



MICHIGAN STATE
UNIVERSITY

Advancing Knowledge.
Transforming Lives.

Institutional Measures of Engagement

Telling Michigan State
University's Story About How It
Serves the Public

Pennsylvania State University
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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 and engagement as part of the reward structure and for unit outreach planning
- Identify general indicators of outreach and engagement for cross-institutional comparisons

2. National Interest

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

**From the NSF *Grant Proposal Guide*
Section II.C.2.f., Biographical Sketch(es)**

iv. Synergistic Activities. A list of up to five examples that demonstrate the broader impact of the individual's professional and scholarly activities that focus on the integration and transfer of knowledge as well as its creation.

2. National Interest (continued)

Examples of synergistic activities:

- Innovations in teaching and training
- Contributions to the science of learning
- Development and/or refinement of research tools
- Computation methodologies
- Algorithms for problem-solving
- Development of databases to support research and education
- Broadening the participation of groups under-represented in science, mathematics, engineering and technology
- Service to the scientific and engineering community outside of the individual's immediate organization

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

2. National Interest (continued)

- **Kellogg Commission on the Future of State and Land-Grant Universities definition of engagement**

By engagement, we refer to a redesign of basic university functions so the institution becomes even more productively involved with communities, however community is defined. Going well beyond most conceptions of public service, which emphasize a one-way transfer of university expertise to the public, the engagement ideal envisions new public/university partnerships defined by mutual respect for what each partner brings to the table.

*Renewing the Covenant:
Learning, Discovery, and Engagement
in a New Age and Different World
March, 2000, available online at*

<http://www.nasulgc.org/Kellogg/kellogg.htm>

2. National Interest (continued)

- 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)

3. MSU's definition of outreach/ engagement

In 1993, MSU adopted a broader definition of outreach/engagement that interweaves outreach with teaching and with research and sees it as an 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*

4. Recommendation of the Provost's Committee re: Measurement

Recommendation 2:

Michigan State University should establish a system for measuring, monitoring, and evaluating outreach. This system should have sufficient standardization to permit aggregation at the unit, college, and University levels, and also offer sufficient flexibility to accommodate important differences across disciplines, professions, and units.

From: Provost's Committee on University Outreach. (1993, October). *University Outreach at Michigan State University: Extending Knowledge to Serve Society*. East Lansing: Michigan State University, Office of the Provost

5. Development Process

The Office of University Outreach & Engagement has developed five related tools:

1) Contracts and Grants transmittal form

- Addition of “significant outreach component” checkbox

5. Development Process (continued)

2) **Points of Distinction: A Guidebook for Planning and Evaluating Quality Outreach (1996, 2000)**

- Four dimensions of quality outreach:
 - Significance
 - Context
 - Scholarship
 - Impact
- Available online at:
www.msu.edu/unit/outreach/pubs/pod.pdf
- Matrix (in packets)

5. Development Process (continued)

3) Revision of the Reappointment, Promotion, and Tenure form

- Utilizes *Points of Distinction* and the four dimensions
- Integrates outreach across teaching, research, and service
- Allows candidates to report multidisciplinary work and across types of outreach

5. Development Process (continued)

4) Noncredit Online Reporting form

- Built into the University's data collection process
- Reports on four categories
 - Noncredit courses
 - Conferences
 - Seminars/workshops
 - Other noncredit instruction
- Tied to the University's Planning Profile Summary

5. Development Process (continued)

5) And now, the Outreach and Engagement Measurement Instrument (OEMI)

- Development and testing of an online survey instrument for measuring and reporting faculty-based outreach and engagement
- In packets
- Guest account for PSU
 - LoginIDs: Guest1, Guest2, Guest3
 - Password: Guest

https://ntweb11.ais.msu.edu/outreach_measurement/noauth/

6. Iterative Development and Testing of the OEMI

For:

- Clarity of language
- Ease of use
- Interpretive value for management and public relations

Development:

- At end of 2000, a broad-based faculty group helped define the focus for reporting

6. Iterative Development and Testing of the OEMI (continued)

Two issues:

- Duplicative data
- Types of activities to be included

Decision:

- All-inclusive of outreach/engagement work – Credit and noncredit instruction, applied and community-based research, service-learning, clinical service, and public information

Extension Data Collection

MSU Extension does its own separate information collection and reporting through the web-based Extension Information System (EIS). The design of EIS is constantly changing due to new needs and expanded uses. One important use has been to describe the impacts of MSUE in the Federal Annual Report of Accomplishments and Results.

6. The OEMI (continued)

Testing:

- Four versions of the form with testing at every stage to clarify the questions and simplify the form
- Move from project base to faculty base

The form online:

- Screen shot in packet
- Sample report in packet
- View online at URL:

https://ntweb11.ais.msu.edu/outreach_measurement/noauth

7. Online Survey Questions

- **Total time spent on outreach**
- **Indicate area(s) of concern:**
 - Arts & humanities
 - Business & industrial management
 - Children, youth, and families (non-school related)
 - Community & economic development
 - Education, pre-kindergarten – 12
 - Food and fiber production & safety
 - Governance or public policy
 - Health & health care
 - Labor relations, training, & workplace safety
 - Natural resources, land use, & environment
 - Public safety, security, & corrections
 - Technology transfer & diffusion

7. Online Survey Questions (continued)

- **Identify form of outreach work:**
 - Outreach research
 - Outreach instruction
 - Student experiential/service learning
 - Public events & information
 - Clinical service
- **Kinds and number of participants**
- **Location**
- **Revenues**

7. Online Survey Questions (continued)

- Actions for whom, about what
- Collaborators/co-sponsors
 - External
 - Internal
- Kind/number of personnel
- Outcomes, evaluation
- Plan for sustaining the work

8. Individual's Report

- Summary format
- Can be used with Annual Review

9. Reporting Out

- Individual reports
- Single college reports
- Statewide Resource Network
 - <http://msustatewide.msu.edu>

10. Next Steps

- Implementing
- Invitational conference at MSU, May 2005

11. 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
- University of Wisconsin-Madison
- Others

12. Documenting Our 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.
[available online from outreach.msu.edu/presentations]
- 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.

12. 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.* [in packet]
- 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. [in packet]

13. Measurement Team

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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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