

Scholarship-Focused Outreach and Engagement

Public Scholarship, Civic Engagement, and Campus-Community Partnerships

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The Michigan State University Model

“Outreach is a form of **scholarship** that cuts across **teaching, research, and service**. It involves generating, transmitting, applying, and preserving knowledge **for the direct benefit of external audiences** in ways that are consistent with university and unit missions.”

Provost's Committee on University Outreach
1993



Outreach and Engagement are Embedded in MSU Mission



Strategic Imperatives:

- Enhance the student experience
- Enrich community, economic, and family life
- Expand international reach
- Increase research opportunities
- Strengthen stewardship



President Lou Anna K. Simon

Outreach and Engagement are Embedded in Scholarship

ENGAGEMENT IS EMBEDDED IN SCHOLARSHIP	
Examples of Traditional Academic Activity	Scholarly Engagement Activity
University faculty provide instruction to undergraduate and graduate students in campus classrooms and laboratories.	Engaged TEACHING occurs when... <i>...credit and noncredit learning opportunities are taken off campus, online, and to community-based settings to increase access; or when service-learning experiences advance students' knowledge about social issues while contributing to the immediate goals of a project.</i>
University faculty members pursue research studies according to their various professions and interests, and publish results in academic books and journals.	Engaged RESEARCH occurs when... <i>...a collaborative partnership conducts an investigation for the direct benefit of external partners; outcomes of the research lead to improved, evidence-based practice.</i>
University faculty and students undertake departmental or college administrative duties and serve on committees.	Engaged SERVICE occurs when... <i>...a faculty member summarizes current research literature about an issue for working professionals or community organizations, offers research-based policy recommendations to legislators at a committee hearing, or provides medical or therapeutic services to the public.</i>



From: *The Engaged Scholar* (Fall 2006, p. 2)

Engaged Research/Discovery/Creative Works

- Applied research
- Community-based research
- Contractual research
- Demonstration projects
- Exhibitions/performances
- Needs assessments/program evaluations
- Knowledge transfer and research
- Technical assistance
- Publications/presentations



Engaged Teaching and Learning

- Service-learning
- Study abroad programs
- Distance education and off-campus instruction
- Continuing education
- Contract courses or programs designed for specific audiences
- Conferences, seminars and workshops
- Educational programs for alumni
- Participatory curriculum development

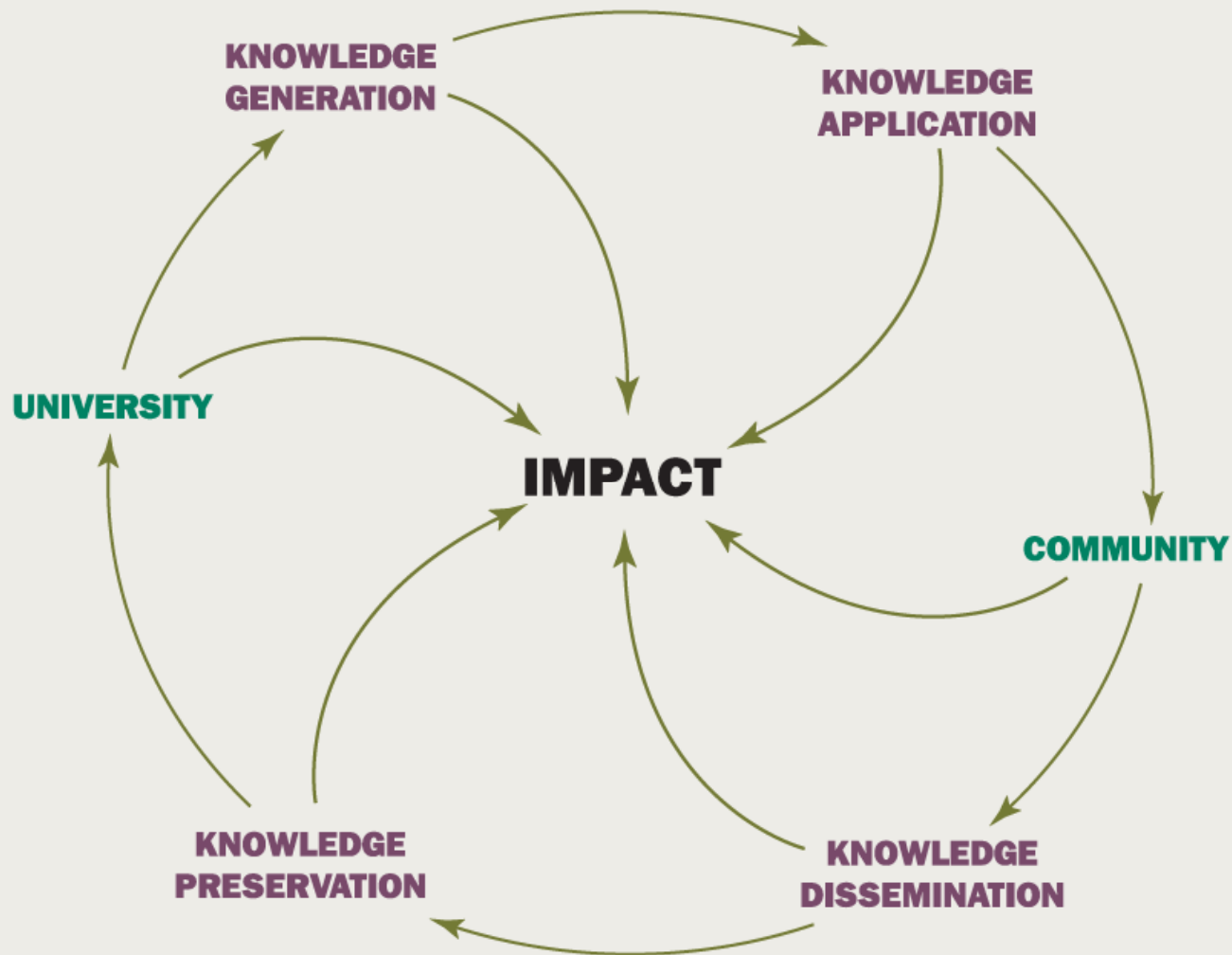


Engaged Service

- Clinical services
- Consulting
- Policy analysis
- Service to community-based institutions
- Knowledge transfer and workshops
- Expert testimony
- Technical assistance
- Contributions to managed systems
- Leading professional societies and associations
- Commercialization of discoveries
- New business ventures



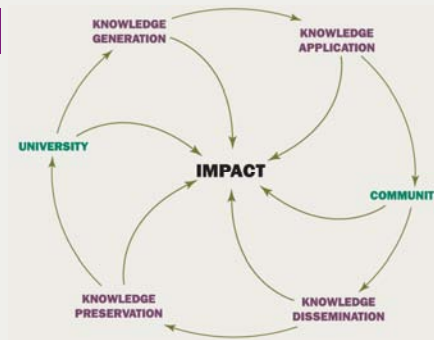
Outreach and Engagement Knowledge Model



MSU is an Engaged Institution

Summary – outreach and engagement at MSU is:

- Across the mission
 - Teaching
 - Research/scholarly/creative activities
 - Service
- Anchored in knowledge model
 - Generation
 - Application
 - Dissemination
 - Preservation
- Assessed and benchmarked



Development of MSU Model: Recent History

- **Late 1980s: Office of University Outreach established**
(now University Outreach and Engagement; UOE)
 - New focus on scholarship of engagement: definition; applied community-based research practice; benchmarking and measuring; national consultation and leadership
 - This work has become a signature area of the University
- **Early 1990s: Appointment of faculty committee by the provost**
Recommendations published in final report (1993) included:
 - Culture shift toward outreach as scholarship
 - Suggestions for evaluating and measuring outreach and engagement
 - Areas important to changing faculty culture



Recent History (contd.)

- **1996: Publication of *Points of Distinction: A Guidebook for Planning and Evaluating Quality Outreach***
- **2001: Revision of the promotion and tenure guidelines**
 - Undertaken by UOE, a faculty team, academic governance, and the Office of the Provost
 - P&T forms now utilize the quality indicators recommended by *POD*
 - MSU's National Center for the Study of University Engagement (NCSUE) is currently studying the new forms' impact on the reappointment, promotion, and tenure review process



Recent History (contd.)

- **2004-present: Identifying measures and benchmarks of faculty outreach and engagement**
 - Faculty committees helped to construct a university-wide data collection instrument, the Outreach and Engagement Measurement Instrument (OEMI), launched in 2004
 - OEMI provides rich data for analysis and comparison about faculty effort, types of engagement, social issues, geography, and partnering characteristics
 - These indicators are helping MSU "tell the story" of exemplary engaged scholarship to administrators, legislators, and other stakeholders



Why Measure Engagement Activities?

- A management and planning tool for ensuring that academic units contribute to the institution's overall engagement commitment
- Evidence of organizational support for engagement
- A means of assessing an institution's fulfillment of its engagement/public service mission
- Economic development and technology transfer data
- A basis for telling the engagement story and building support for higher education among legislators, donors, and the public
- A new engagement rubric for comparing peer institutions nationally



Evidence Provided by Benchmarks of Engagement

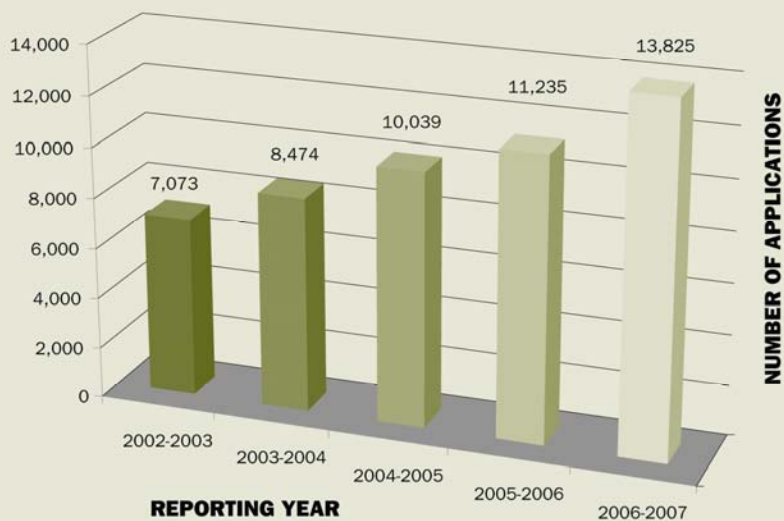
Benchmarks of engagement show that:

