



MICHIGAN STATE
UNIVERSITY

Advancing Knowledge.
Transforming Lives.

Advocating
& Modeling
the Engaged
University

Outreach and Engagement in the 21st Century

Creating an Outreach and
Engagement Scholarship Agenda to
Transform Individuals, Families,
Communities, and Environments

March 3, 2004



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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



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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 and research,
to enhance curriculum, teaching and learning,
to prepare educated, engaged citizens,
to strengthen democratic values and civic responsibility,
to address critical societal issues, and
to contribute to the public good.

CIC Committee on Engagement, Nov. 2003



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The Engaged University

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.

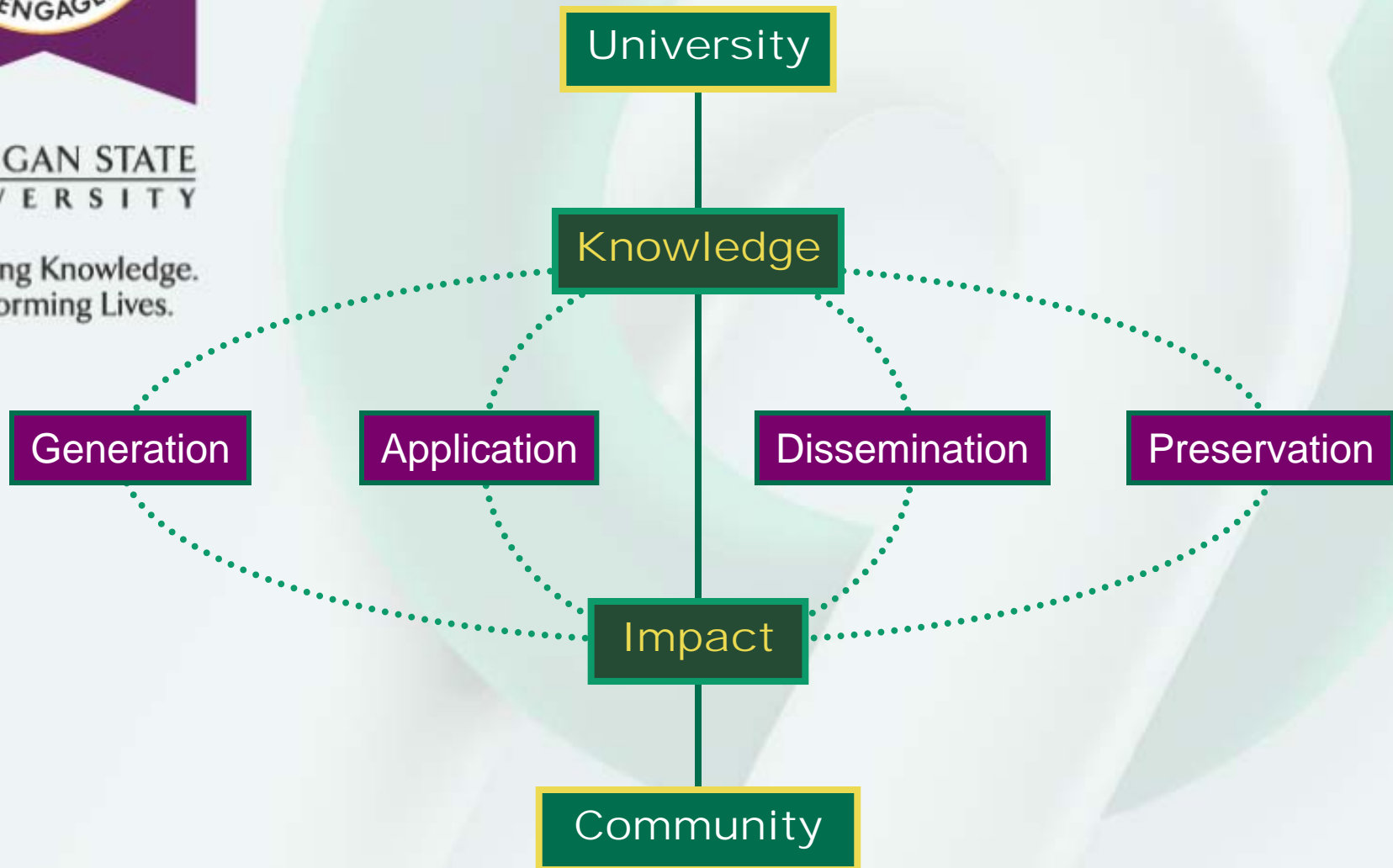
*Provost's Committee on University Outreach, 1993,
University Outreach at Michigan State University:
Extending Knowledge to Serve Society*



