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Advancing Knowledge.
Transforming Lives.

Advocating & Modeling the Engaged University

*A Conceptual Framework for
University Outreach &
Engagement*

Hiram E. Fitzgerald

Assistant Provost

University Outreach & Engagement



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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, 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



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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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A Conceptual Framework for University Outreach & Engagement

- **Developmental**
Grounded in systems theory and long-term commitments to change
- **Diverse**
Capitalizes on the strengths of diversity
- **Contextual**
Recognizes the impact of environment and setting on outcomes
- **Participatory**
Focuses on open communication and responsive operations
- **Shared Mission**
Focuses on equality of partnership and commitment to change
- **Knowledge Based**
Grounded in diverse research and evidence-based methodologies



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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.

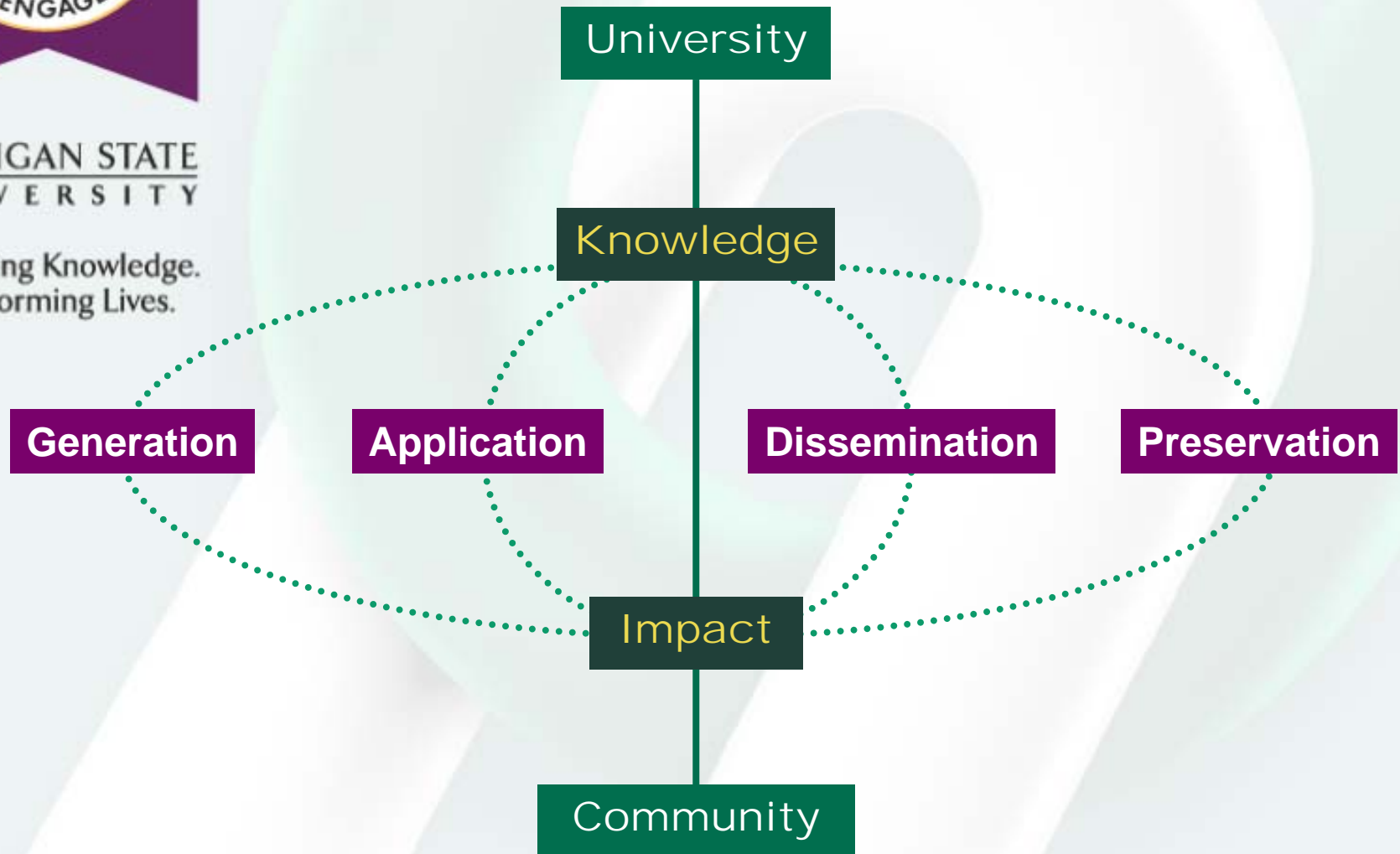
*Provost's Committee on University Outreach, 1993,
University Outreach at Michigan State University:
Extending Knowledge to Serve Society*