- Reward systems for faculty and staff include an engagement dimension
- Student engagement experiences have an impact on classroom performance
- The institution disseminates research findings and attends to the transfer of knowledge
- Meaningful engagement with communities occurs
- There is evidence of partnership impacts

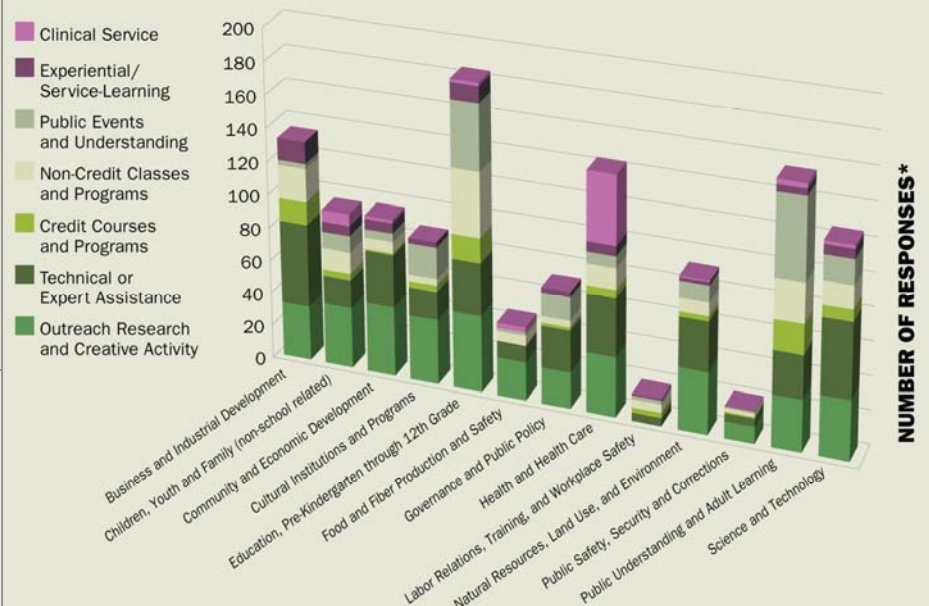


Data about Outreach and Engagement at MSU

Number of Student Applications for Service-Learning Received and Accommodated, 2002-2007



Forms of Outreach Cross-Tabulated with Societal Concerns for 2006

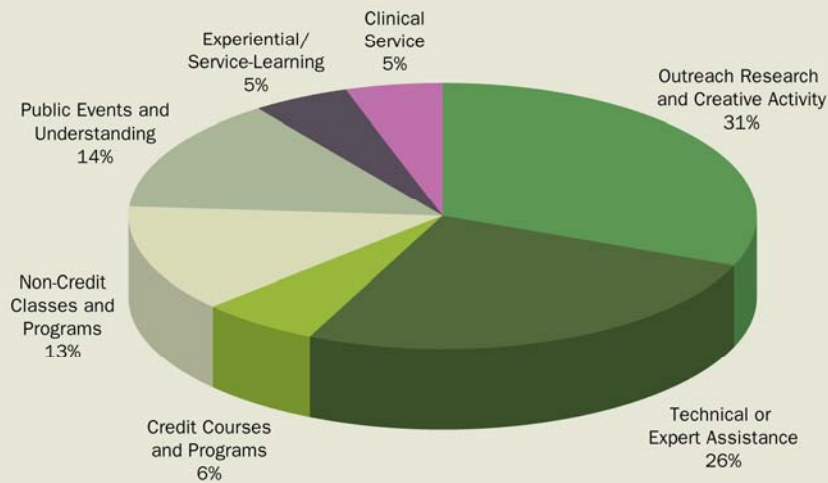


*The number of "responses" is greater than the number of "respondents." Respondents were given the opportunity to describe their engagement activities for up to two areas of concern; each description was counted as a separate response.

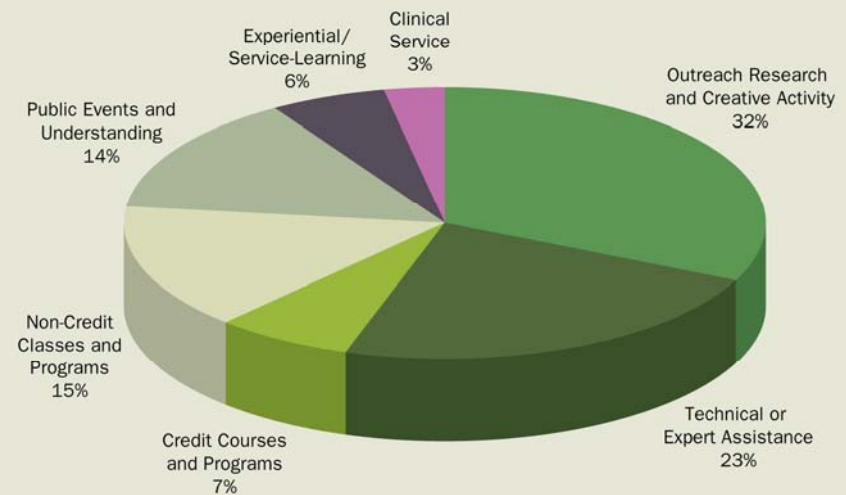


Data about Outreach and Engagement at MSU

Primary Form of Engagement for MSU Faculty and Academic Staff in 2006



Primary Form of Engagement for Activities Directed Specifically at Locations Internationally in 2006



Data about Outreach and Engagement at MSU

OEMI results for 2006* include the following:

\$21,286,897

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)

1,305

Number of specific projects/activities reported

97%

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

72% = Enhanced the student experience

80% = Enriched community, economic, and family life

45% = Expanded international reach

66% = Increased research opportunities

55% = Strengthened stewardship



**2006 data was collected between December 2006 and February 2007.*

Current Outcomes of UOE Innovations

- There are now 214 academic staff and administrators with the terms outreach and/or engagement in their titles.
- The office of UOE oversees 11 departments
- The Associate Provost created two advisory groups:
 - The Outreach and Engagement Senior Fellows
 - The Outreach and Engagement Community Fellows
- University-wide the office works in collaboration with:
 - MSU Extension
 - Graduate School
 - 17 Colleges and most centers and institutes



Current UOE Strategic Initiatives

- Staying connected (national involvement)
- Campus-community partnership focal areas (Detroit/Wayne County)
- “The Engaged Scholar” family of products
 - Speakers
 - Magazine
- Tools of Engagement
- System-level connections
 - Power of We
 - Flint
 - Youthville
- CERC evaluation of international service-learning
- Pre-College Programs



Staying Connected: National Involvement in Community Engagement

- **Benchmarks and metrics for engagement**
 - NASULGC Council on Continuing Education, Cooperative Extension, and Public Service
 - UCEA Outreach: Engagement Community of Practice
 - Carnegie Classification Task Force on Engagement
- **Network development**
 - Higher Education Network for Community Engagement
 - Campus-to-Campus Partnerships: HBCU Faculty Development Network/MSU
 - Community-Campus Partnerships for Health
 - Imagining America: Artists and Scholars in Public Life
 - CEOs for Cities



National Involvement in Community Engagement (cont.)

- **Tools for measurement, assessment, and classification of engagement**
 - MSU *Points of Distinction* (1996)
 - MSU Outreach and Engagement Measurement Instrument (2004)
- **Scholarship of engagement**
 - Outreach Scholarship Conference
 - *Journal of Higher Education Outreach and Engagement*
 - MSU National Center for the Study of University Engagement



Community-Campus Partnership Focal Areas

- Revitalization and rebuilding
- Economic and entrepreneurial development
- Education and technology
- Family development over the life course/youth development and empowerment
- Collaboration across sectors
- Food, health and safety
- Arts, culture, and natural and built environments

*List generated by:
MSU and Detroit/Wayne County Focus Group
April 2007*



THE ENGAGED SCHOLAR *Speaker Series*

- Combines the two key principles of the National Center for the Study of University Engagement:
 - Engaged scholarship
 - Scholarship of engagement
- Invited presentations/fora by active scholars four times a year
- Audiences and participants include:
 - Faculty, staff, and students from MSU and other institutions
 - Community-based organizations and engagement partners
 - Governmental department staff and policymakers
- Sessions are free and open to the public



THE ENGAGED SCHOLAR *Speaker Series*

A Quick Glance at Past Speakers and Topics



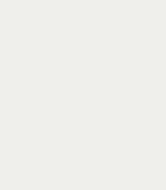
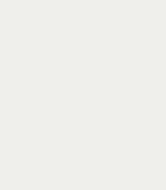
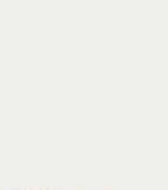
Paul Spicer • *University of Colorado*
Community-Based Participatory Research on American Indian and Alaska Native Health (April 2007)



Kelly Ward and Tami Moore • *Washington State University*
Faculty at Work as Teachers, Scholars and Community Members: The Practice of Engaged Scholarship (March 2007)



Jeff Grabill • *Michigan State University*
Information Technology and Community-Based User Research (November 2006)



Sarena Seifer • *University of Washington*
Achieving the Promise of Authentic Community-Academic Partnerships: Taking our Work to the Next Level (September 2006)

Julie Ellison • *University of Michigan*
Between Hope and Critique (April 2006)

Theodore R. Alter • *The Pennsylvania State University*

Scott J. Peters • *Cornell University*

Changing the Conversation about Higher Education's Public Mission and Work (April 2006)

Patricia Brantingham and Paul Brantingham • *Simon Fraser University*

Crime in the Urban Environment: Implications for Research, Policy, and Practice (March 2005)



THE ENGAGED SCHOLAR *Magazine*

Goals of the publication:

- Encourage faculty to do outreach/engagement work, with emphasis on CBPR
- Let them know about resources available to support this work
- Elucidate/publicize the “MSU Model” (scholarly basis for the work)

