



MICHIGAN STATE
UNIVERSITY

Advancing Knowledge.
Transforming Lives.

The Outreach Measurement Instrument

*Council of Deans Meeting
March 23, 2004*

Hiram E. Fitzgerald

Assistant Provost

Diane L. Zimmerman

Director, Advancement & Administration

University Outreach & Engagement



MICHIGAN STATE
UNIVERSITY

Advancing Knowledge.
Transforming Lives.

1. The Presenting Problem

To find a means by which to:

- Document the contributions and efforts of the University and its units to the state and communities
- Document individual faculty effort in outreach as part of the reward structure



MICHIGAN STATE
UNIVERSITY

Advancing Knowledge.
Transforming Lives.

2. National Interest

- National Science Foundation requires that bio-sketches of all proposals show interdisciplinary, collaborative work



MICHIGAN STATE
UNIVERSITY

Advancing Knowledge.
Transforming Lives.

Synergistic Activities

A senior investigator in the following federal or state funded research/evaluation initiatives: National Early Head Start Research Consortium - 17 sites nationally (ACYF) (PI of the MI participating site grant), EHS Father's Research Initiative - 8 institutions (ACYF, NICHD); HomeNetToo (NSF); MOMS Community Nurse Intervention (Maternal & Child Health Bureau); CATCH Community Systems Health Net (Maternal & Child Health Bureau); Family Risk for Alcoholism over the Life Course (Co-PI)-5 institutions (NIAAA); ASAP-PIE Community 0-5 Prevention Programs (23 Intermediate school districts): State of Michigan, Dept of Education), Co-PI, Michigan Institute for Safe Schools and Communities (MI Dept of Drug Control Policy). Director of an interdisciplinary graduate training program in Applied Developmental Science that involves 10 disciplinary units on campus and numerous off-campus research sites Executive Director (1985-002), World Association for Infant Mental Health: administrative oversight of 32 Affiliate associations distributed worldwide International Society for Infant Studies: Chair: By Laws and Membership Committees 1998-present Current University-Community Collaborations in MI: Spectrum Health Systems of Grand Rapids; Eight Cap Inc. Community Action Agency; Jackson Community Action Agency; Ready, Set, Grow Passport of Flint; Genesee County Intermediate School District and its 21 collaborating independent school districts; Calhoun County Intermediate School District; Branch County Intermediate School District, Lansing MI KAIJA.



MICHIGAN STATE
UNIVERSITY

Advancing Knowledge.
Transforming Lives.

Collaborators

Abrams, L. A. (MSU) Adams, K. (U Michigan), Allen, V. (Mott Children's Health Center), Anthany, J. (MSU), Barratt, M. (MSU), Barton, L. M. R., Bates, L., Berman, S. (U. Michigan), Bingham, C. R. (Veterans Admin. Ann Arbor), Brophy-Herb, H., Brown, R., Carlson, J. (MSU); Carmichael-Olson, H. (U. of Washington), Carr, T. (MSU), Castelleno, D. (Duke), Church, R. L. (MSU), Contreras, D. (MSU Extension), Cook, E. H. (U. of Chicago), Davies, W. H. (U. Wisconsin-Milwaukee), Edwards, P. (MSU), Ellis, D. A. (Wayne State U.), Emde, R. N. (U. of Colorado Health Sciences), Ferreira, F., Fisher, R. (MSU), Glass, J. (UM), Hanna, G. L. (U. of Michigan), Harris, L., Jackson, L. A. (MSU), Jester, J. (U. Michigan), Johnson, C., Judge, M. (MSU), Karraker, K. (West Virginia U.), Lamb-Parker, F. (Columbia U.), Lester, B. M. (Brown U.) Little, K. Y. (U. Michigan), Loukas, A. (U. Texas), Love, J. (Mathmatica Policy Research, Inc), Luster, T. (MSU), Mann, T. (Zero to Three), Mayzer, R., Markle, B., Mun, E-Y., Nigg, J. T. (MSU), Nolen-Hoeskma, S. (U. Michigan), Omar, M. (MSU), Osofsky, J. D. (LSU), Paneth, N., Poon, E., Puttler, L., Raikes, H. (ACYF), Reed, C. S., Refior, S. K., Robinson, J., Roman, L. A (MSU), Schiffman, R., (UW Milwaukee) Seabrook, L. (Ohio Dept Ed), Stockman, I. (MSU), Thornberg, K. (U. Missouri), Twitchell, G. R. (UCLA), Vandenbelt, M., Van Egeren, L., Villaruel, F., von Eye, A.,(MSU), Wong, M. M. (U. Michigan), Zhao, Y. (MSU), Zucker, R. A. (U. Michigan), Zuckerman, B. (Boston U.). International: Tamminen, T. (Finland), Moe, V. (Norway), Guedeney, A. (France), Saucier, J. F. (Canada), Robinson, M. (South Africa), M. Ammaniti (Italy), de Chateau, P. (Sweden), Barrows, P (UK).



MICHIGAN STATE
UNIVERSITY

Advancing Knowledge.
Transforming Lives.

2. National Interest (continued)

▪ **Committee on Institutional Cooperation's definition of engagement:**

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 in general
- contribute to the public good.

Adapted from the CIC Committee on Engagement



MICHIGAN STATE
UNIVERSITY

Advancing Knowledge.
Transforming Lives.