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Knowledge Model





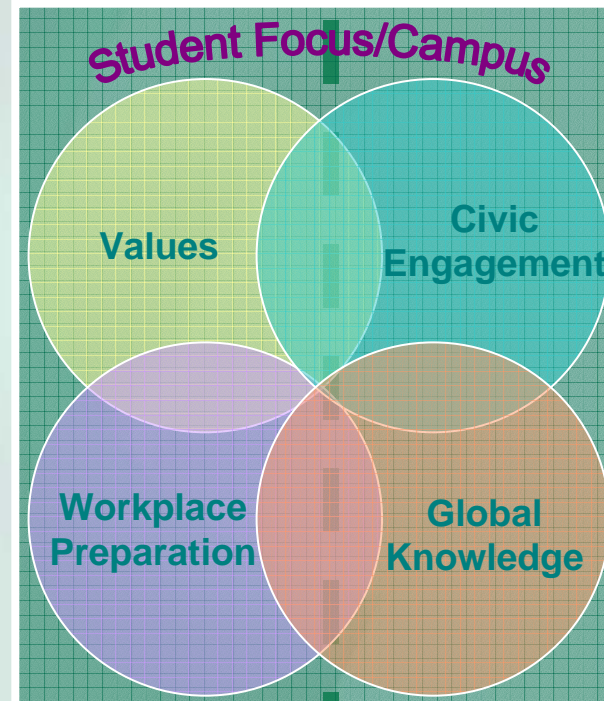
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The land-grant university has a special role to engage its students/faculty, instructional and research resources to ...



