The OEMI: Defining, Implementing, and Measuring Engagement Scholarship
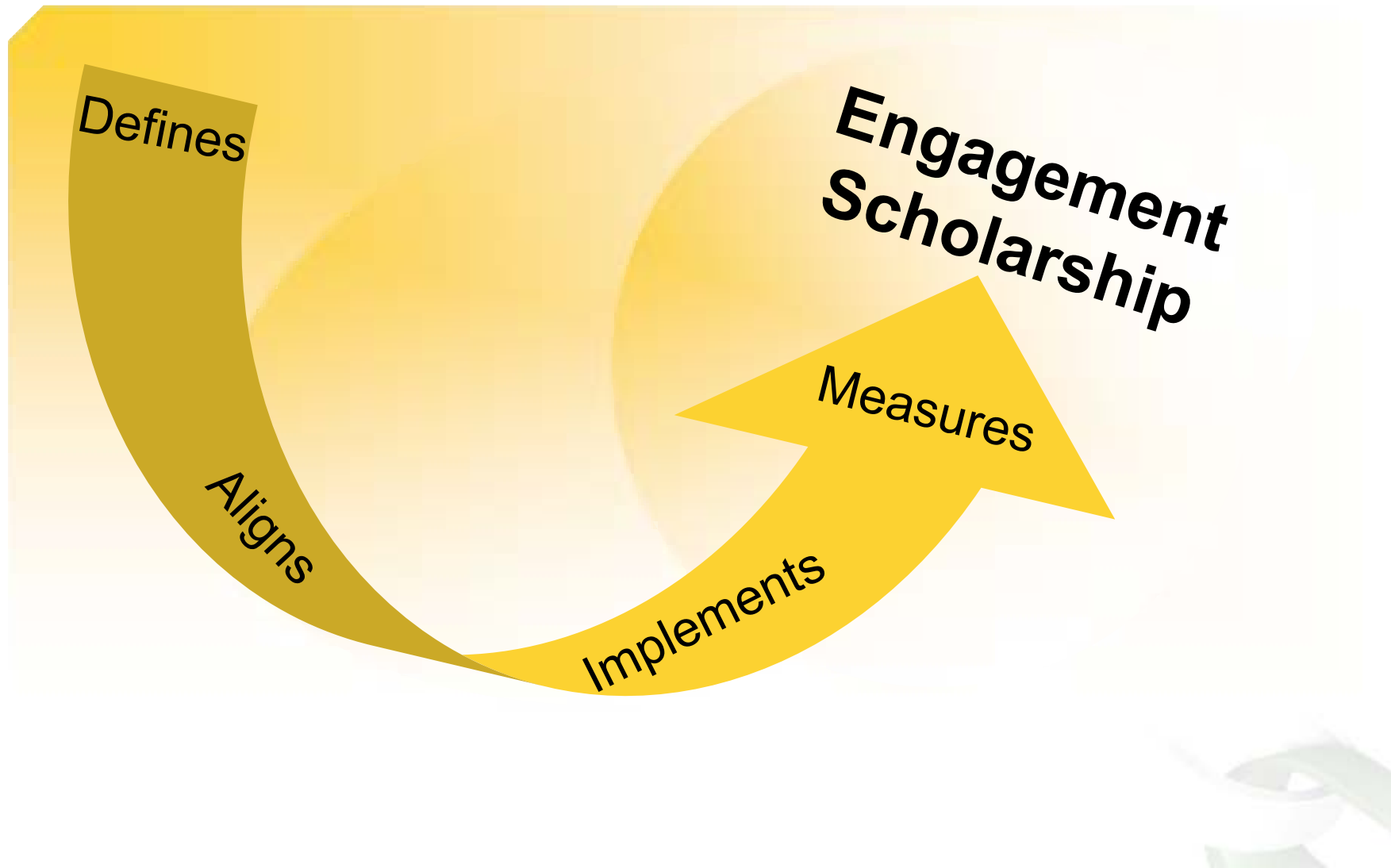
Burton A. Bargerstock
bargerst@msu.edu

Hiram E. Fitzgerald
fitzger9@msu.edu

University Outreach and Engagement
Michigan State University

University of Minnesota
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An Engaged University…

Defining Outreach and Engagement

Prov

Extending knowledge to serve society. East Lansing: Michigan State University. Retrieved from http://outreach.msu.edu/documents.aspx

Defining Engagement: Committee on Institutional Cooperation (Big Ten)

Engagement is the partnership of university knowledge and resources with those of the public and private sectors to

- enrich scholarship and research,
- enhance curricular content and process,
- prepare citizen scholars,
- endorse democratic values and civic responsibility,
- address critical societal issues, and
- contribute to the public good.

