

An Introduction to Outreach and Engagement *Models, Metrics, and Measurement*

New Academic Specialists Orientation

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September 8, 2006



Context for Engagement at Michigan State University

1855: Agricultural College of the State of Michigan

1862: Morrill Act establishes land-grant universities

1964: AAU Institution: Michigan State University



Context for Engagement at Michigan State University

MSU Mission Statement

- MSU strives to discover practical uses for theoretical knowledge and to speed the diffusion of information to residents of the state, the nation, and the world...
- MSU is committed to emphasizing the applications of information; and contributing to the understanding and the solution of significant societal problems...



Events Establishing Michigan State University's 21st Century Approach to Outreach and Engagement

- 1989 Office of Vice Provost for University Outreach established
- 1993 Provost's Committee defined outreach as engaged scholarship across the mission
- 1995 *Points of Distinction* published for planning and evaluating outreach at the unit level (part of Promotion and Tenure packets)
- 2000 Reappointment, Promotion and Tenure Form revised; change in Transmittal Form
- 2001 Reorganization to Office of Associate Provost for University Outreach and transformation in overall mission of the office
- 2003 Name changed to University Outreach and Engagement
- 2004 Outreach and Engagement Measurement Instrument implemented to provide direct faculty input to university online data systems
- 2005 National Center for the Study of University Engagement established

Next steps: Achieving full institutional alignment



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



Outreach and Engagement at MSU is...

- Scholarly
- Community-based
- Collaborative
- Capacity-building
- For the public good

University Outreach and Engagement Web site



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



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



Service/Citizenship

- 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



MODELS

Building Structures for Institutional Change



Conceptual Framework: Boyer Model Plus

“...the challenges of the knowledge society are not just teaching and learning. They are the problems of research and discovery; knowledge organization, interpretation, and utilization; and the need for continual discourse between diverse knowledge bases.”

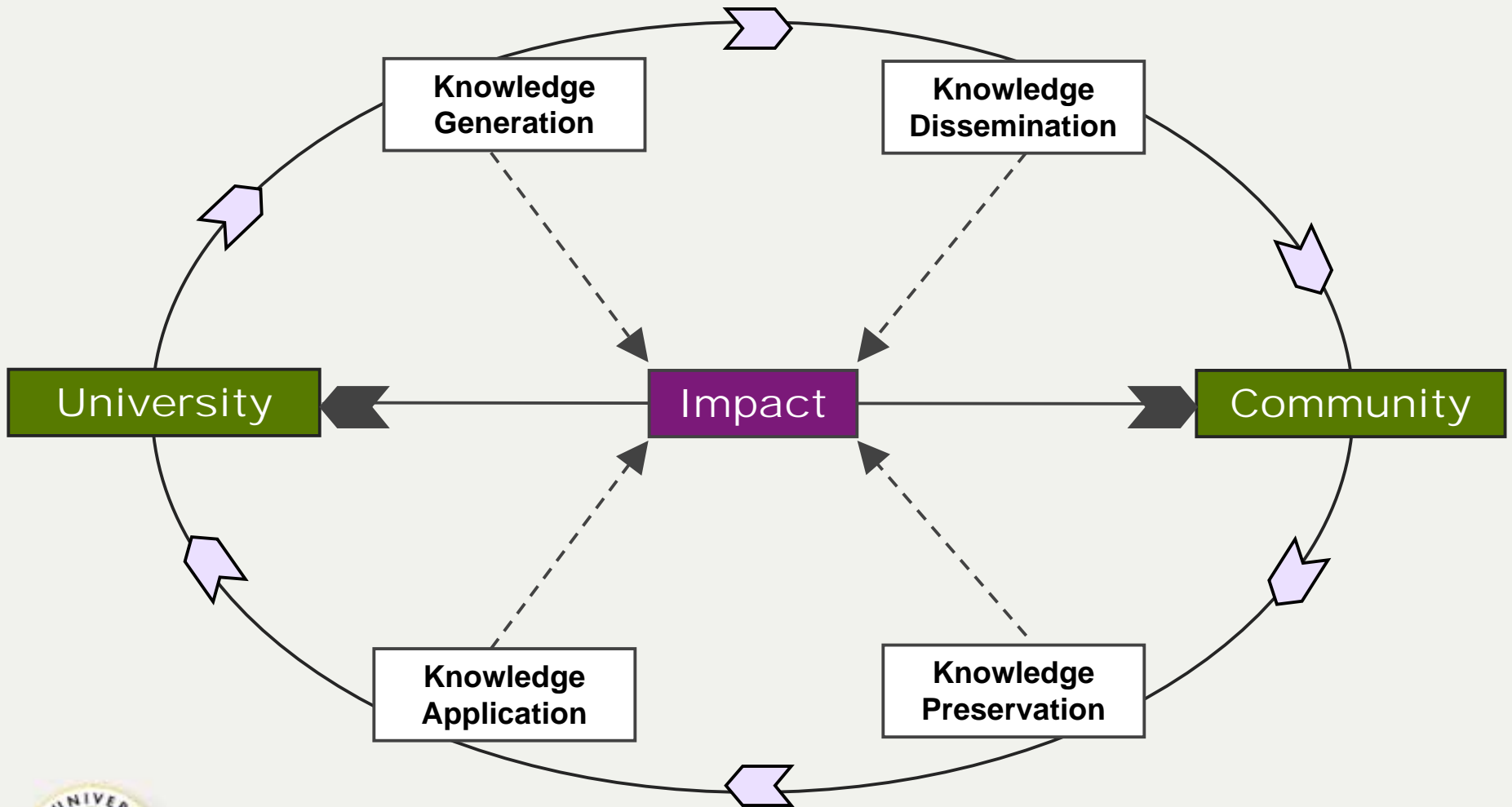
“...knowledge society suggests the need for a simultaneous commitment to a variety of intellectual and action-based agendas in the service of America’s complex knowledge needs.”