Educated Person



... Strengthen commitment to democracy/diversity

... Improve workplace practice and economic strength

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

... Globalize perspectives and contacts internationally

Community Focus



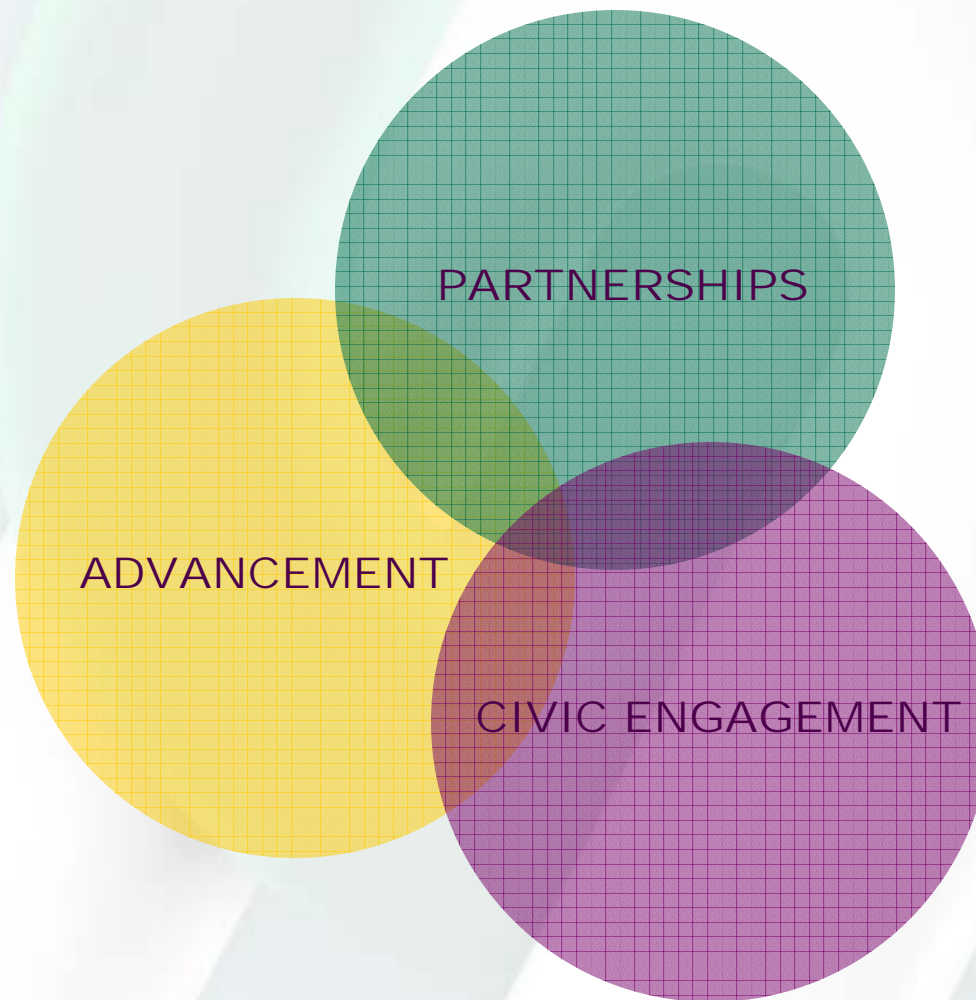
Educated Community



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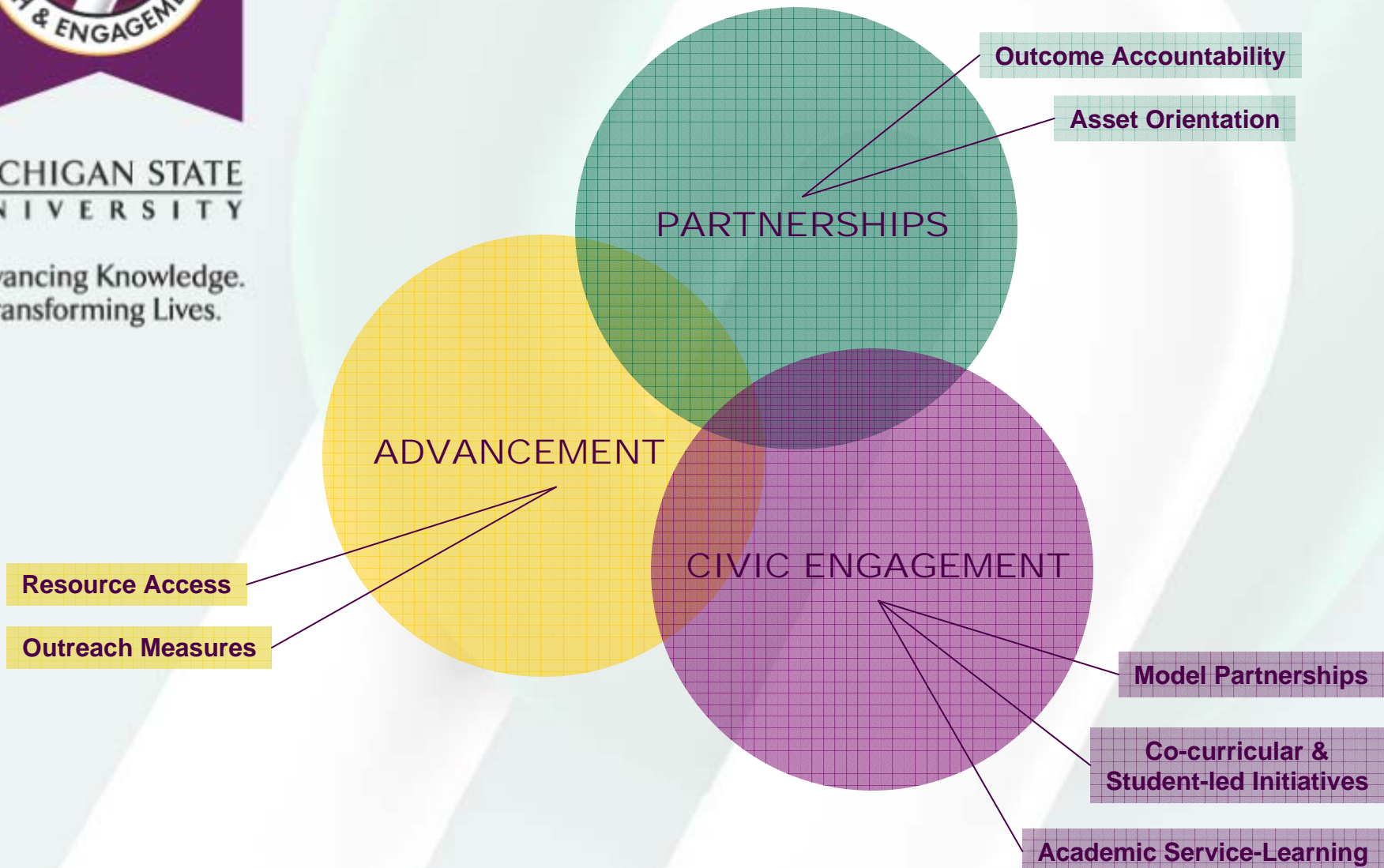
An Office of the Provost