Types of Engagement Scholarship

Engaged Research and Creative Activity	Engaged Teaching and Learning	Engaged Service
• Community-based research • Applied research • Contractual research • Demonstration projects • Needs and assets assessments • Program evaluations • Translation of scholarship through presentations, publications, and web sites • Exhibitions and performances	• Online and off-campus education • Continuing education • Occupational short course, certificate, and licensure programs • Contract instructional programs • Participatory curriculum development • Non-credit classes and programs • Conferences, seminars, and workshops • Educational enrichment programs for the public and alumni • Service-learning • Study abroad programs with engagement components • Pre-college programs	• Technical assistance • Consulting • Policy analysis • Expert testimony • Knowledge transfer • Commercialization of discoveries • Creation of new business ventures • Clinical services • Human and animal patient care

Points of Distinction: Qualitative and Quantitative Indicators of Engagement Scholarship

Four Dimensions of Quality Outreach and Engagement

Significance

- Importance of issue/opportunity to be addressed
- Goals/objectives of consequence

Context

- Consistency with university/unit values and stakeholder interests
- Appropriateness of expertise
- Degree of collaboration
- Appropriateness of methodological approach
- Sufficiency and creative use of resources

Scholarship

- Knowledge resources
- Knowledge application
- Knowledge generation
- Knowledge utilization

Impact

- Impact on issues, institutions, and individuals
- Sustainability and capacity building
- University-community relations
- Benefit to the university

Committee on Evaluating Quality Outreach. (1996, 2000). *Points of distinction: A guidebook for planning and evaluating quality outreach.* East Lansing: Michigan State University, University Outreach and Engagement.

Tracking MSU's Engagement Scholarship: The Context

- **Faculty and Academic Staff: 4,950**

- **200 Academic/Professional Programs**

- **17 Degree Colleges (including a private College of Law)**

- **71 Formally Recognized Centers and Institutes**

Outreach and Engagement Measurement Instrument (OEMI)

The OEMI is a survey that collects data about outreach and engagement activities

- Process
  - Conducted annually
  - Institution-wide
  - Online, open 24x7, January-March
  - Reporting on previous calendar year

- Respondents
  - Individuals, not units
  - Faculty and academic staff

- Data
  - Faculty effort
  - Specific projects

OEMI: Data on Faculty Effort

Participation in engagement and outreach activities

Time spent (percentage of total effort across research, teaching, and service)

Societal issues addressed (up to two)

- Business and industrial development
- Children, youth, and family (non-school related)
- Community and economic development
- Cultural institutions and programs
- Pre-K-12 Education
- Food and fiber production and safety
- Governance and public policy
- Health and health care
- Labor relations, training, and workplace safety
- Natural resources, land use, and environment
- Public safety, security, and corrections
- Public understanding and adult learning
- Science and technology

OEMI: Data on Faculty Effort (continued)

Characterization of work on each issue

- Percentage of engagement effort spent

- Contribution to:
  - University strategic imperatives
    - Enhance the student experience
    - Enrich community, economic, and family life
    - Expand international reach
    - Increase research opportunities
    - Strengthen stewardship
  - Urban issues
  - Diversity

- Form(s) of the engagement effort
  - 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

OEMI: Data on Faculty Effort (continued)

Characterization of work on each issue (continued)

- Number of non-university people directly participating (physical and technologically mediated participation)

- Location(s) of intended impact
  - Michigan cities
  - Michigan counties
  - Countries

