



## Dear Colleagues and Partners...

University Outreach and Engagement fosters MSU's land grant mission by connecting university knowledge with community knowledge in mutually beneficial ways. UOE provides resources to assist academic departments, centers, institutes, and MSU Extension on priority issues of concern to society by encouraging, supporting, and collaborating with MSU faculty and academic staff to generate, apply, transmit, and preserve knowledge.

This scholarly effort is applied to a broad range of community-defined needs, with special focus on children, youth, and families; community economic development; the technology-human interface; and community health and well-being. Within these contexts, UOE also engages in research designed to demonstrate the disciplinary and interdisciplinary impact of engaged scholarship on faculty work and university-community partnerships.

In all of its work, UOE emphasizes university-community partnerships that are collaborative, participatory, empowering, systemic, transformative, and anchored in scholarship.

MSU has also assumed a leadership role with respect to national conversations about the scholarship of engagement—defining, measuring, and evaluating best practices.

We welcome an opportunity to talk with you about how you might become active in the outreach and engagement enterprise.

Sincerely,

**Hiram E. Fitzgerald**  
Associate Provost  
University Outreach and Engagement



To learn more about University Outreach and Engagement publications, personnel, and activities, visit: [outreach.msu.edu](http://outreach.msu.edu)



Michigan's citizens increasingly turn to the University for its knowledge resources.

- Adults are returning for higher education in record numbers to renew and expand their professional qualifications.
- Businesses and industries seek technical assistance and technology transfer.
- Legislators request demographic data.
- Agencies seek help in evaluating human service programs.
- Community organizations utilize strategic planning assistance related to local economic development and social concerns.

Michigan State University established the Office of University Outreach and Engagement to coordinate the University's response to these and other requests from the public. It is the charge of the Office to ensure that the University's outreach efforts are internally coordinated, externally linked, responsive to important societal issues, and consistent with its mission and policies.

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MSU is an affirmative-action, equal-opportunity employer.  
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# Connecting Knowledge to Serve Society

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## The Engaged University...

Engagement is the partnership of university knowledge and resources with those of the public and private sectors to enrich scholarship, research, and creative activity; enhance curriculum, teaching, and learning; prepare educated, engaged citizens; strengthen democratic values and civic responsibility; address critical societal issues; and contribute to the public good.

*Committee on Institutional Cooperation, 2003*

*“Who would have imagined 150 years ago... that we would become the global prototype of a genuinely American brand of higher education—one that is an engine of the economy, a force for the democratization of public learning, the model for engagement with the world beyond the campus, and a catalyst for improving the quality of life in Michigan and around the world.”*

**Lou Anna Kimsey Simon, Ph.D.**  
**President**  
**Michigan State University**  
*Founders' Day Address*  
*February 11, 2005*

## What University Outreach and Engagement Does...

### Serves the interests of communities

Bringing together the best MSU research from a broad range of disciplines, University Outreach and Engagement (UOE) works closely with community representatives to empower positive change. Using an asset—or strength-based—approach, UOE offers practical support to human service programs and neighborhood initiatives by:

- Sharing the process behind this approach
- Providing tools, models, and training
- Spotlighting community-based research results
- Evaluating intervention programs

### Promotes community-based scholarship

UOE facilitates networks of MSU faculty engaged with communities throughout Michigan. A wide variety of disciplines and areas of study collaborate jointly to address complex issues such as:

- Positive outcomes for children, youth, and families
- Community and family security
- Community and economic development
- Technology and human development

### Involves MSU students locally

MSU's Center for Service-Learning and Civic Engagement provides student tutors through programs like America Reads and America Counts. Every year over 9,000 students engage in market research, communication planning, adult literacy tutoring, and other forms of community service. Students then reflect on their learning experiences in the classroom.

### Provides access

University Outreach and Engagement maintains several Web sites to enhance public access to the University's resources.

- The **Statewide Resource Network** helps practitioners locate MSU faculty expertise, continuing education opportunities, and other professional resources. The SRN catalogs more than 1,000 outreach programs and services that connect MSU experts and research knowledge with practitioners working in government, business and industry, education, agriculture, nonprofits, health care, law, and the media.  
[msustatewide.msu.edu](http://msustatewide.msu.edu)
- **Spartan Youth Programs** catalogs MSU activities and programs for pre-kindergarten children through 12<sup>th</sup> grade students.  
[spartanyouth.msu.edu](http://spartanyouth.msu.edu)
- **Capable Communities** explains and demonstrates a partnership model for increasing local capacity to build positive change.  
[outreach.msu.edu/capablecommunities](http://outreach.msu.edu/capablecommunities)

### Conducts research about faculty engagement

UOE has developed survey instruments and conducts institutional research on academic outreach and engagement. Its National Center for the Study of University Engagement (NCSUE) also offers consulting services about models and methods to other institutions of higher learning in order to inform promotion/tenure and other policies.



## How University Outreach and Engagement Assists You...

### Coordinates outreach initiatives across strategic areas

As part of UOE's work with organizations and communities, we frequently enlist the aid of faculty from across the campus. We may be able to help you locate faculty and community partners for your interdisciplinary work. Tell us about your particular areas of expertise, your past experiences with communities and organizations, and the specific topics you are interested in researching and teaching.

Contact: [partners@msu.edu](mailto:partners@msu.edu)

### Tells MSU's civic engagement story

If outreach projects are part of your academic responsibility, we can help you develop Web sites and publications for them. We also showcase exemplary outreach projects online and in our print publications.

Contact: [cit@msu.edu](mailto:cit@msu.edu)

### Provides seed funding for community-based projects

Seed funding is available for new projects that reflect multidisciplinary approaches to community and organizational issues. The funding enables faculty groups to obtain longer term extramural funding.

For more information: [outreach.msu.edu/funding.asp](http://outreach.msu.edu/funding.asp)

### Advocates for outreach roles and rewards

University Outreach and Engagement is active in the national movement to reward and promote faculty whose scholarship involves application within communities and organizations.

For more information: [ncsue.msu.edu](http://ncsue.msu.edu)

### Provides faculty development opportunities

UOE works with the MSU Faculty Development Office, as well as other institutions and national organizations, to provide professional development about best practices in outreach and engagement to faculty members, administrators, professionals, and graduate students.

Contact: [ncsue@msu.edu](mailto:ncsue@msu.edu)

## Did You Know...

### Information Technology Empowerment Center

This partnership of community, business, education, government, and MSU helps prepare Lansing area children and adults for participation in the new global IT-based economy. ITEC offers courses at several locations in the region and will soon open its doors at the former Holmes Street School in Lansing. For more information, visit [iteclansing.org](http://iteclansing.org).

### Center for Community and Economic Development

The CCED, established in 1969 as an MSU off-campus center in downtown Lansing, supports innovative problem-solving strategies to improve the quality of life in communities throughout Michigan. For more information see [ced.msu.edu](http://ced.msu.edu), or visit CCED at its new facilities at 1615 East Michigan Avenue, on Lansing's east side.