

Enhancing Knowledge to Serve Society

Scholarship-Focused Outreach and Engagement

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Meet Michigan Orientation
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An MSU Promise

MSU will be an exemplary "engaged university," transforming and strengthening outreach (community) partnerships to address key Michigan (community) needs and developing broadly applicable models

President Peter McPherson



MSU Core Values

- Quality
- Inclusiveness
- Connectivity



President Lou Anna K. Simon

MSU Strategic Imperatives: Boldness by Design

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



President Lou Anna K. Simon

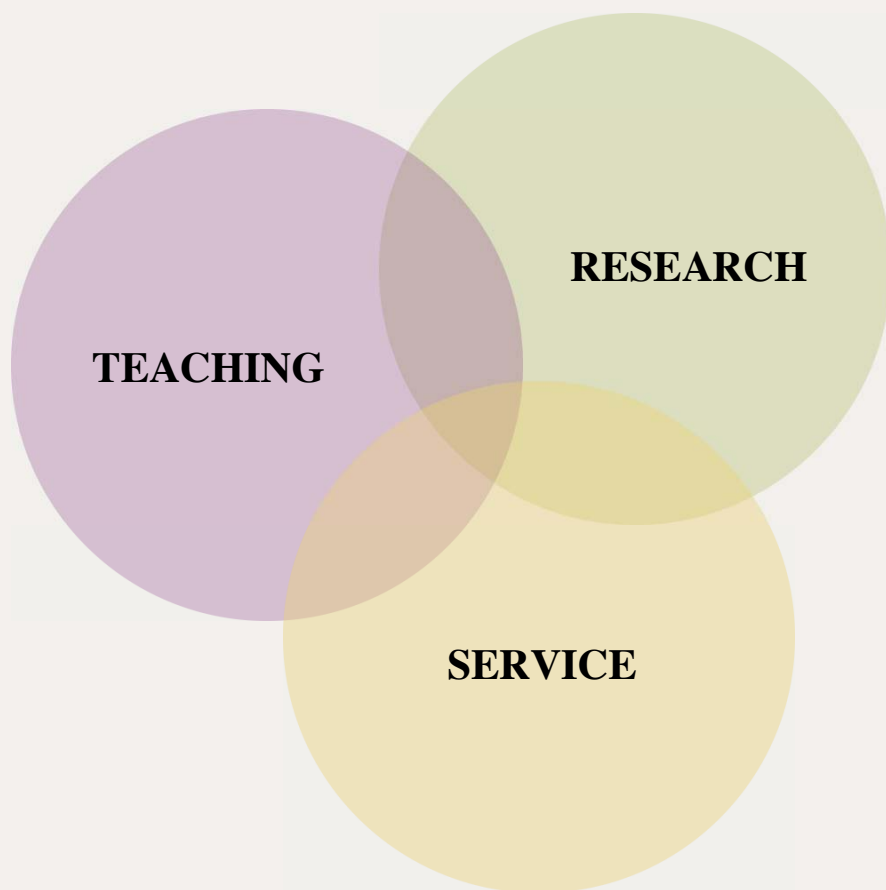
Outreach and Engagement at MSU is...

“ ... 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.”