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What University Outreach & Engagement Does...

Partners

- With faculty teams as full members of research projects

Consults

- With faculty teams interested in developing outreach research projects that involve community groups

Trains

- Faculty in using asset- and evidence-based approaches to community change



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What University Outreach & Engagement Does...

Assists

- Faculty in building service-learning/civic engagement into their courses

Funds

- Seed grants for pursuing outreach research strategic investment opportunities

Develops

- Measures for assessing and documenting faculty outreach and engagement activities
- Standards of practice for university-community partnerships



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What University Outreach & Engagement Does...

Markets

- Outreach and engagement activities of MSU faculty through websites, publications, and conferences

Advocates

- Across the University for full recognition and implementation of the outreach and engagement mission
- Across higher education institutions for mission-related models and measurement instruments
- To policy-makers, funders, and community organizations about the mutual benefits of university-community collaborations



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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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Interdisciplinary Collaborations

Colleges & Academic Units

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Centers

MSU-Extension

2. Fostering cross-disciplinary outreach research collaborations
 - MSU FACT Coalition
 - MSU Extension
3. Networking in major geographic areas across Michigan through AKTL Networks
 - Detroit
 - Lansing
 - Upper Peninsula
 - Flint
 - Grand Rapids
4. Creating opportunities for the scholarship of outreach & engagement
 - Outreach Scholarship Conferences and Speakers Series
 - Committee on Institutional Cooperation:
Committee on Engagement
 - National Association of State Universities
and Land Grant Colleges
 - Peer Research Institutions



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AKTL Networks

Lansing Area Example

Outreach Teaching

- Short courses on pavement design, rehabilitation and materials for city, county, state and consulting engineers
- Modeling and visualization of groundwater contamination
- K-12 science and social studies education for teachers
- Bug College summer institutes
- Planetarium and museum presentations
- Writing, theater, and dance workshops

Outreach Research

- Assets research in K-12 schools
- Neighborhood Network Center program evaluation
- Research in parent-child relationships, violence prevention, and effective teaching
- Evaluation of 0-5 prevention programs
- Learning outcomes evaluation of K-12 philanthropy curriculum

Outreach Service

- Helping parents, teachers, and caregivers use public television to help children love learning--WKAR-TV
- Literacy tutoring for children and adults
- Participation in community development teams around economic development and health issues
- Faculty and student-provided clinical services



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University Outreach & Engagement

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Assistant Provost for University Outreach & Engagement

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Partnerships

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- **Patricia A. Farrell**, *Associate Director, Families & Communities Together Coalition*
- **Glenda G. Gatewood**, *Office Services Coordinator*
- **David G. Knaggs**, *Engagement Specialist*
- **John Melcher**, *Engagement Specialist, Center for Urban Affairs*
- **Celeste Sturdevant Reed**, *Engagement Specialist*
- **Tricia Snedegar**, *Secretary, Families & Communities Together Coalition*
- **Betty Tableman**, *Fellow*

Civic Engagement/Service-Learning

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- **Mary Janet Look**, *Coordinator, The Young Spartan Program*
- **Kelly M. Malloy**, *Office Assistant, The Young Spartan Program*