- Generation of external funding to the university

- Generation of external funding to partners

- Contributions of in-kind support from partners
  - Professional staff time
  - Volunteer time
  - Material contributions

OEMI: Data on Specific Projects

Societal issue(s) addressed

Purposes and methods

Duration

Location(s) of intended impact

Involvement of students and other university units

Involvement and roles of external partners
- Issue identification
- Planning and management
- Research, evaluation, or teaching
- Dissemination of products or practices
- Resource identification

OEMI: Data on Specific Projects (continued)

Funding sources

Evaluation strategy

Project outcomes and impacts

Resulting intellectual property

Impacts on scholarly and/or teaching practices

Resulting scholarship about the engagement

Data Collection with the OEMI at MSU: 2004-2011

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

  – During this period the size of the faculty and academic staff has remained relatively stable, currently approximately 4,950

- 82.8% of respondents report that they have participated in some form of outreach and engagement

- The work reported by these respondents represents a collective investment by Michigan State University of $137,242,656 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)

- Respondents have submitted 7,126 project reports

Utilizing Data about Community-Engaged Scholarship and University Outreach

Centralized data can serve a variety of purposes

- Describing the university's outreach and engagement activity (telling the engagement story)

  – Communicating examples across disciplines

    • Helping <u>faculty</u> 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 <u>institution</u> represent what it considers to be high quality community-engaged scholarship

    • Helping the public understand that the University values engagement

Utilizing Data about Community-Engaged Scholarship and University Outreach (continued)

- Responding to accreditation and other institutional self-studies

- Conducting assessments and strategic planning

- Documenting the salary investment of a university's contributions of scholarship for the public good

- Mapping the locations of partnerships

- Benchmarking and exploring cross-institutional analyses

- Serving as a source of data for original research studies

- 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

Personal and Aggregate Reports

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 acti

Data about my Outreach and Engagement work in Children, Youth, an
Family (non-school related)
60% of my outreach and engagement activities (that is, 46% of my professional
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 individuals within
Michigan. Specifically, 50% was directed at Jackson.
This work was designed to impact people and issues within Michigan in Hillsdale,
and Lenawee.
198 people participated in this Outreach Research and Creative Activity activ
This work was instrumental in securing $300,000 in gifts, grants, contracts, tuiti
and/or fees for the University.

Data about my Outreach and Engagement work in Health and Health
40% of my outreach and engagement activities (that is, 31% of my professional
primarily took the form of Outreach Research and Creative Activity addressing
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 activity
This work was instrumental in securing $120,000 in gifts, grants, contracts, tuiti
and/or fees for the University.

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

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Targeted Briefing Materials

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

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

City of Detroit

ABCS Coaches Institute
Provisions of the federal No Child Left Behind Act of 2001 require sch
"adequate yearly progress" criteria to hire outside assistance to help wi
plans. In order to increase the state's capacity to provide such assistanc
Department of Education issued a competitive grant to MSU's Office o
an Academic Coaches Institute. The MSU team partnered with the Alli
Capacity in Schools (ABCS) to develop the curriculum, then recruited
cohort of coach candidates over a three-month period, culminating in a
assessment process using outside evaluators who had experience worki
priority schools. The result is a registry of over 90 coaches who are ava
priority schools across the state. The development phase of the project
but the MSU team continues to give technical support to the coaches. F
include Detroit, Flint, Lansing, and Kalamazoo. *Contact:* Christopher
Education. Phone: (517) 353-8950. E-mail: reimannc@msu.edu.

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

- *Broad Summer High School Scholars Program.* Targeting 10th
  from Detroit Public Schools, this three-week residential progra
  Michigan State University offers students precollege preparatio
  experiences and in-depth academic skill development, with a fo
  education.
- *Broad Future Teachers Award.* Available only to graduates of t
  who pursue a bachelor's degree and teacher certification at MS
  forgiveness opportunity that provides financial support to cover
  attendance at MSU's highly regarded College of Education. Stu

College Level Analyses

Analysis of Data Collected through the Outreach Measurement Instrument
September, 2003

Pilot Test of the Outreach Measurement Instrument (OMI)