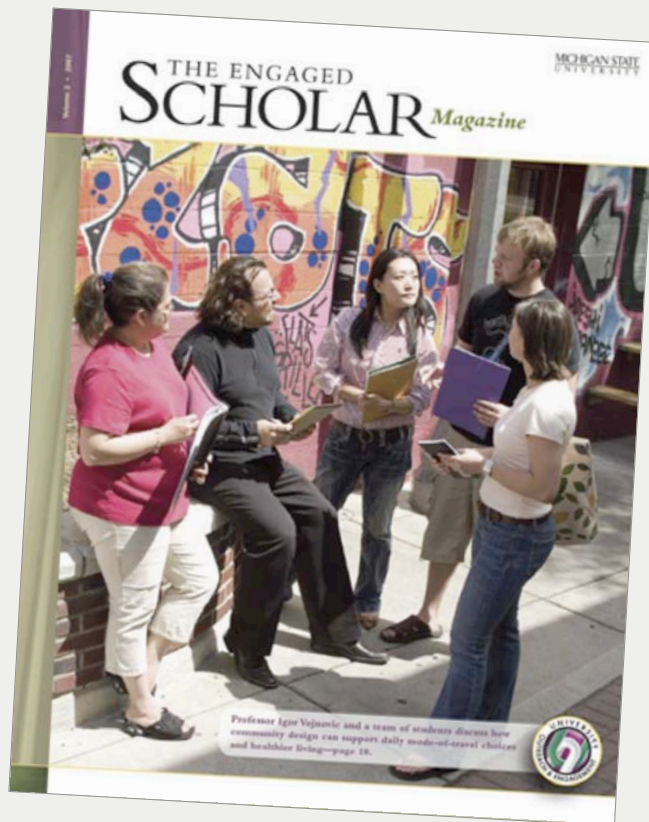
Each issue contains:

- A little bit about the model (scholarship of engagement)
- Examples/stories of engaged scholars and their projects (engaged scholarship)



THE ENGAGED SCHOLAR Magazine

What the Magazine Covers in the 2007 Issue



FAMILIES

Making the Rounds: Child Welfare Learning Collaborative
Giving Kids a Chance at Childhood
A Few of MSU's Resources for Families

WORK

Balancing Work and Family Life
How Does MSU Stack Up as an Employer?
Women and Work in a Rural Community
Spotlight on Engaged Student Scholarship

HEALTH

Building Walkable Communities
Telehealth Networks: Combining Information Technology and Medical Expertise
Reducing Ethnic Disparities in Health Care
Family Home Care for Cancer
Partnership with Angel Notion Clinic

OUTREACH AND ENGAGEMENT AT MSU

Restoring Community Self Determination
SNAPSHOT: Outreach and Engagement at Michigan State University, 2006
2007 Outreach Scholarship Community Partnership Award
News & Notes from UOE
About University Outreach and Engagement



Tools of Engagement Learning Modules

- Increase student competency and understanding of outreach and engagement
- Cover the scholarly, community-based, collaborative, responsive, capacity-building aspects of outreach and engagement
- Are delivered at introductory, intermediate, and advanced levels
- Contain background information; pre-class, in-class, and post-class lesson plans; lecture notes; and background materials
- Employ multiple learning techniques



Applications of Tools of Engagement

- Residential College in Arts & Humanities
 - As one of the four cornerstones of the College, "engagement" is a core value throughout the design of the RCAH
 - Tools content will be used in RCAH's basic engagement course
- Graduate Certificate in Engagement
 - Tools modules are a resource for colleges as they design their portion of the certificate
 - Advanced Tools content will help inform the required graduate seminars



System Level Community-Campus Connections

Power of We – connecting through a community collaborative of collaboratives

- A unique, sustainable model for capacity building and community improvement
- Committed to transforming Michigan's capital area
- Co-transforming the linkages between community and campus
- Partnering with UOE to create Tools of Engagement



System Level Community-Campus Connections

Flint Engagement Table – connecting through a common higher education/community meeting space

- A centralized place for people (community practitioners, university researchers/evaluators, community-campus connectors) to come together to talk about what they are doing
- A simple structure and practice to help community significantly tap into the time, talent, and treasures of area universities and colleges
- An effort to build “on-the-ground” relationships to increase the effectiveness of community-campus collaboration



System Level Community-Campus Connections



Youthville – connecting through co-location

- An innovative, collaborative, multi-organization Detroit youth center for afterschool and weekend activities
- A Detroit work and meeting space for MSU researchers



Evaluation of International Service-Learning and Student Engagement



Developmental Science Research

- **Reliable and valid measurement**
 - Character development, academic and civic engagement, internationalization
- **Multivariate longitudinal approach**
 - Time-series, latent variable, growth-curve modeling
- **Theoretically-driven**
 - Contextual, dynamic systems theory, life-span development, asset-based



Program Evaluation

- **Participatory**
 - Customized, program-informed process evaluation and student outcome assessment
- **Mixed methods**
 - Pre- and post-survey student outcome assessment
 - Onsite observations, activity participation
 - Staff, student, community member interviews
 - Student focus groups

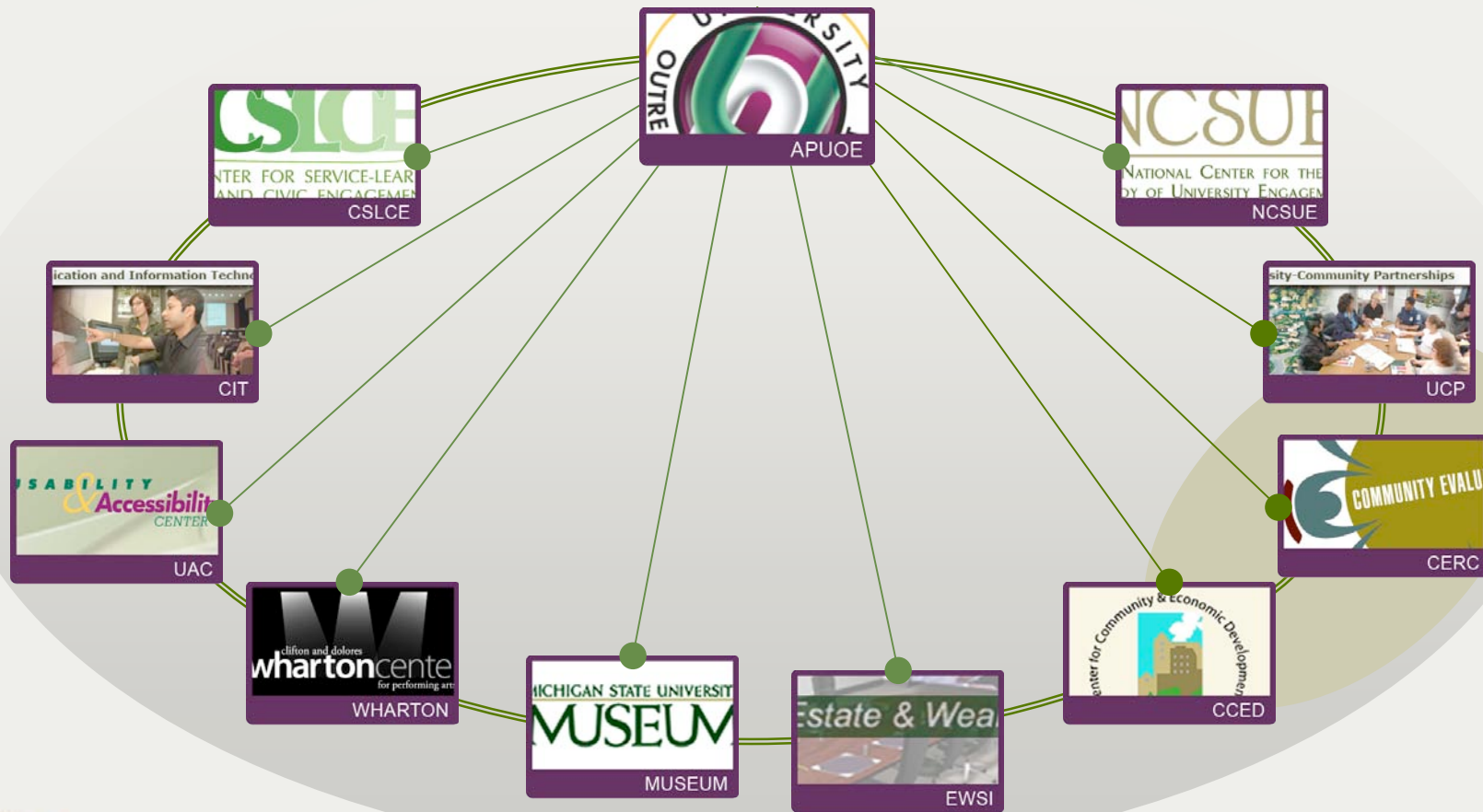


MSU Pre-College Programs

- Pre-College Programs offer youth educational experiences that expose students to the college environment and to a variety of specific disciplines and activities
- UOE supports these programs by:
 - Creating public access to programs through a central Web site: Spartan Youth Programs <http://spartanyouth.msu.edu/>
 - Assisting programs with curriculum development, programming, and funding requests
 - Providing research and assessment services to individual programs
 - Conducting research and assessment related to programs outcomes (such as college enrollment rates)
 - Working with the Pre-College Committee, which coordinates programs across campus