Mary L. Walshok

from: Knowledge without Boundaries, 1995, p. 24



Knowledge Model of Engagement



Visible Institutional Value

Outreach and engagement is:

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



Universities have a special role to engage their students/faculty, and instructional, research, and creative resources to:



Educated Person

Campus Focus

Strengthen commitment to democracy/diversity

Improve workplace practice and economic strength



Strengthen citizen participation and civic responsibility to improve outcomes for society

Globalize perspectives and contacts

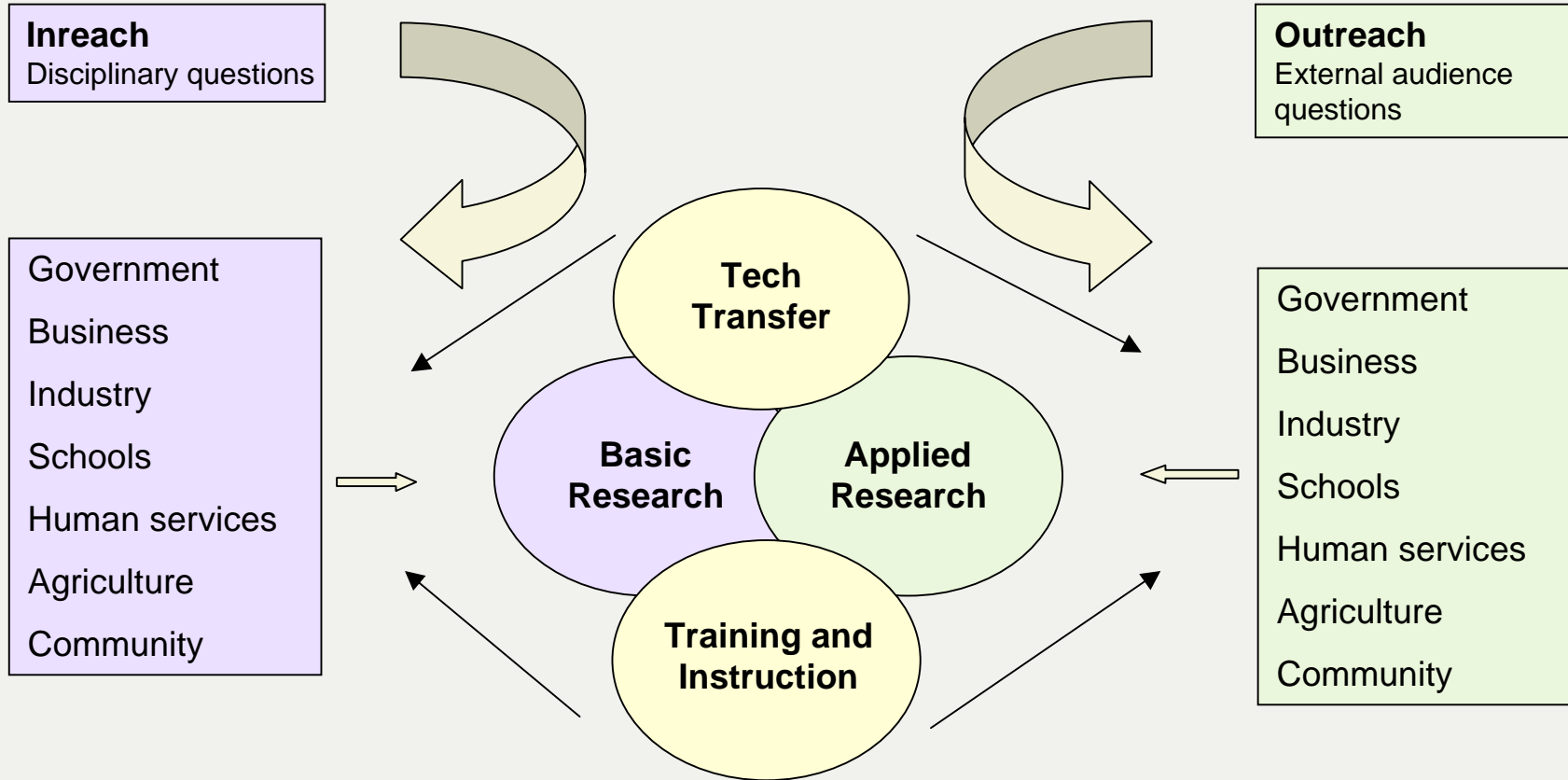
Community Focus



Educated Community/World



From Discovery to Application to Discovery...