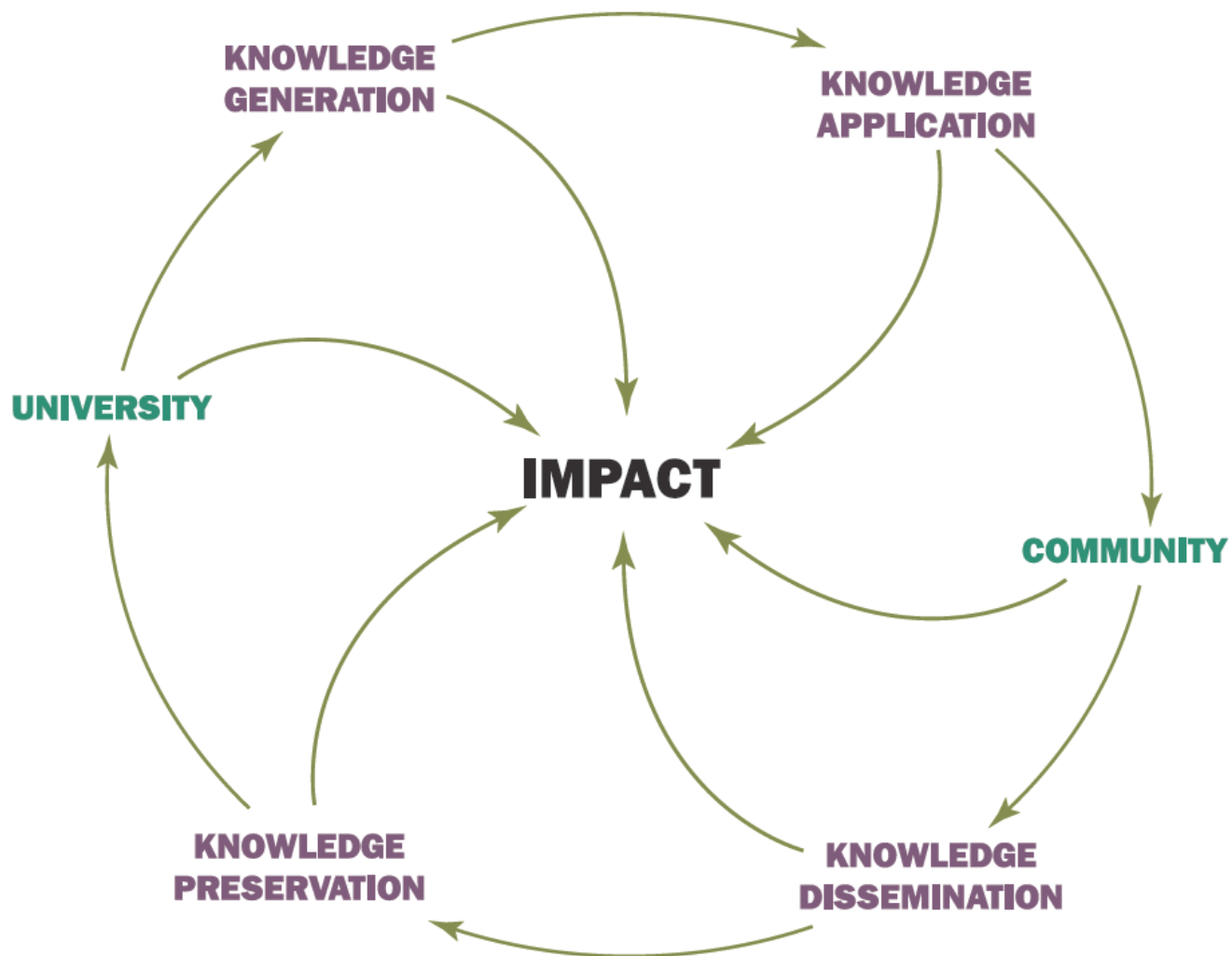
Provost's Committee on University Outreach
1993



The MSU Model of Outreach



OUTREACH AND ENGAGEMENT KNOWLEDGE MODEL



Engaged Research/Discovery/Creative Works

- Applied research
- Community-based research
- Contractual research
- Demonstration projects
- Exhibitions/performances
- Needs assessments/evaluation
- 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