University Outreach and Engagement Departments



University Outreach and Engagement

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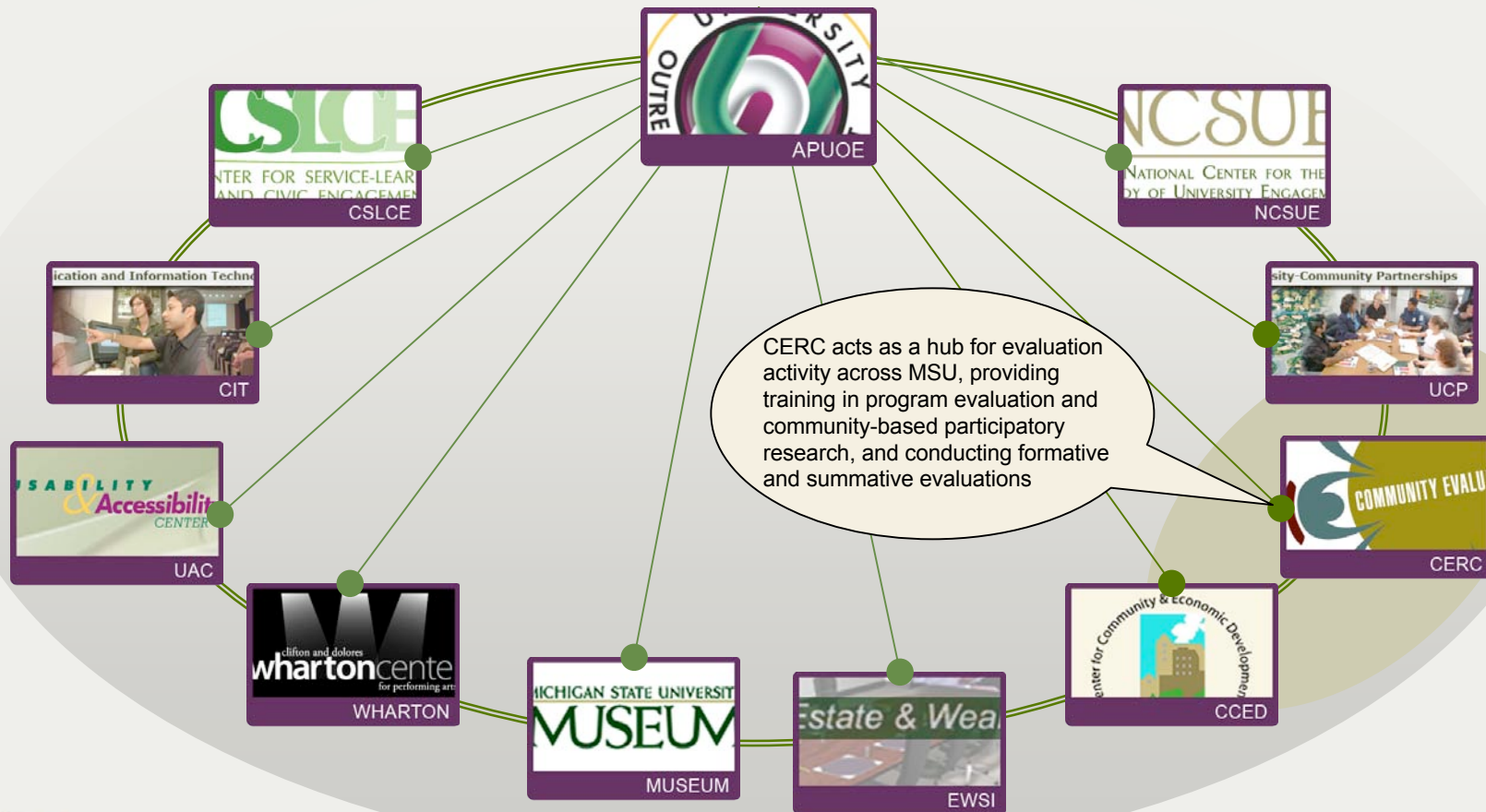
Contact Information

University Outreach and Engagement

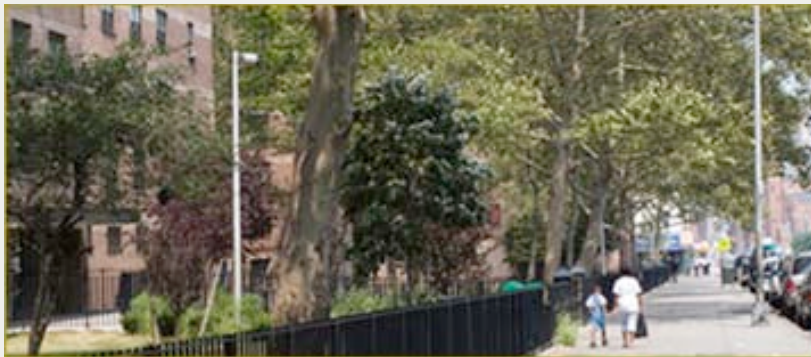
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University Outreach and Engagement Departments



Community Evaluation and Research Center



Conducts community-based program evaluations that:

- Are scholarly, collaborative, and participatory
- Take a systems approach
- Address program improvement and impact



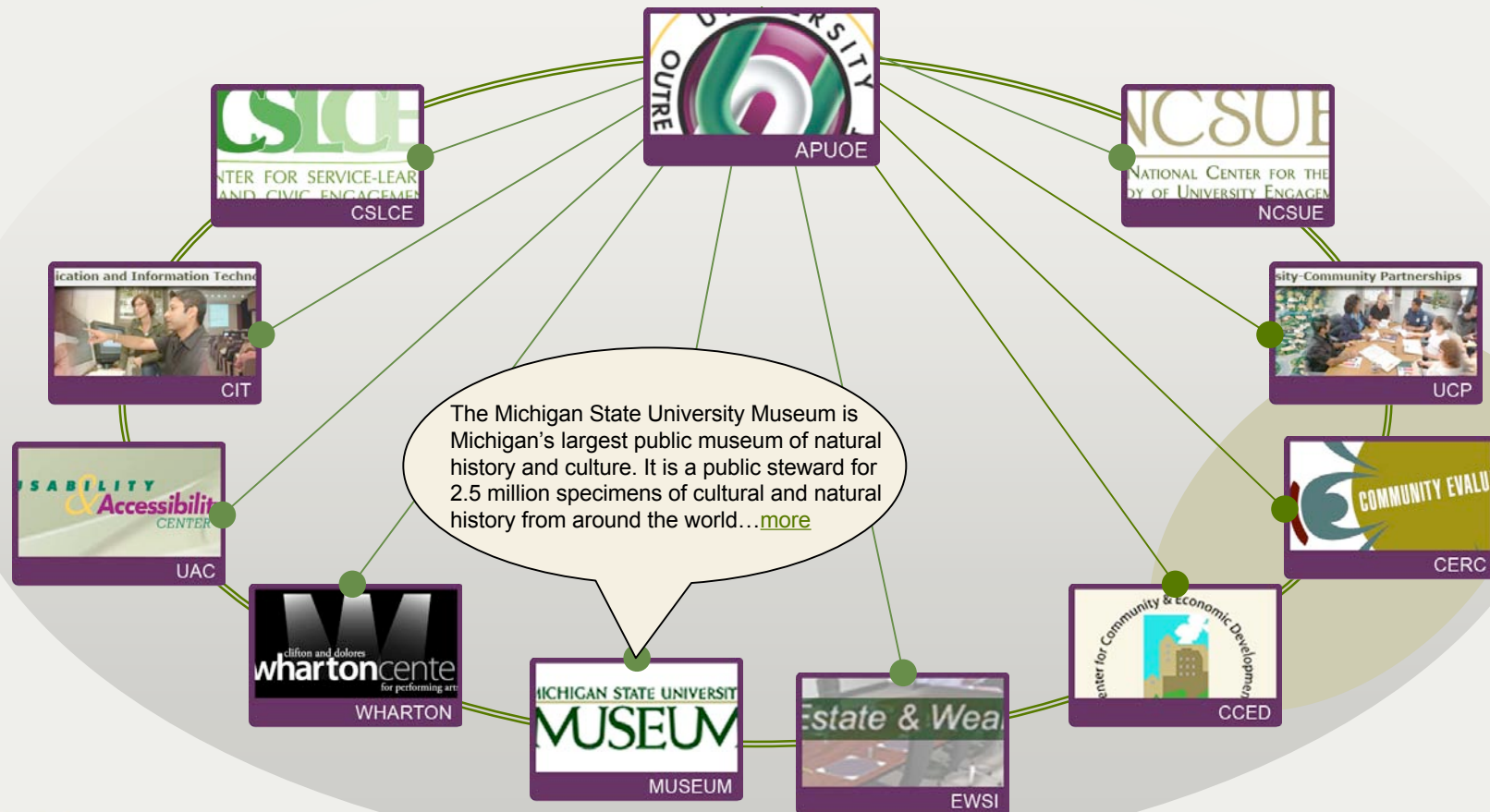
Community Evaluation and Research Center



- **Increases research opportunities**
by facilitating a network of community partnerships in youth development, education, health, organizational change, and community/economic development
- **Enhances student experience**
through training opportunities in evaluation and community-based research
- **Enriches community, economic, and family life**
through university-community partnerships that address community problems
- **Strengthens stewardship**
by developing contracts and grants and increasing the evaluation and community-based research capacity of students, faculty, staff, and community members.