Supportive Services for Faculty

Connecting Knowledge to Serve Society



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



Interdisciplinary Collaborations

Colleges & Academic Units

Departments

Schools

Institutes

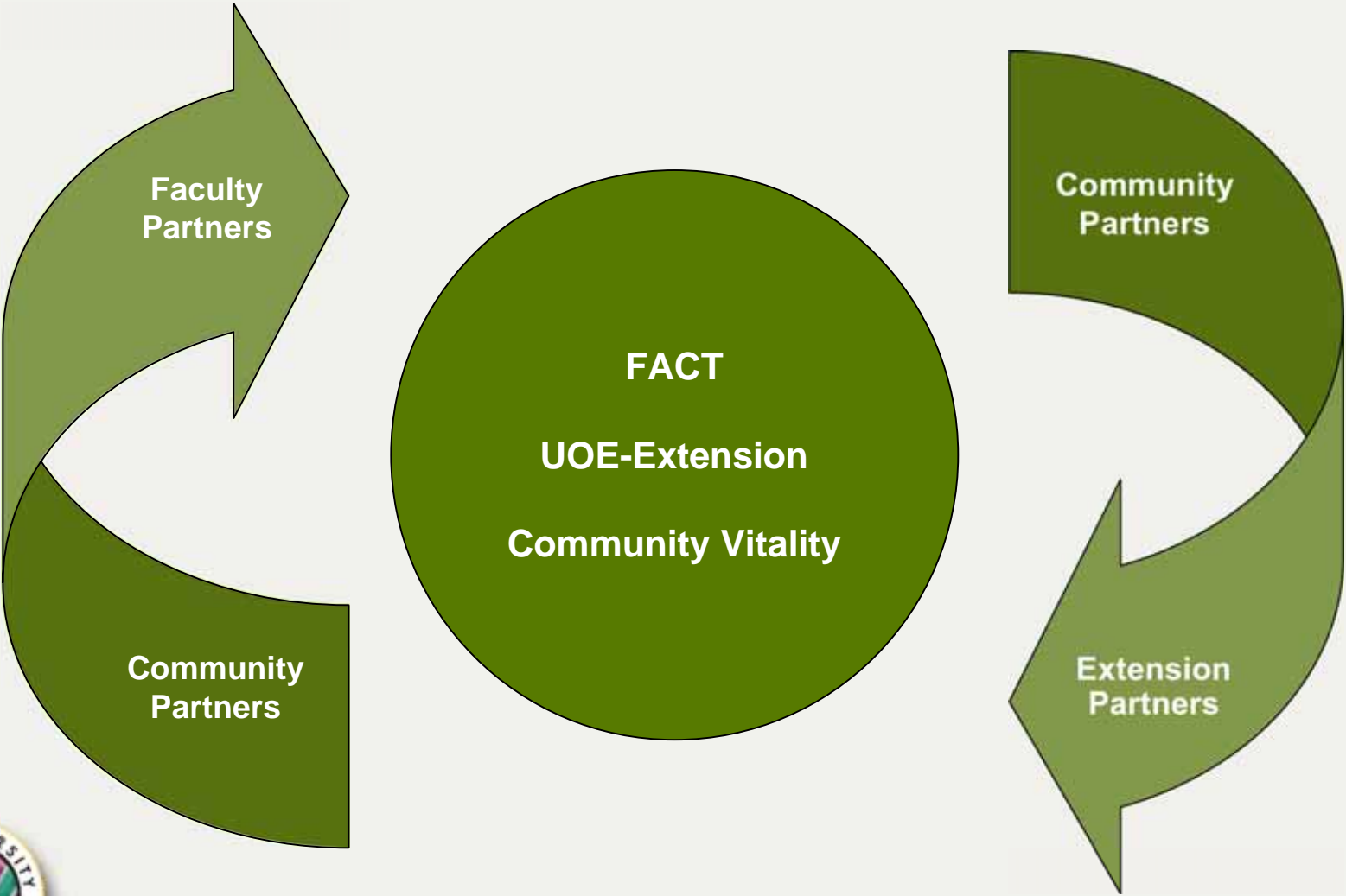
Centers

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



Seed Grant Programs for Outreach Scholarship



Departments

- **National Center for the Study of University Engagement (NCSUE)**

NCSUE furthers the study of university engagement through measurement of outreach activity across campus, developing benchmarking criteria for outreach performance, and participating in national organizations.

- **University-Community Partnerships (UCP)**

UCP increases the capacity of MSU faculty and communities to address a wide variety of important societal issues. UCP offers services such as brokering and facilitating university-community partnerships, connecting faculty with faculty to encourage multidisciplinary research, facilitating organizational development and change processes, and offering asset/outcome evaluation training.



Departments

- **Community Evaluation and Research Center (CERC)**
The Community Evaluation and Research Center provides a hub for university-based evaluators and conducts participatory program evaluation in the areas of education, youth development, early childhood, health, and community development.
- **Communication and Information Technologies (CIT)**
CIT provides public access to information about university-wide outreach initiatives through portal Web sites. CIT also offers outreach project consulting and development services in Web design, information systems, graphic design, publications, and integrated communication to MSU and external clients. Additionally, CIT can assist clients with their communication and public relation plans by helping them to incorporate information technology solutions.



Departments