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

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

Results of the Pilot Survey

Return on Investment

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

MSU Publications and Reports
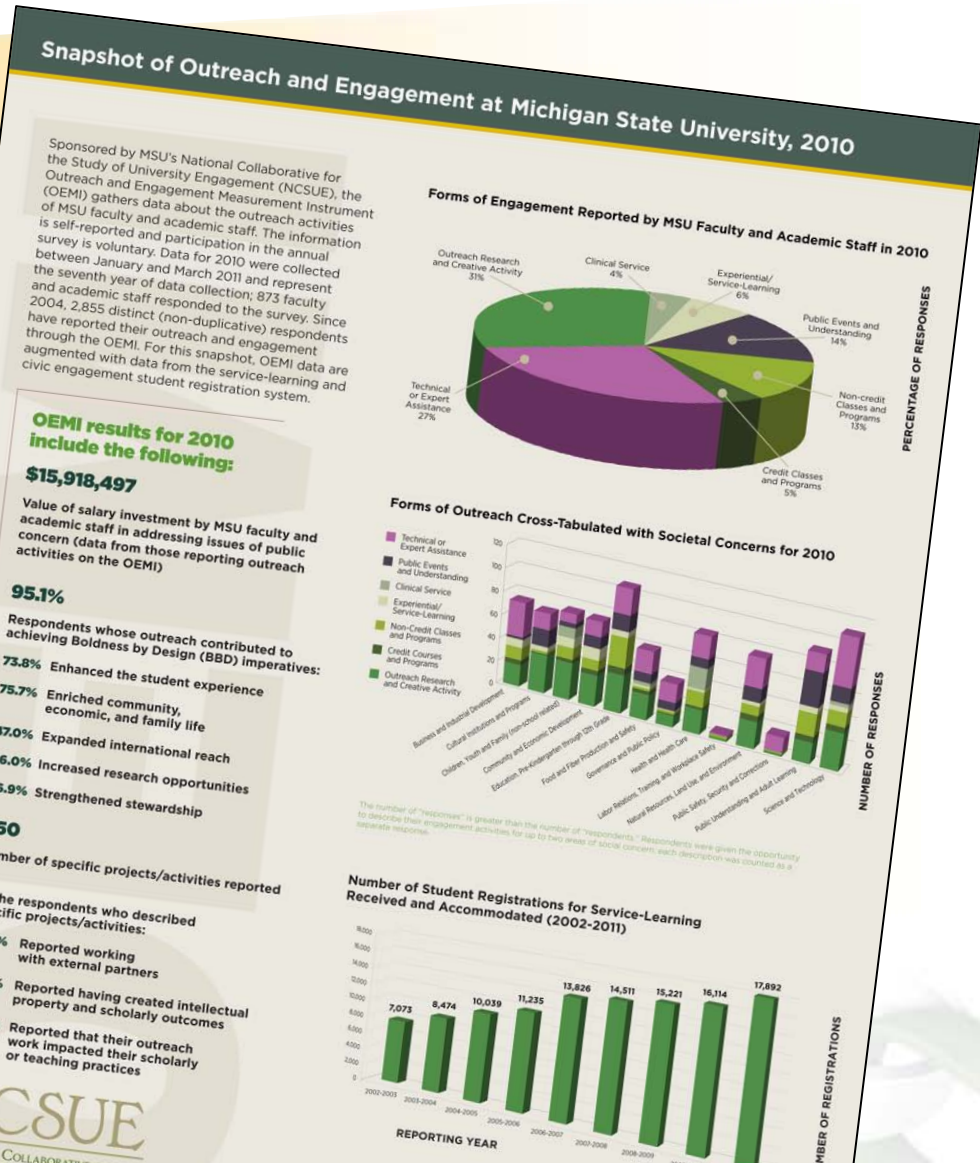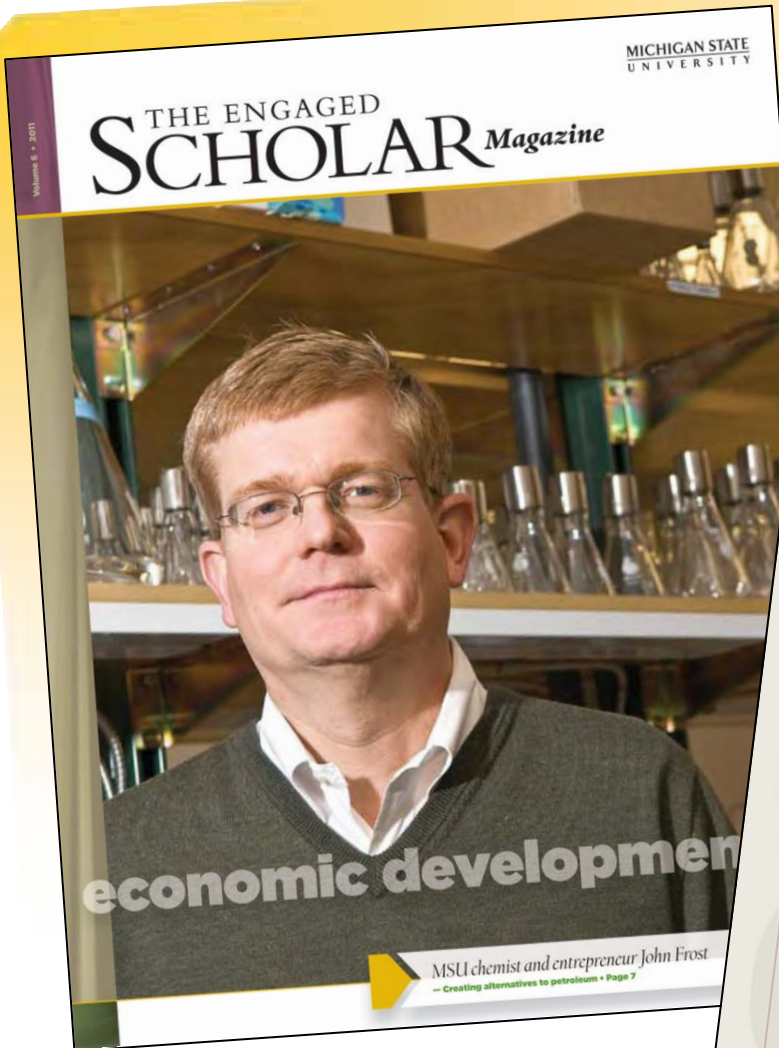
Engagement is…