University Outreach and Engagement Departments

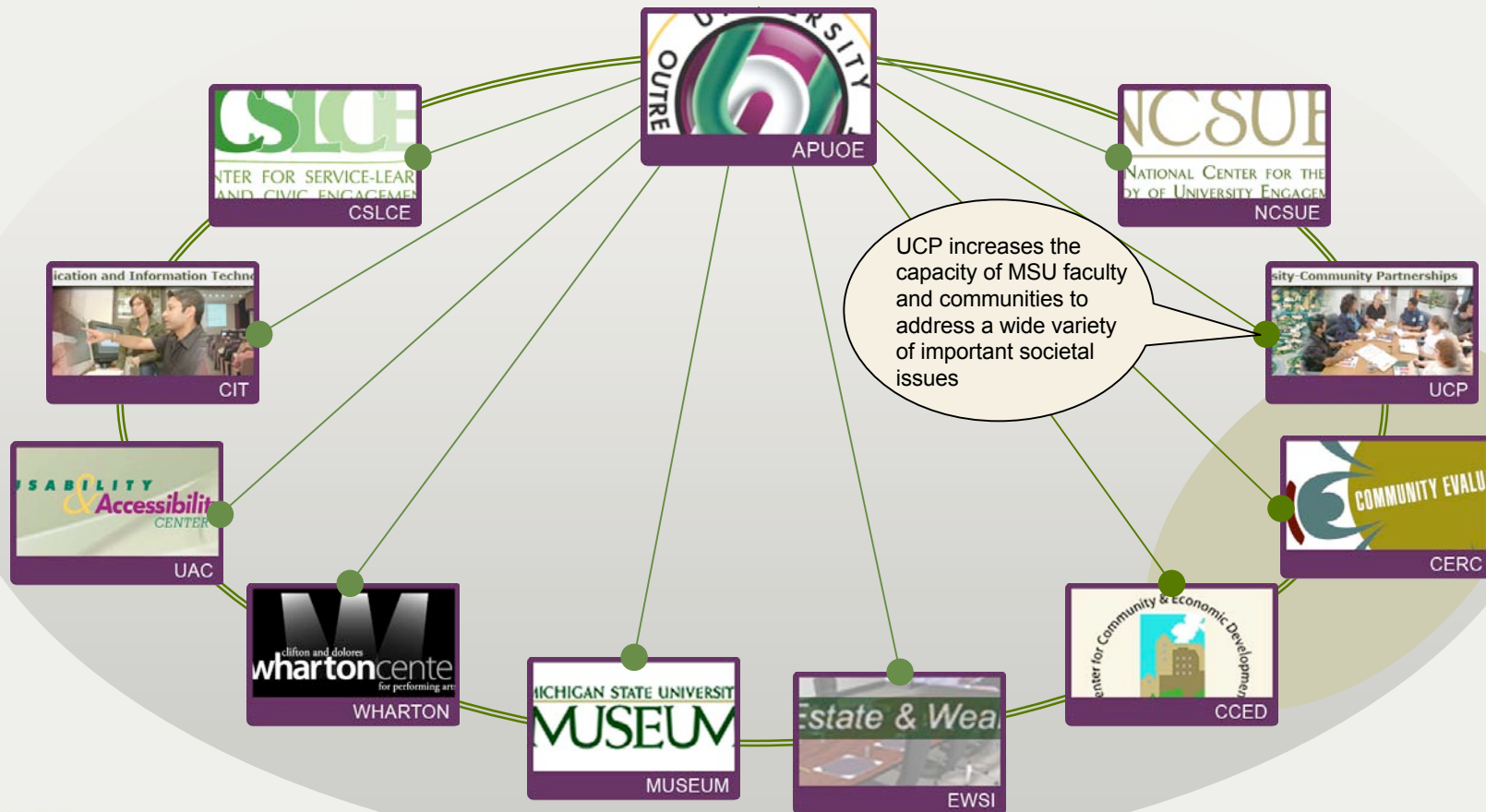


MSU Museum

- **Michigan State University Museum** is committed to understanding, interpreting, and respecting natural and cultural diversity—through education, exhibitions, research, and the building and stewardship of collections that focus on Michigan and its relationship to the Great Lakes, and the world beyond.
- **The MSU Museum is Michigan's natural history and culture museum, and first affiliate of the Smithsonian Institution.** Recent Smithsonian collaborations with MSU researchers and scholars have included publication of the world's most comprehensive study of the species and range of birds in South Asia, and a Smithsonian Folklife Festival centerpiece program on Native American basketry traditions.



University Outreach and Engagement Departments



University-Community Partnerships



UCP promotes and facilitates University and community engagement by:

- Creating campus-community partnerships where knowledge is co-created and applied to address a wide variety of important societal issues
- Continually improving the connections among MSU faculty, students and staff and community agencies and organizations



University-Community Partnerships



Internally, we connect by:

- Bringing MSU faculty and staff together in AKTL networks designed to inform, support and link faculty and staff with community engagement opportunities
- Promoting collaborative/multidisciplinary partnerships with community groups
- Providing a link with faculty members at the unit level to inform them of the availability of resources and assistance that can help them connect with community partners
- Developing curriculum modules designed to train the next generation of engaged scholars and to enhance service learning experiences
- Evaluating faculty experience with community engagement



University-Community Partnerships

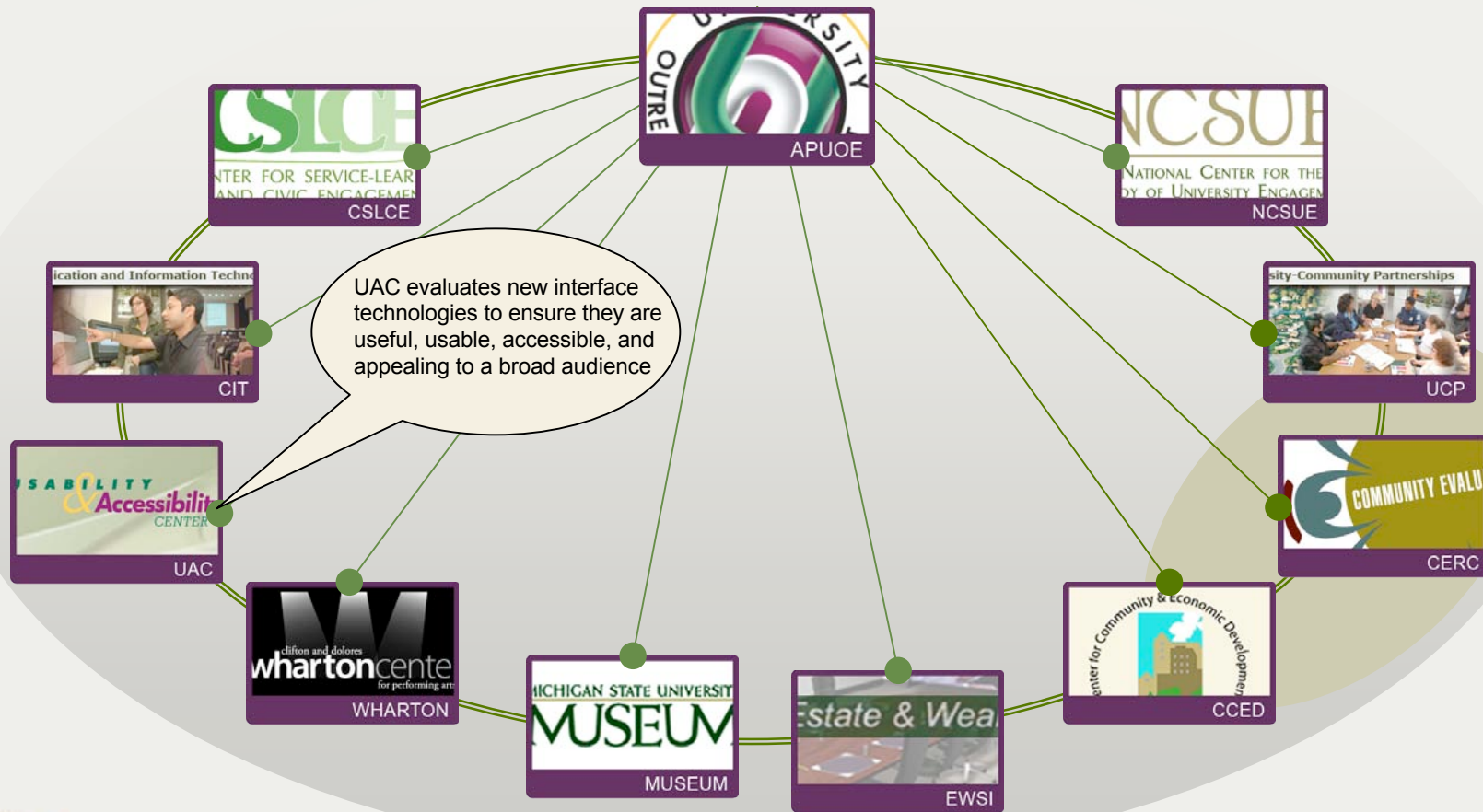


Externally, we facilitate connection by:

- Linking community requests for research, evidence-based practices, and models to appropriate faculty
- Developing, supporting, and nurturing system level community connections that facilitate partnerships
- Evaluating community experience with engagement efforts and using that information to inform practice
- Participating in multidisciplinary campus-community partnerships
- Promoting the development and use of strength- and evidence-based models and interventions to improve the capacity of those working on issues related to individuals, families, groups, neighborhoods, and communities



University Outreach and Engagement Departments

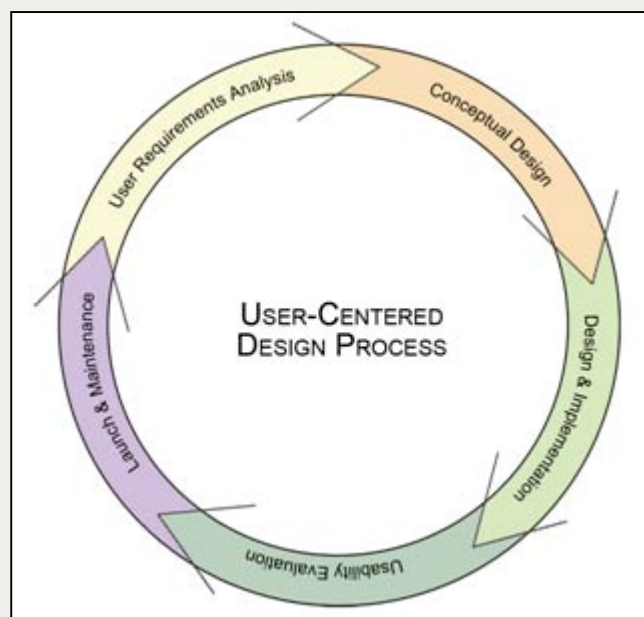


Usability & Accessibility Center



Objective

Help you to develop easy-to-use products that increase user satisfaction and meet your organizational or business objectives



Approach

User-focused research that informs user-centered design



Usability & Accessibility Center



A center of excellence for determining:

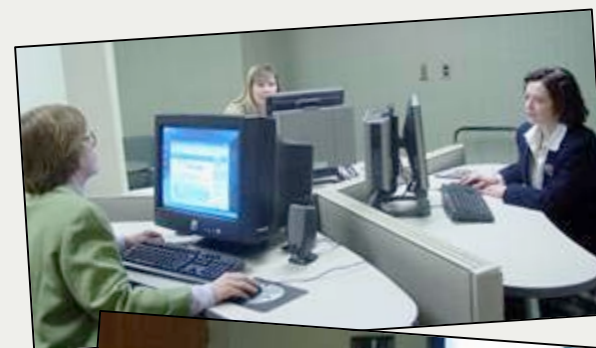
- How easy Web sites and software are to use
- How to improve them

The UAC does this through:

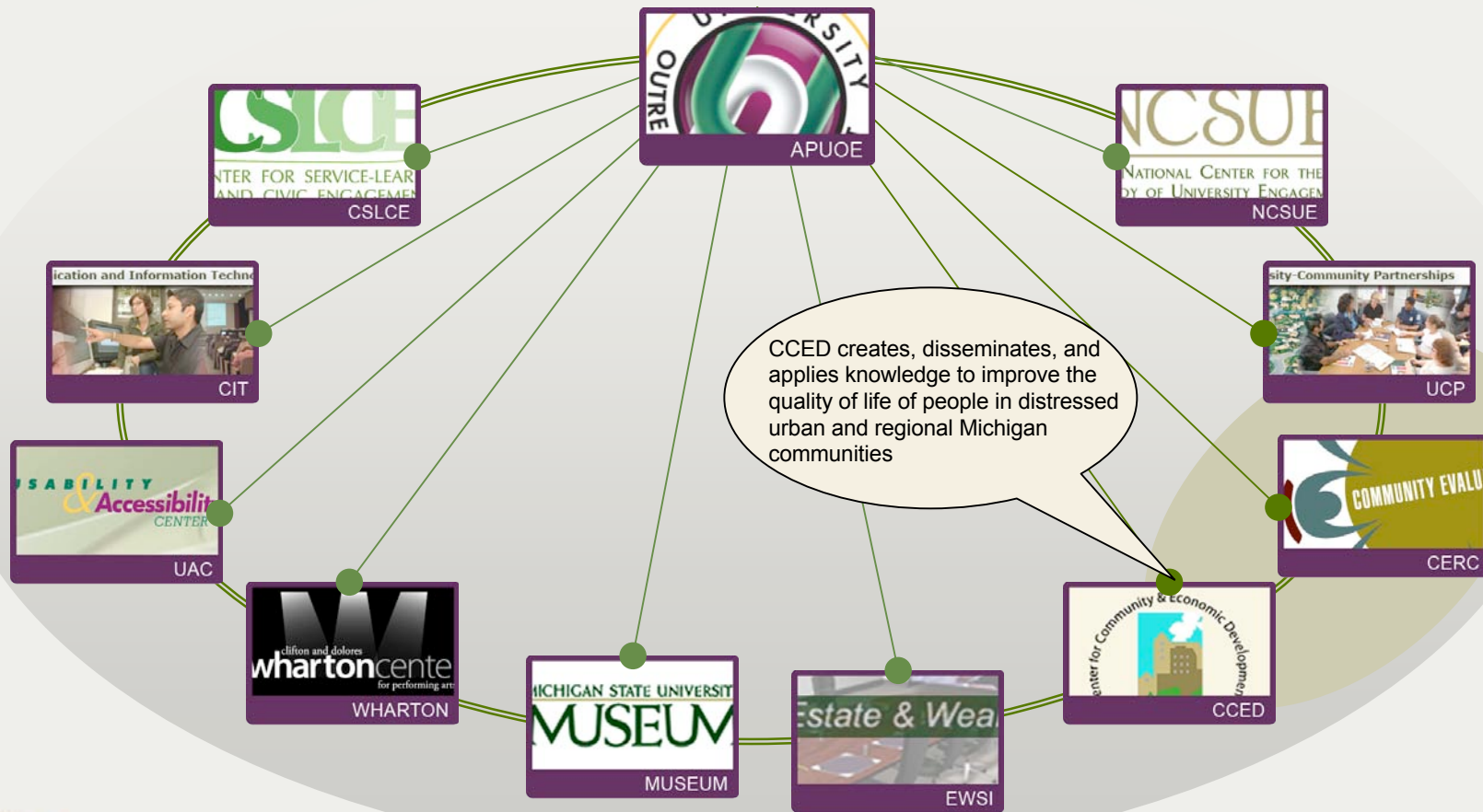
- Expert reviews, usability testing and focus groups
- Workshops, training and research
- State of the art facilities
- 20+ years experience in human factors research (PhD Director); 20+ years in consumer research, including usability testing (Assistant Director)

Clients include:

- State and local government
- Private and for-profit companies
- Universities



University Outreach and Engagement Departments



Center for Community and Economic Development



CCED advances MSU's land grant mission by creating, disseminating, and applying knowledge to improve the quality of life in distressed communities

Current CCED projects:

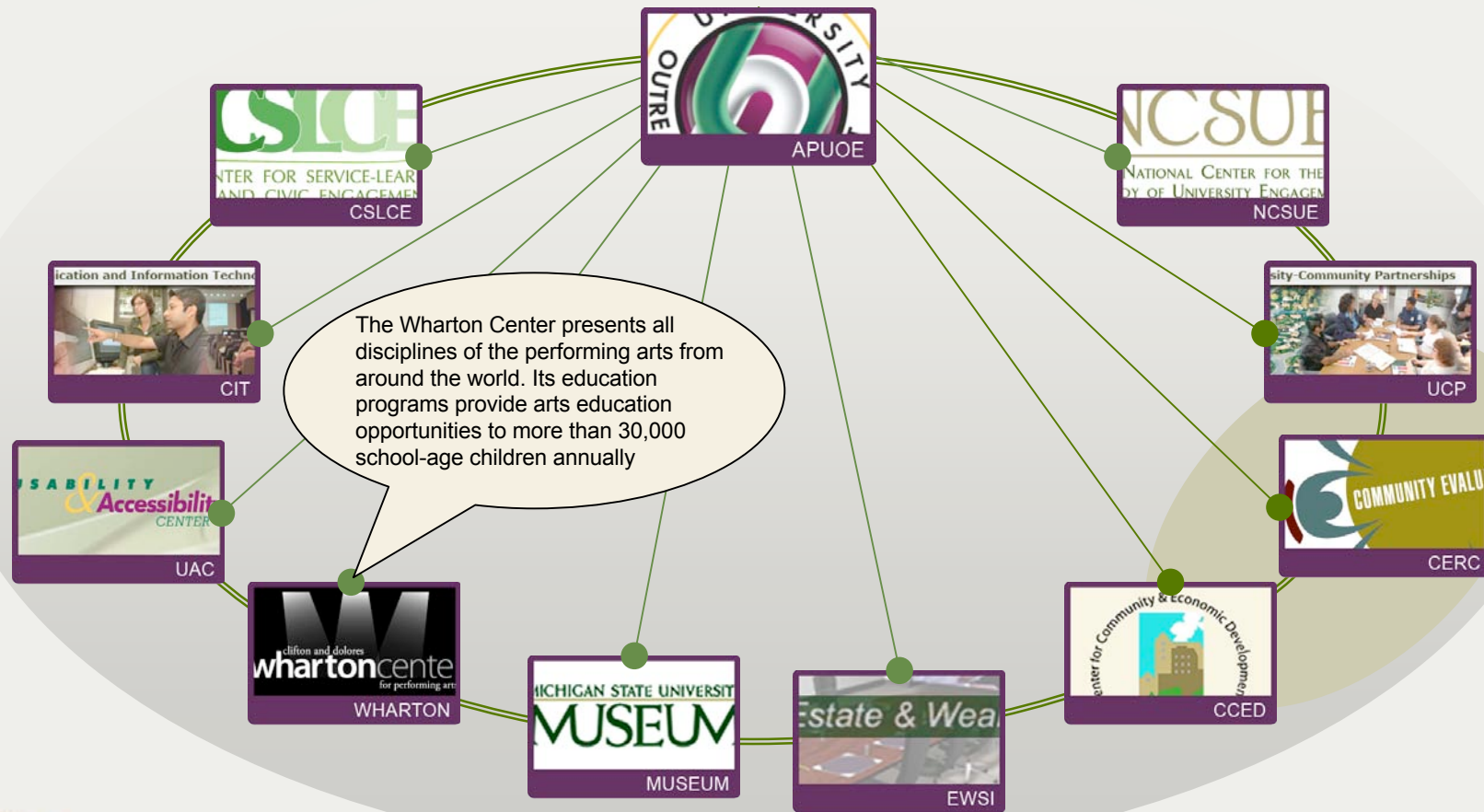
- **Community and economic development**
 - Michigan Knowledge Economy Index and Community Capacity Building Partnership
 - Mid-Michigan Bio-based Auto Manufacturing Component Feasibility Study
- **Sustainable planning and development**
 - Sustainable Policy, Planning and Communities Research
 - “Greening” Nonprofit Management Research
- **Urban and metropolitan development**
 - Lansing Master Planning Partnership
 - Michigan Urban Core Mayors and Bipartisan Urban Caucus
 - Michigan Higher Education Land Policy Consortium
 - State of Michigan Cool Cities Initiative



Center for Community and Economic Development



University Outreach and Engagement Departments



Wharton Center for Performing Arts



- A leading resource for renowned arts entertainment and education programs
- Enriching the lives of Michigan residents and strengthening the value of the arts in everyday life
- Four theatres – Cobb Great Hall, Pasant Theatre, MSU Concert Auditorium, Fairchild Theatre
- Community-supported, not-for-profit with private donations over \$1 million annually