- **Center for Service-Learning and Civic Engagement (CSLCE)**
The CSLCE manages a number of programs that deal with student civic engagement. These university initiatives provide curricular, co-curricular, service-based learning, and engagement opportunities for MSU students. Opportunities are offered that meet students' goals while also addressing the expressed needs of the community. CSLCE also helps faculty integrate service-learning into their courses.
- **MSU Usability & Accessibility Center (UAC)**
The UAC provides leadership in evaluating new interface technologies to ensure that they are useful, usable, accessible, and appealing to a broad audience. The UAC team conducts research and provides accessibility and usability consulting services; offers training on accessibility evaluation, usability evaluation methodologies, and user-centered design techniques; and participates in local, regional, national, and international usability and accessibility communities of practice.



Departments

- **Wharton Center for Performing Arts**
The Wharton Center is committed to presenting all disciplines of the performing arts from around the world. Wharton Center's Educational Programs provide arts education opportunities to more than 30,000 school-age children annually.
- **Michigan State University Museum**
The MSU Museum is Michigan's largest public museum of natural history and culture. It is a public steward for 2.5 million specimens of cultural and natural history from around the world. The Museum reaches a broad and diverse audience through strong, varied, and accessible collections, field- and collections-based research, public service and education programs, traveling exhibits, and innovative partnerships with Michigan Council for Arts and Cultural Affairs (MCACA), the Great Lakes Fisheries Trust, and Michigan State University Extension (MSUE).



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