announcements, and updates about upcoming events, partnership and funding opportunities
- **Each issue contains:**
  - Two MSU engaged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



Utilizing Data about Community-Engaged Scholarship: Public Access

Catalog Websites of Opportunities and Resources for the Public

- **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



msustatewide.msu.edu

- **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

spartanyouth.msu.edu

Alignment: Organization Design Components

1. **Organization culture**
   - The basic assumptions, values, and norms shared by organization members
   - Blending Research University with Engagement Scholarship
2. **Strategy**
   - The way an organization uses its resources to gain and sustain a competitive advantage
   - Building university-community partnerships, interdisciplinary teams, cross-university collaborations
3. **Structure**
   - How attention and resources are focused on task accomplishment
   - Marketing and rewarding university-community partnerships

Alignment: Organization Design Components

4. **Technology**
   - The way an organization converts inputs into products and services
   - Technology transfer, innovation, business, regionalization partners
5. **Human resource systems**
   - The mechanisms for selecting, developing, appraising, and rewarding organization members
     - Rewarding engagement scholarship
6. **Measurement systems**
   - Methods of gathering, assessing, and disseminating information on the activities of groups and individuals in organizations
     - Including engagement scholarship in faculty report systems

Alignment

- **Diagnosis involves understanding each of the parts in the model and then assessing how the elements of the strategic orientation align with each other and with the inputs.**

- **Organization effectiveness is likely to be high when there is good alignment.**

- **Recognizing that the component parts of a system, when blended, generate new system properties. Thus a dynamic system is always different from the sum of its parts**

Mission Statement

Core Values

Executive Management Leadership

Organizational Practices

Faculty and Staff Commitment

Contact Information

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