Scholarship-focused

Community-based

Mutually beneficial

Capacity-building

Sustainable

For the public good

University Outreach and Engagement

Hiram E. Fitzgerald, Ph.D.
Associate Provost for University Outreach and Engagement

Patricia A. Farrell, Ph.D.
Assistant Provost for University-Community Partnerships

Laurie Van Egeren, Ph.D.
Director, Community Evaluation and Research
Collaborative
Co-Director, National Collaborative for the Study of
University Engagement

Burton A. Bargerstock, M.A.
Director, Communication and Information
Technology
Co-Director, National Collaborative for the Study of
University Engagement

Rex LaMore, Ph.D.
Director, Center for Community and Economic
Development

Karen McKnight Casey, M.A.
Director, Center for Service-Learning and Civic
Engagement

Sarah J. Swierenga, Ph.D.
Director, MSU Usability/Accessibility Research and
Consulting

Rubén O. Martinez, Ph.D.
Director, Julían Samora Research Institute

Kurt Dewhurst, Ph.D.
Director, Arts and Cultural Initiatives

Michael Brand, M.A.
Executive Director, Wharton Center for Performing Arts

Bert Goldstein
Director, Institute for Arts & Creativity

Gary Morgan, Ph.D.
Director, Michigan State University Museum

Affiliate:

Kirk Riley, M.A.
Executive Director, Information Technology
Empowerment Center (ITEC)-Lansing

Contact Information

University Outreach and Engagement

Michigan State University

Kellogg Center

219 S. Harrison Rd., Rm. 93

East Lansing, MI 48824-1022

Phone: (517) 353-8977

Fax: (517) 432-9541

E-mail: outreach@msu.edu

Web: outreach.msu.edu

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