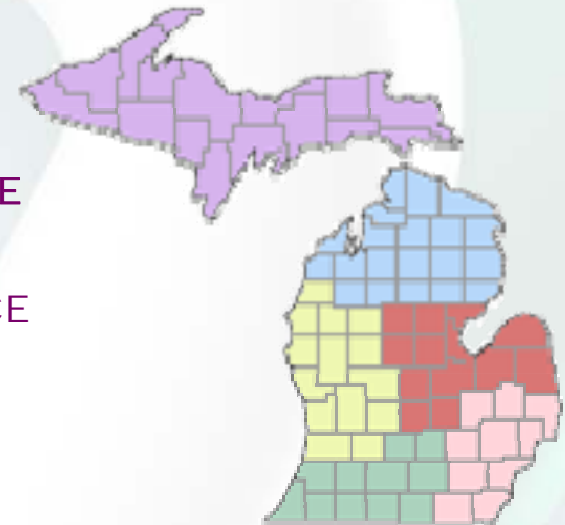


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MSU Extension Regional Offices

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Henry O. Allen, *Director*
- SOUTHWEST REGIONAL OFFICE
Sara A. Stuby, *Director*
- EAST CENTRAL REGIONAL OFFICE
Michael Kovacic, *Director*
- WEST CENTRAL REGIONAL OFFICE
David J. Guikema, *Director*
- NORTH REGIONAL OFFICE
Patrick Cudney, *Director*
- UPPER PENINSULA REGIONAL OFFICE
Douglas R. Brahee, *Director*





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How to Reach Us

Office of University Outreach & Engagement

Kellogg Center, Garden Level

- Voice: (517) 353-8977
- Fax: (517) 432-9541
- E-mail: outreach@msu.edu
- Web: <http://outreach.msu.edu>



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Give'em 40 Youth Initiative





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Catholic Social Services of Lansing