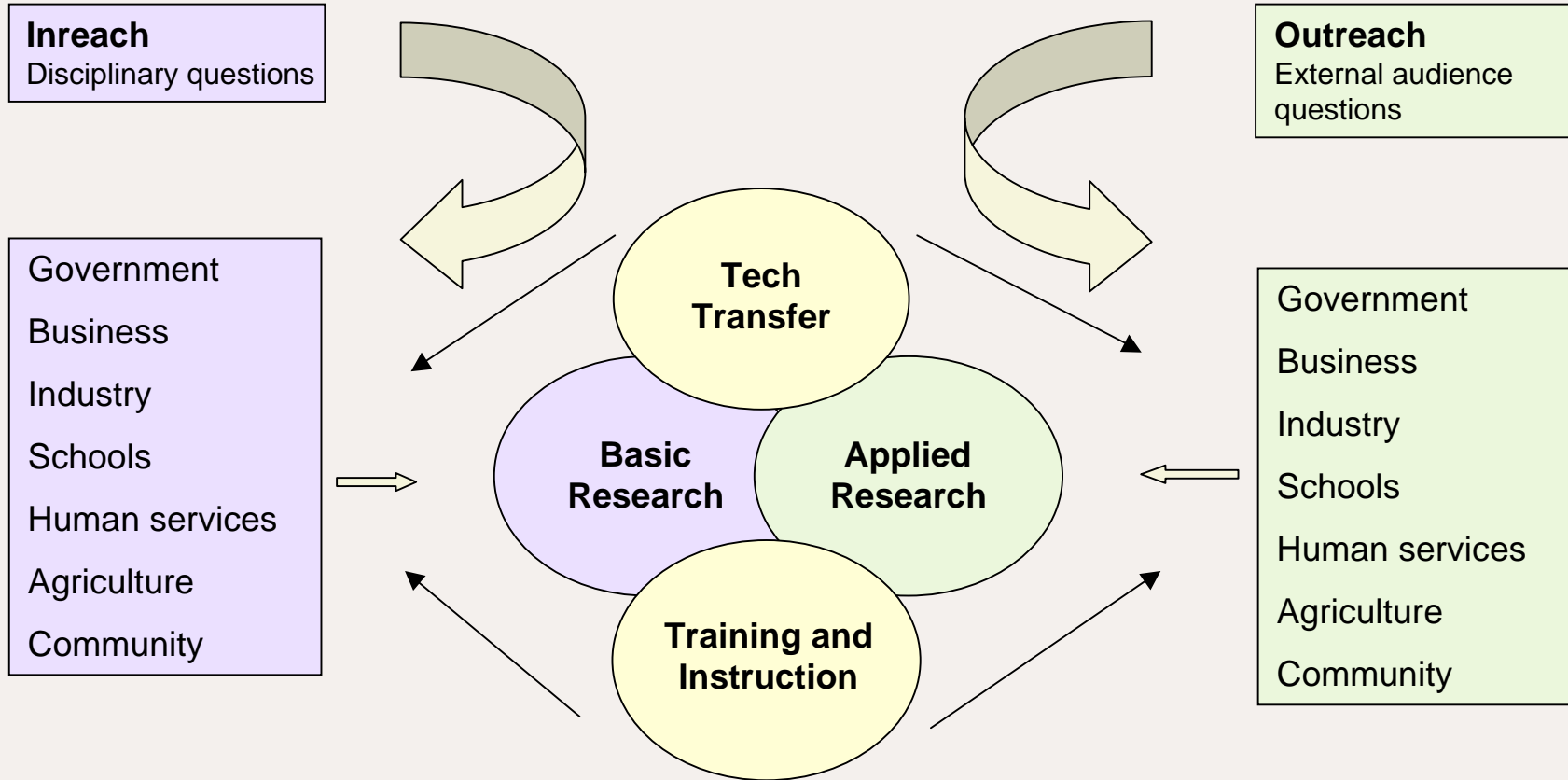


Engaged Service

- **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**



From Discovery to Application to Discovery...



University Outreach and Engagement



Office of the Associate
Provost for University
Outreach and Engagement



National Center for the Study
of University Engagement



University-Community
Partnerships



Community Evaluation and
Research Center



Communication and Information
Technologies



Center for Service-
Learning and Civic
Engagement



MSU Usability &
Accessibility
Center



Wharton Center for
Performing Arts



Michigan State University
Museum



Assessing Engagement

Outreach and Engagement Measurement Tool

- Annual assessment of Michigan State University as an engaged institution
- December through February



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



A Fully Engaged University is a Fully Aligned System

- How well do the parts of the system align with each other and with the inputs to the system?
- Good alignment promotes high organization effectiveness



MSU: An Engaged Institution

Outreach and engagement is:

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



Supporting Interdisciplinary Collaborations

Colleges & Academic Units

Departments

Schools

Institutes

Centers

MSU-Extension

1. Addressing major societal issues

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



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MSU-Extension

- 2. Fostering cross-disciplinary outreach and engagement research collaborations**
 - UOE Grants, MSU FACT Coalition, Community Vitality Initiative
- 3. Networking in major geographic areas across Michigan through AKTL Networks: Detroit, Lansing, Grand Rapids, Flint, Upper Peninsula**
- 4. Creating opportunities for the scholarship of outreach and engagement**
 - Benchmarking Scholarship of Engagement
 - Cultural Engagement Council
 - Outreach and Engagement Senior Fellows
 - Outreach and Engagement Community Fellows



Contact Information

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