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Knowledge Model





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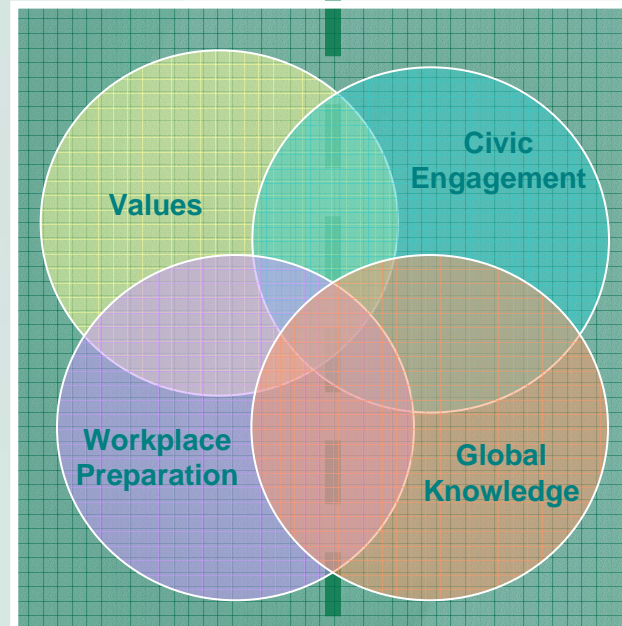
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The land-grant university has a special role to engage its students/faculty, instructional and research resources to ...



Educated Person

Student Focus/Campus



... Strengthen commitment to democracy/diversity

... Strengthen citizen participation and civic responsibility to improve outcomes for community members

... Improve workplace practice and economic strength

... Globalize perspectives and contacts internationally

Community Focus



Educated Community/World



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Engaged Learning Communities

sponsored by University Outreach & Engagement

Positive Outcomes for Children, Youth & Families

Community & Family Security

Community & Economic Development

Technology & Human Development

Scholarship of Engagement





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Interdisciplinary Collaborations

Colleges & Academic Units

Departments

Schools

Institutes

Centers

MSU-Extension

1. Addressing major societal issues

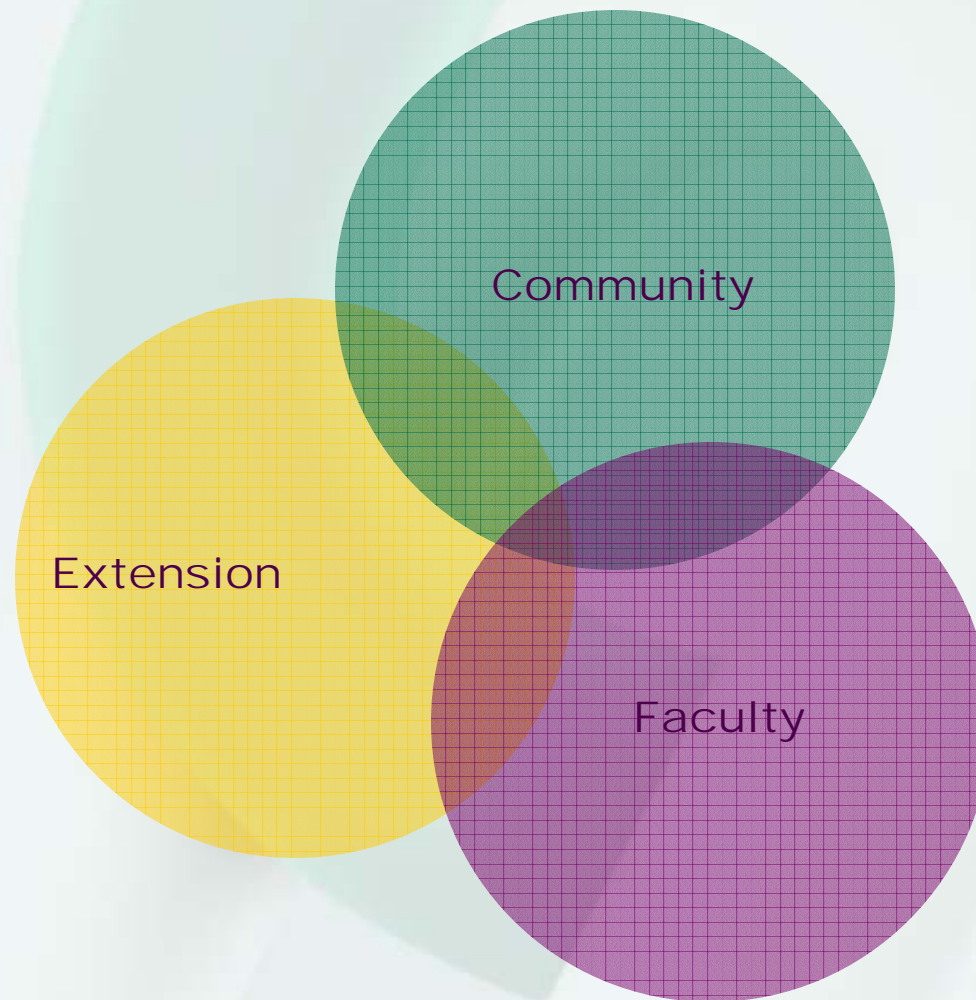
- Needs of 0-5 year-old children
- K-12 reform: Literacy, math and science education
- Safe schools and communities
- Positive outcomes for youth and families
- Land use and built communities
- Community and economic development
- Sustainable agriculture and food safety
- Urban and regional development
- Environmental health
- Public policy
- Technology usability and accessibility