Wharton Center for Performing Arts

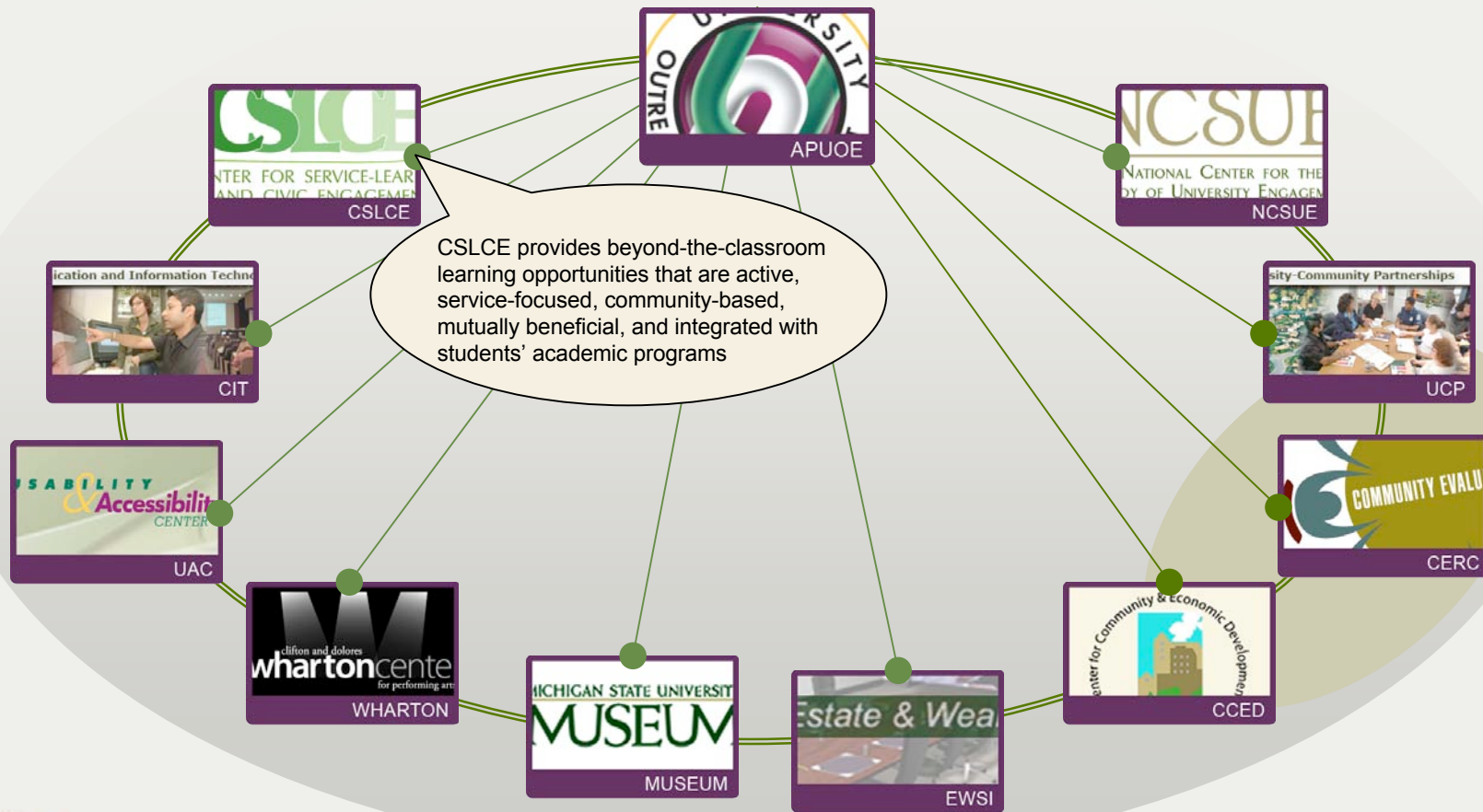
— *Education and Outreach Programs*



- Act One School and Family Series
- Jazz Kats
— Jazz For Kids
- Young Playwrights Festival
- Master Classes and Evening College
- Seats 4 Kids
- Community Advisory Panels



University Outreach and Engagement Departments



Center for Service-Learning and Civic Engagement



Mission

The Center for Service-Learning and Civic Engagement at Michigan State University provides active, service-focused, community-based, mutually beneficial, integrated, learning opportunities for students focused on the public good, building and enhancing their commitment to academics, personal and professional development, and civic responsibility.

Services

The CSLCE assists faculty, students and community partners in creating and managing academic, curricular and co-curricular service-learning and community and civic engagement opportunities.

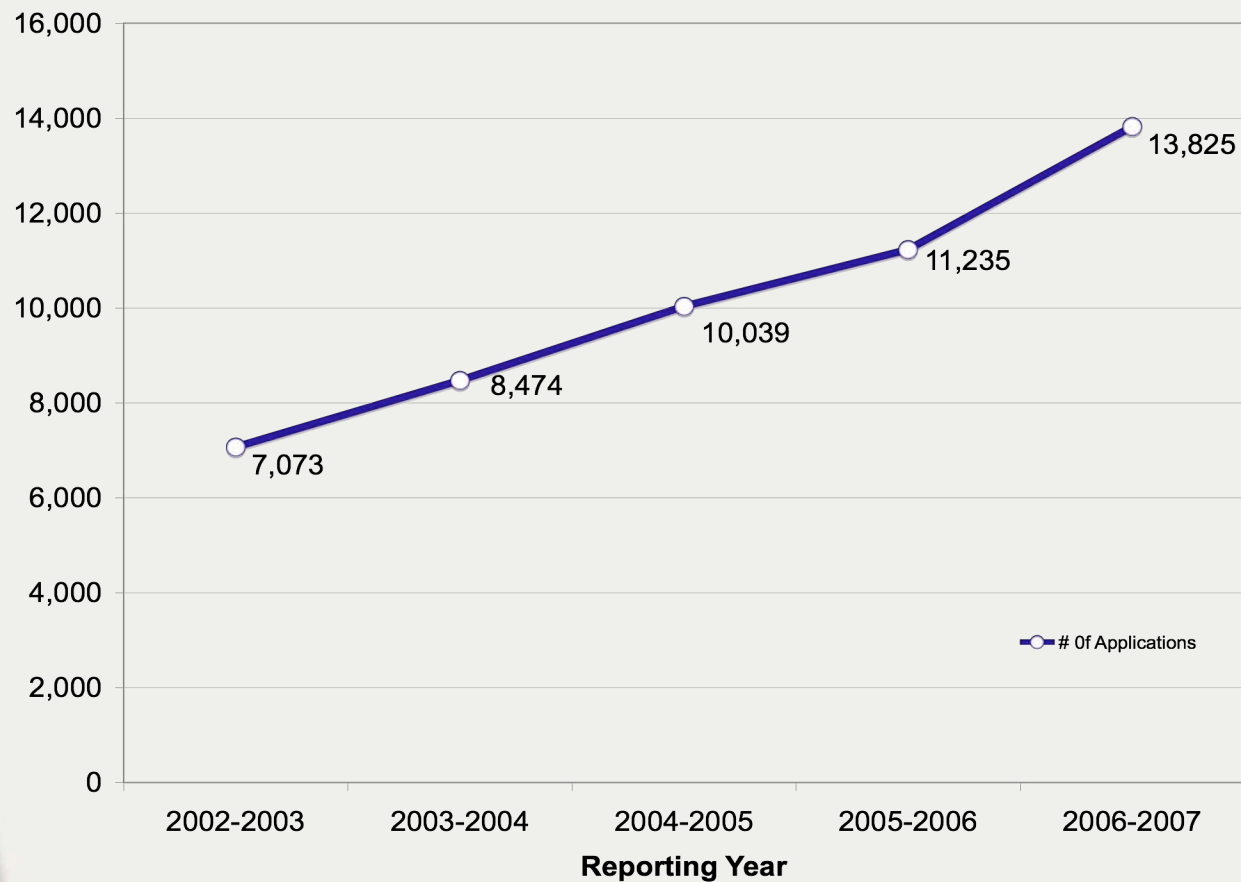


Center for Service-Learning and Civic Engagement

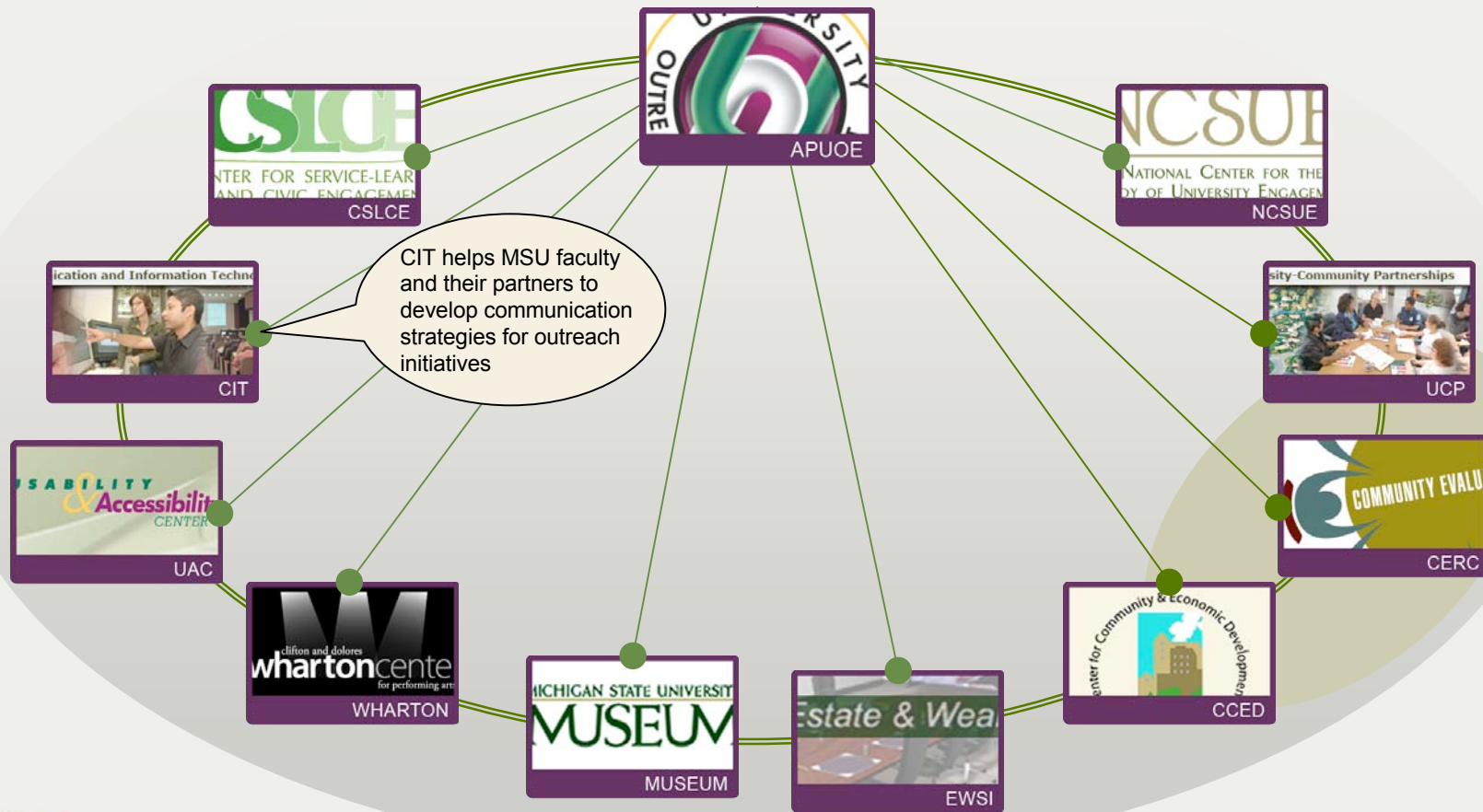


Student Applications for Service-Learning Received and Accommodated

(Note: All applications received are accommodated.)