• St. Vincent Home





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Spectrum of Outcomes

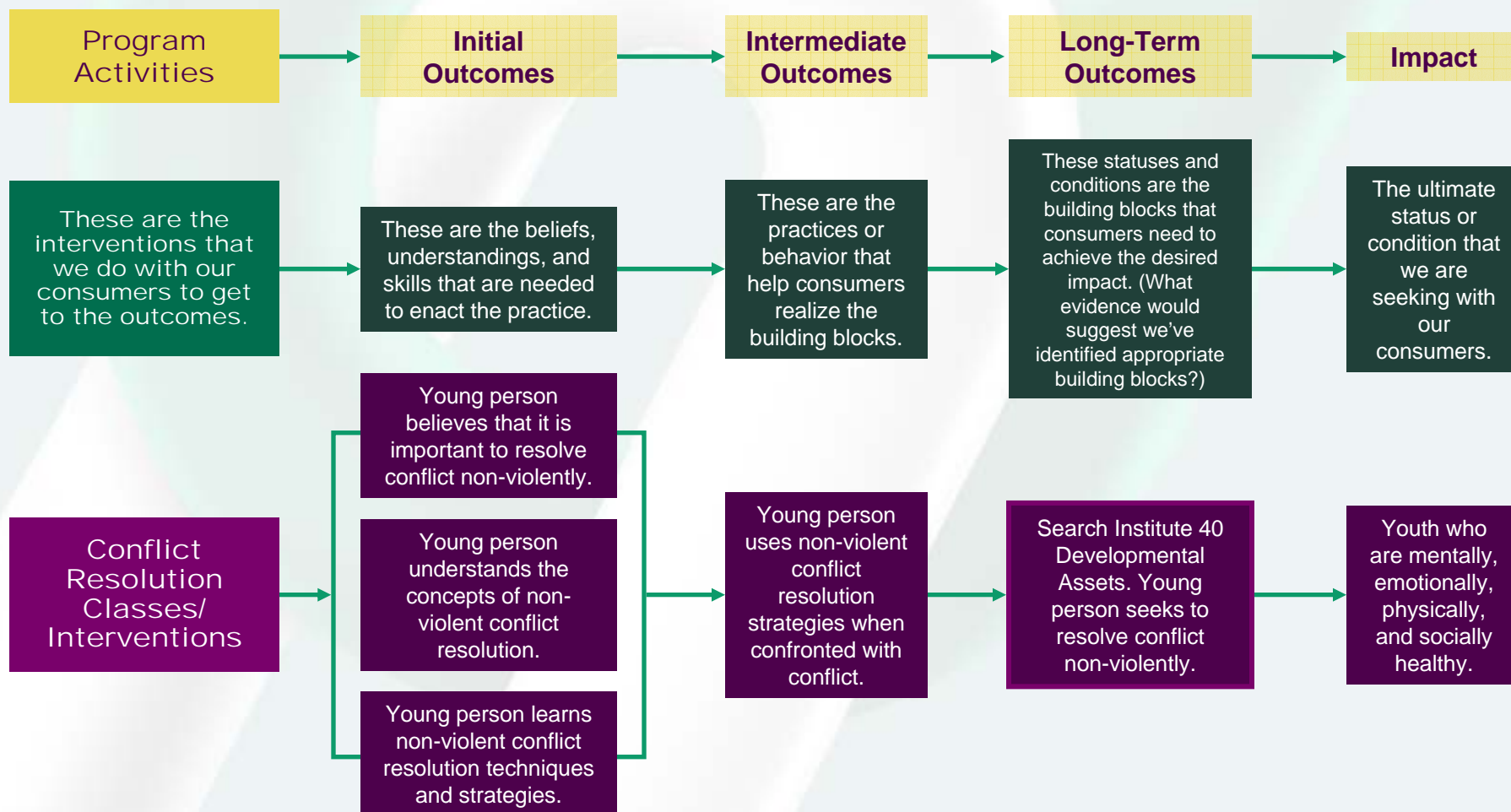
LEVEL	INITIAL OUTCOMES	INTERMEDIATE OUTCOMES	LONG-TERM OUTCOMES	
Individual	<ul style="list-style-type: none"> Skills Values Attitudes Beliefs Opinions 	<ul style="list-style-type: none"> Understanding Emotions Self-expression Spiritual Awareness 	<ul style="list-style-type: none"> Individual practice and behavior Spiritual practice 	<ul style="list-style-type: none"> Status Condition
Group or Family	<ul style="list-style-type: none"> Shared Group/Family: culture, norms, values, beliefs, morals, ethics, world views Mutual understanding Mutual agreement 	<ul style="list-style-type: none"> Group/Family relationships Group/Family practices Group/Family interaction 	<ul style="list-style-type: none"> Status Condition 	
Agency	<ul style="list-style-type: none"> Shared agency culture, norms, values, beliefs, morals, ethics, world views Mutual understanding Mutual agreement 	<ul style="list-style-type: none"> Inter-departmental relationships Agency management practices Service delivery practices 	<ul style="list-style-type: none"> Status Condition Agency structures/system and its governance 	
Delivery System or Neighborhood	<ul style="list-style-type: none"> Shared system culture, norms, values, beliefs, morals, ethics, world views Mutual understanding Mutual agreement 	<ul style="list-style-type: none"> System member relationships System member interaction System practices 	<ul style="list-style-type: none"> Status Condition 	
Community	<ul style="list-style-type: none"> Shared community social norms, culture, values, beliefs, morals, ethics, world views Community interests Mutual understanding Mutual agreement 	<ul style="list-style-type: none"> Relationships among groups, neighborhoods Civic action Community dialogue 	<ul style="list-style-type: none"> Status and condition: social, economic, environmental Community structures/infrastructure Community governance structure, laws 	



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The Relationship between Outcomes & Impact





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Model Partnerships

Utilize service-learning and civic engagement as key elements in meeting expressed community needs.

- The Young Spartan Program
- Hospital Programs
- You Vote Initiative



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Co-Curricular and Student-led Initiatives

Traditional models of students engaged in service:

- Self-initiated, independent volunteering
- Groups organized around service:
 - Alternative Breaks
 - “Into the Streets”
- Joint initiatives with
 - Student Life
 - Residence Life
 - Governmental Affairs
 - Student Government



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Academic Service-Learning

- Integrating service with classroom and curricular learning
- Course-based:
 - Core Curriculum/General Education– Focus on Building Civic Literacy
 - Discipline Specific
- Curricular-based:
 - Health and Human Services
 - Community Enhancement
 - Business and Communications
 - Public Policy



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Website Portals, Resources, & Online Publications

- Statewide Resources Network Website
- Spartan Youth Programs Website
- Best Practice Briefs
- Capable Communities Website
- Outreach Website



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Measuring Outreach Engagement

- Developing Measurement Instruments
- Crediting Faculty & Staff Performance
- Using Data for Planning & Resource Allocation
- Providing Public Accountability
- Making Cross-Institutional Comparisons
- Establishing Best Practices



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Measuring Impact Indicators