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UOE-Extension Seed Grants





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Initial Grants

Tourism Unlimited: A five county regional tourism development partnership. Donald Holecek (Tourism and Recreational Resource Center), Kay Cummings (MSU Extension, Newaygo), Andrew Lofgren (Newaygo Economic Development Office).

The Art of Community Participation and the Craft of Evaluating Participation. Pat Crawford and Warren Rauhe (Landscape Architecture), Rita Klavinski (Calhoun County Extension), Michael Kinter (Marshall Downtown Development Director).

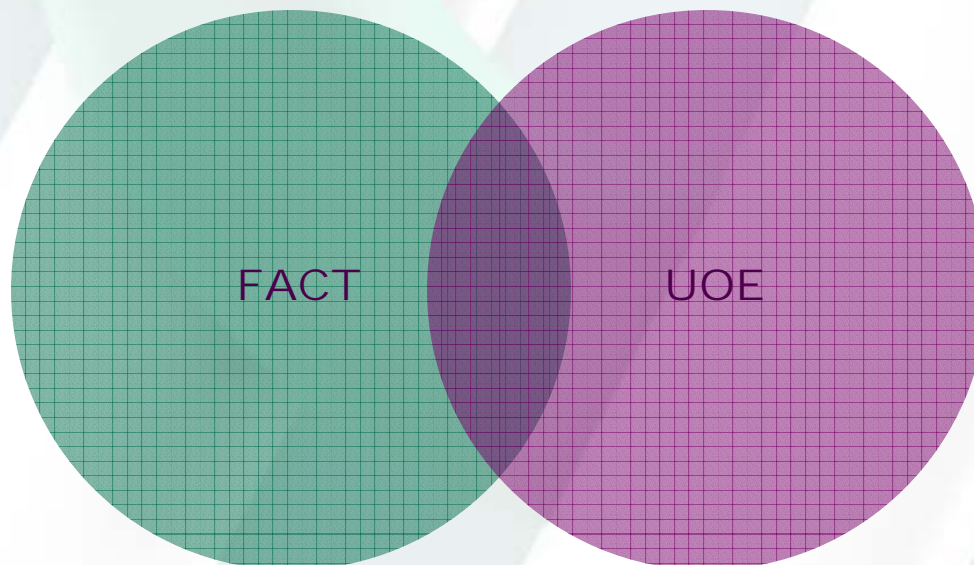


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Creating Faculty, Extension, and Community Partnerships to Create Evidence Based Change Models

Linking
Faculty to
Community



Linking
Community
to Faculty