University Outreach and Engagement Departments



Communication and Information Technologies



CIT is an academic support unit of the Office of University Outreach and Engagement that:

- Provides communication and information technology strategies, products, and services in support of MSU scholarly outreach and engagement
- Promotes public access to the University's knowledge resources

CIT serves:

- President's office
- Provost's office
- Associate Provost for UOE
- UOE departments
- Individual UOE investigators and their projects/programs
- MSU colleges, departments, and initiatives
- Individual MSU faculty members
- Public stakeholders



Communication and Information Technologies



Approach

It is about engagement

- All efforts are directed at supporting the engagement mission, but staff are professionally networked to make referrals to other service providers as needed

User-centered philosophy

- Focus on the target audience needs, wants, behaviors, abilities, and impressions
- User perspectives sought and incorporated as appropriate
- Attempt to create satisfying user experiences

Holistic orientation, but scaleable

- Interest in broad context of communication goals and coordinating integrated communication services
- Able to scale efforts to accommodate discrete needs

Attention to sustainability

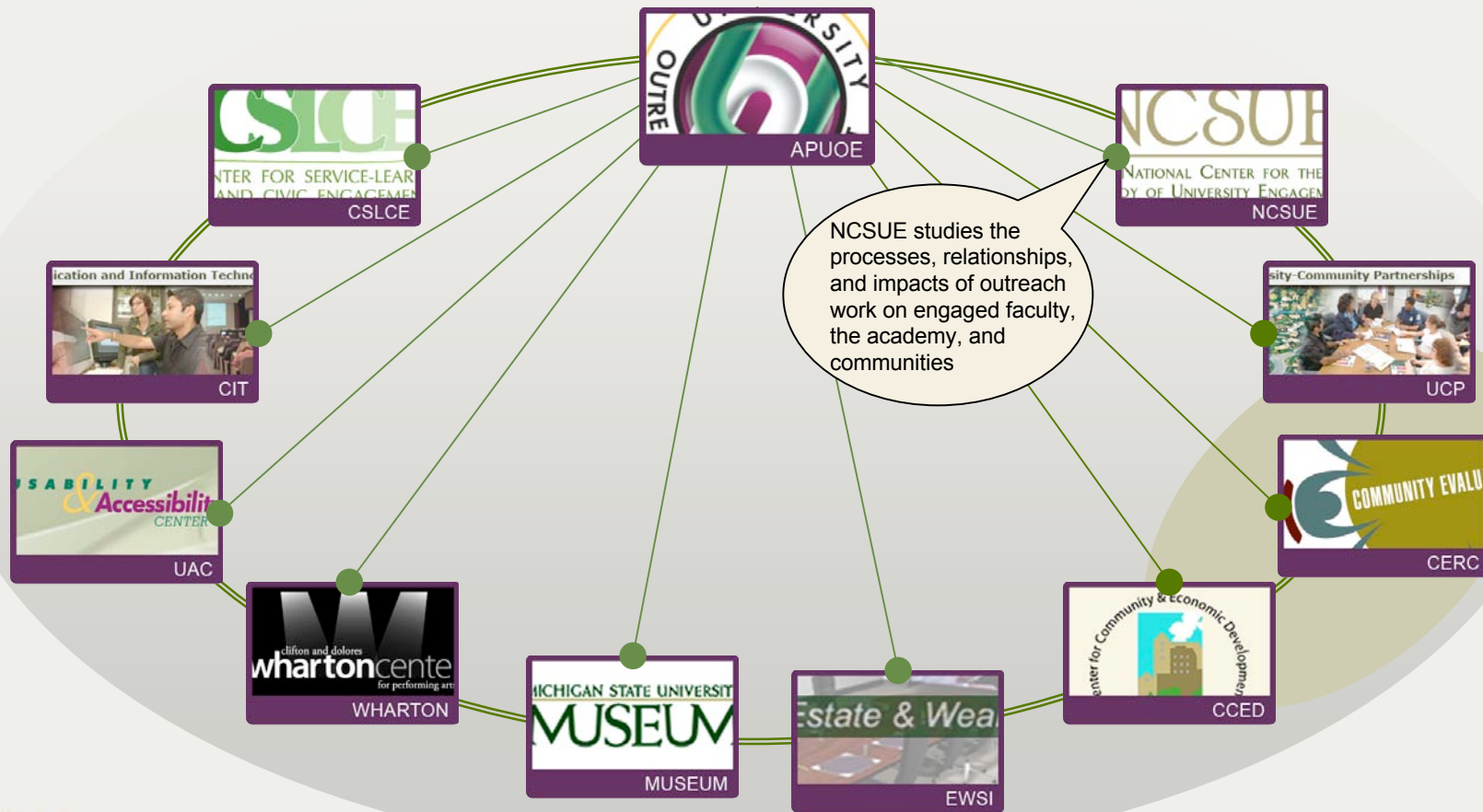
- Need to generate revenues to support the work
- Where appropriate, planning must include strategies for how clients will maintain products themselves

Continuing Product Lines

- Outreach & Engagement Measurement Instrument (OEMI)
—*in collaboration with NCSUE*
 - MSU survey
 - Partner Institution hosted surveys
- Outreach Scholarship Community Partnership Award
- *The Engaged Scholar Magazine*
- MSU Statewide Resource Network (msustatewide.msu.edu)
- Spartan Youth Programs (spartanyouth.msu.edu)
- UOE family of Web sites



University Outreach and Engagement Departments



National Center for the Study of University Engagement



- The National Center for the Study of University Engagement (NCSUE) seeks a greater understanding of how university engagement enhances faculty scholarship and community progress
- NCSUE deepens the study of and discussion about two key principles:
 - *Engaged scholarship*
 - *The scholarship of engagement*
- The Center seeks to answer such questions as:
 - How do scholars engage most effectively with their communities?
 - How does such engagement enhance faculty scholarship?



National Center for the Study of University Engagement

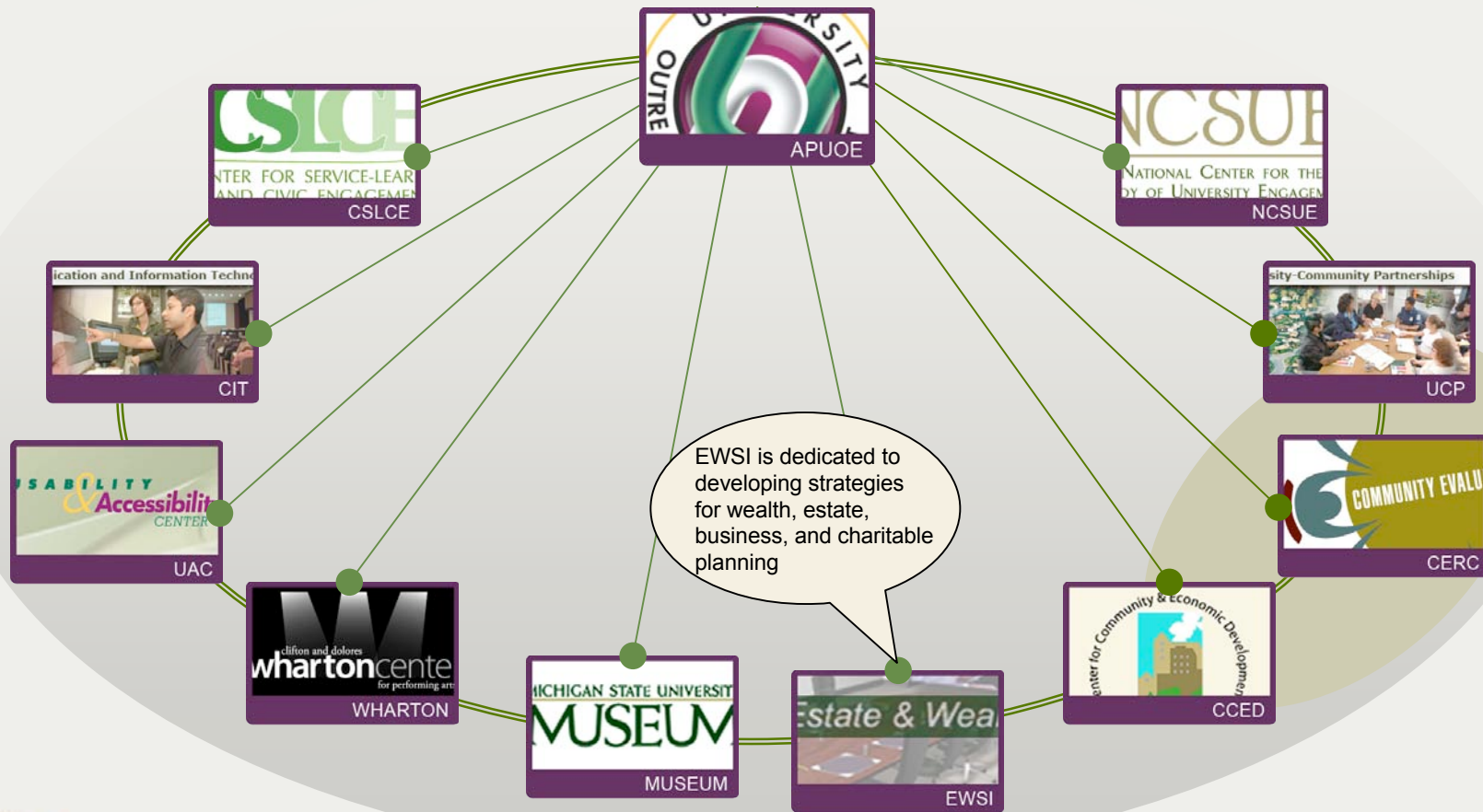


Ongoing Activities

- Developing measurement and benchmarking criteria for outreach and engagement locally, nationally, and internationally
- Assessing faculty perceptions of their outreach and engagement work and how this work enhances all aspects of their scholarship
- Examining faculty reward policies and procedures and the effectiveness of revising promotion and tenure guidelines
- Investigating policies and practices that enable institutions to weave engagement into their culture
- Providing tools for faculty to evaluate their work as engaged scholars
- Evaluating graduate and undergraduate learning outcomes related to engagement involvement
- Studying processes and impacts of university-community collaborations
- Analyzing community contributions to engagement and scholarship



University Outreach and Engagement Departments



Estate and Wealth Strategies Institute



- The goal of EWSI is to make MSU a leader in providing research, policy, education, credentialization, and accreditation in estate and wealth strategies planning and philanthropy.
- EWSI is a premier source of accrediting courses in subjects ranging from relationship building among professional advisors and their clients to business succession planning to charitable giving.



University Outreach and Engagement Departments