2. National Interest (continued)

- **Kellogg Commission on the Future of State and Land-Grant Universities**
 - Definition of engagement; see March 2000 report, *Renewing the Covenant: Learning, Discovery, and Engagement in a New Age and Different World*, available online at <http://www.nasulgc.org/Kellogg/kellogg.htm>
 - Current interest of National Association of State Universities and Land-Grant Colleges (NASULGC) task force on engagement (Council on Extension, Continuing Education, and Public Service)



MICHIGAN STATE
UNIVERSITY

Advancing Knowledge.
Transforming Lives.

3. Broader definition of outreach engagement

Since 1993, MSU has initiated a broader definition of outreach engagement that interweaves outreach with teaching and with research and sees it as a more integral part of the faculty's scholarly role:

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
*University Outreach at Michigan State University:
Extending Knowledge to Serve Society*



MICHIGAN STATE
UNIVERSITY

Advancing Knowledge.
Transforming Lives.

3. Definition of outreach engagement (continued)

The Office of University Outreach & Engagement has during that time developed four related tools:

1. Contracts and Grants transmittal form

- Addition of “significant outreach component”

2. *Points of Distinction: A Guidebook for Planning and Evaluating Quality Outreach*

- In packets

3. Revision of the Reappointment, Promotion, and Tenure form with reference to broader use of outreach found in *Points of Distinction*

4. And now, the Outreach Measurement Instrument (OMI)

- In packets



MICHIGAN STATE
UNIVERSITY

Advancing Knowledge.
Transforming Lives.

4. The Outreach Measurement Instrument

Development and testing of a research and evidence-based instrument for measuring and reporting outreach and engagement



MICHIGAN STATE
UNIVERSITY

Advancing Knowledge.
Transforming Lives.

4. The OMI (continued)

Development

- **A faculty group helped define the focus for reporting that would be included in the online instrument**
 - **All-inclusive of outreach work:** Credit and noncredit instruction, applied and community-based research, service-learning, clinical service, and public information
 - **Topical foci:** Children, youth, and families; the environment; technology transfer; arts and humanities
 - **Detailed geographical information:**
 - Michigan cities, metropolitan areas, counties, regions, statewide
 - National and international
 - **Resources invested and generated:**
 - By and for the University
 - By and for the community



MICHIGAN STATE
UNIVERSITY

Advancing Knowledge.
Transforming Lives.

4. The OMI (continued)

Testing

- Four versions of the form with testing at every stage to clarify the questions and simplify the form

The form online

- Screen shot in packet
- Sample report in packet
- View online at URL:
https://ntweb11.ais.msu.edu/outreach_measurement/Applogin.asp



MICHIGAN STATE
UNIVERSITY

Advancing Knowledge.
Transforming Lives.

5. MSU as catalyst

– MSU has served as catalyst for recent national attention

CIC and NASULGC task force

- Joint meeting on benchmarking May 13-14 in Chicago

Requests for information and presentations from other universities

- Bowling Green State University
- University of Connecticut
- Pennsylvania State University (April 23, 2004, visit)
- University of Wisconsin-Madison



MICHIGAN STATE
UNIVERSITY

Advancing Knowledge.
Transforming Lives.

6. Documenting our Own Work

Presentations

- D. L. Zimmerman, R. L. Church, B. A. Bargerstock, & P. A. Kenney. (October 2002). *Measuring Scholarly Outreach at Michigan State: Tools, Challenges, and Faculty Perceptions*. Presented at Outreach Scholarship National Conference, Ohio State University.
- D. L. Zimmerman, R. L. Church, B. A. Bargerstock, & P. A. Kenney. (January 2002). *Measuring Scholarly Engagement at Michigan State University: A Multifaceted Approach*. Presented at 10th AAHE Conference on Faculty Roles & Rewards, Phoenix.
- R. L. Church, L. R. Sandmann, D. L. Zimmerman, & B. A. Bargerstock. (October 2001). *Gauging University Outreach: A Dashboard of Indicators*. Presented at Outreach Scholarship Conference, Pennsylvania State University.



MICHIGAN STATE
UNIVERSITY

Advancing Knowledge.
Transforming Lives.

6. Documenting our Work (continued)

Articles

- R. L. Church, D. L. Zimmerman, B. A. Bargerstock, & P. A. Kenney (Fall 2002/Winter 2003). Measuring Scholarly Outreach at Michigan State University: Definition, Challenges, Tools. *Journal of Higher Education Outreach and Engagement, Volume 8, Special Issue 1 & 2.*
- R. L. Church (November 2001). *Counting Public Service: Can We Make Meaningful Comparisons Within and Among Institutions?* Prepared for ASHE Symposium on Broadening the Carnegie Classification's Attention to Mission: Incorporating Public Service.

Invitational Conference at MSU, May 2005



MICHIGAN STATE
UNIVERSITY

Advancing Knowledge.
Transforming Lives.

An MSU Promise

MSU will be an exemplary “engaged university,” transforming and strengthening outreach partnerships to address key Michigan [community] needs and developing broadly applicable models.

M. Peter McPherson, 1999



MICHIGAN STATE
UNIVERSITY

Advancing Knowledge.
Transforming Lives.

University Outreach &
Engagement

Kellogg Center

Garden Level

East Lansing, MI 48824

Phone: (517) 353-8977

Fax: (517) 432-9541

Web: outreach.msu.edu

Copyright © 2004

Michigan State University

MSU is an affirmative-action,
equal-opportunity institution.