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Advancing Knowledge.
Transforming Lives.

Advocating & Modeling the Engaged University

*Scholarship Focused Outreach and
Engagement: Building New Definitions of
Engagement Across the Mission*

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The Pennsylvania State University

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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 curricular content and process,
- to prepare citizen scholars,
- to endorse democratic values and civic responsibility,
- to address critical societal issues,
- and in general to contribute to the public good.

— *Adapted from the CIC Committee on Engagement*



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The Engaged University

A Conceptual Framework for Outreach and Engagement

Systemic

Grounded in systems theory and change models

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 and equality of partnerships

Knowledge based

Grounded in evidence-based methodologies and scholarly outcomes



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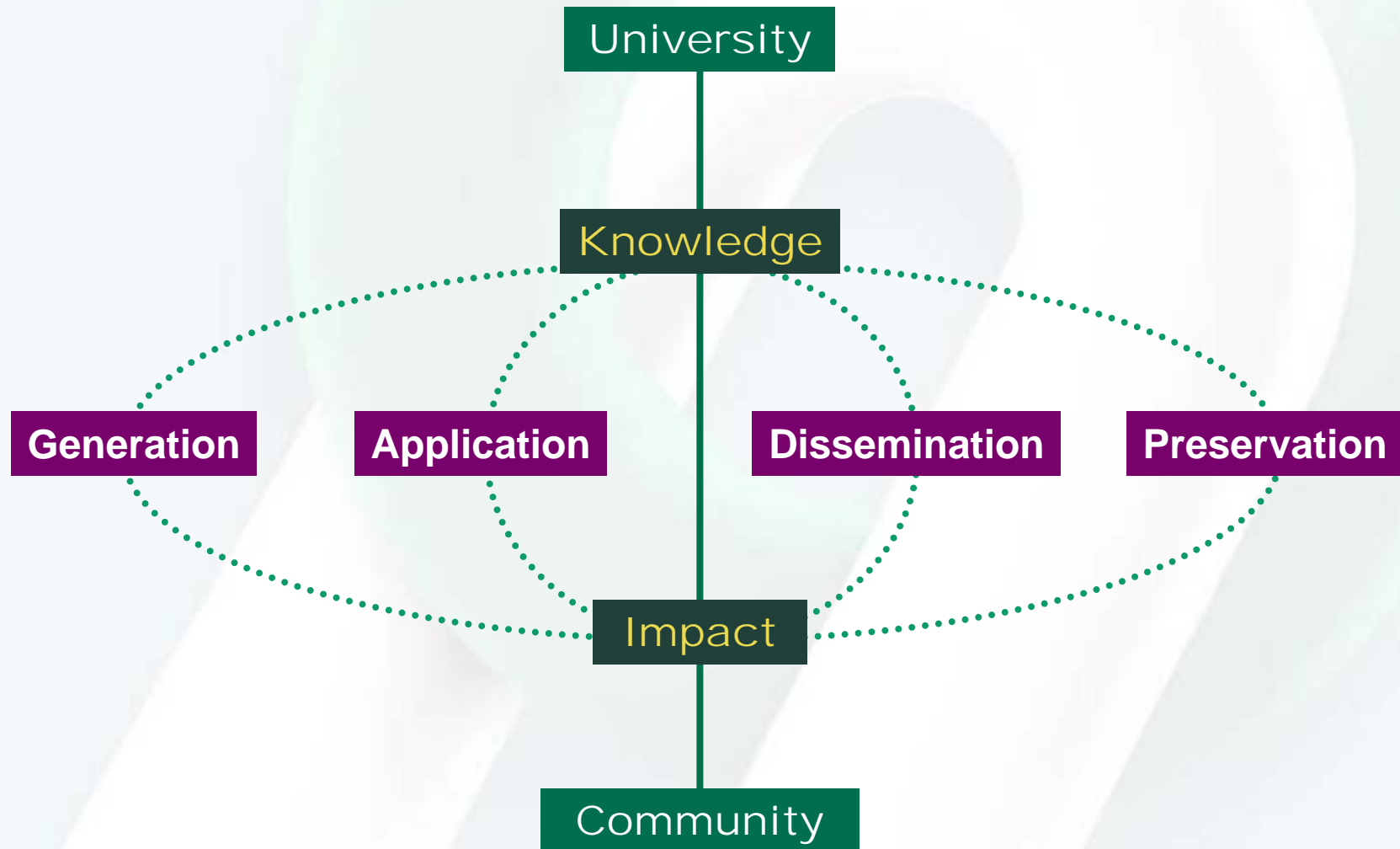
The Engaged University

Outreach and engagement:

- Involves generating, transmitting, applying, and preserving knowledge
- For the direct benefit of external audiences
- In ways that are consistent with university and unit missions.
- Across teaching, research and service

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

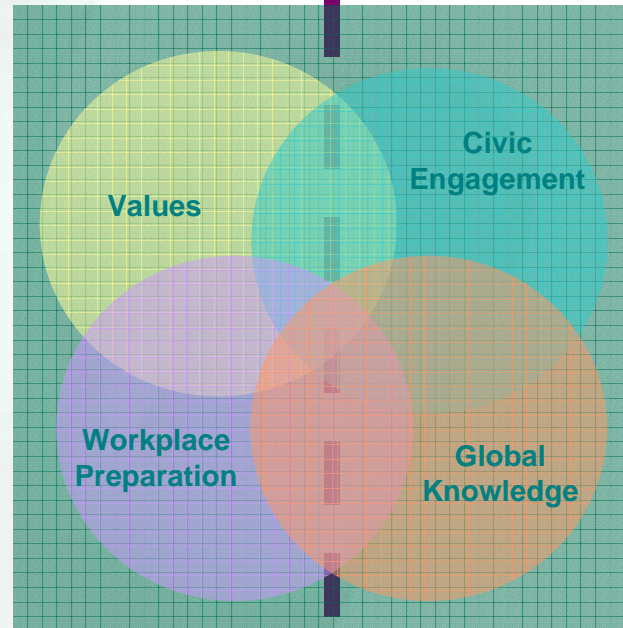
Outreach & Engagement Scholarship Model





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

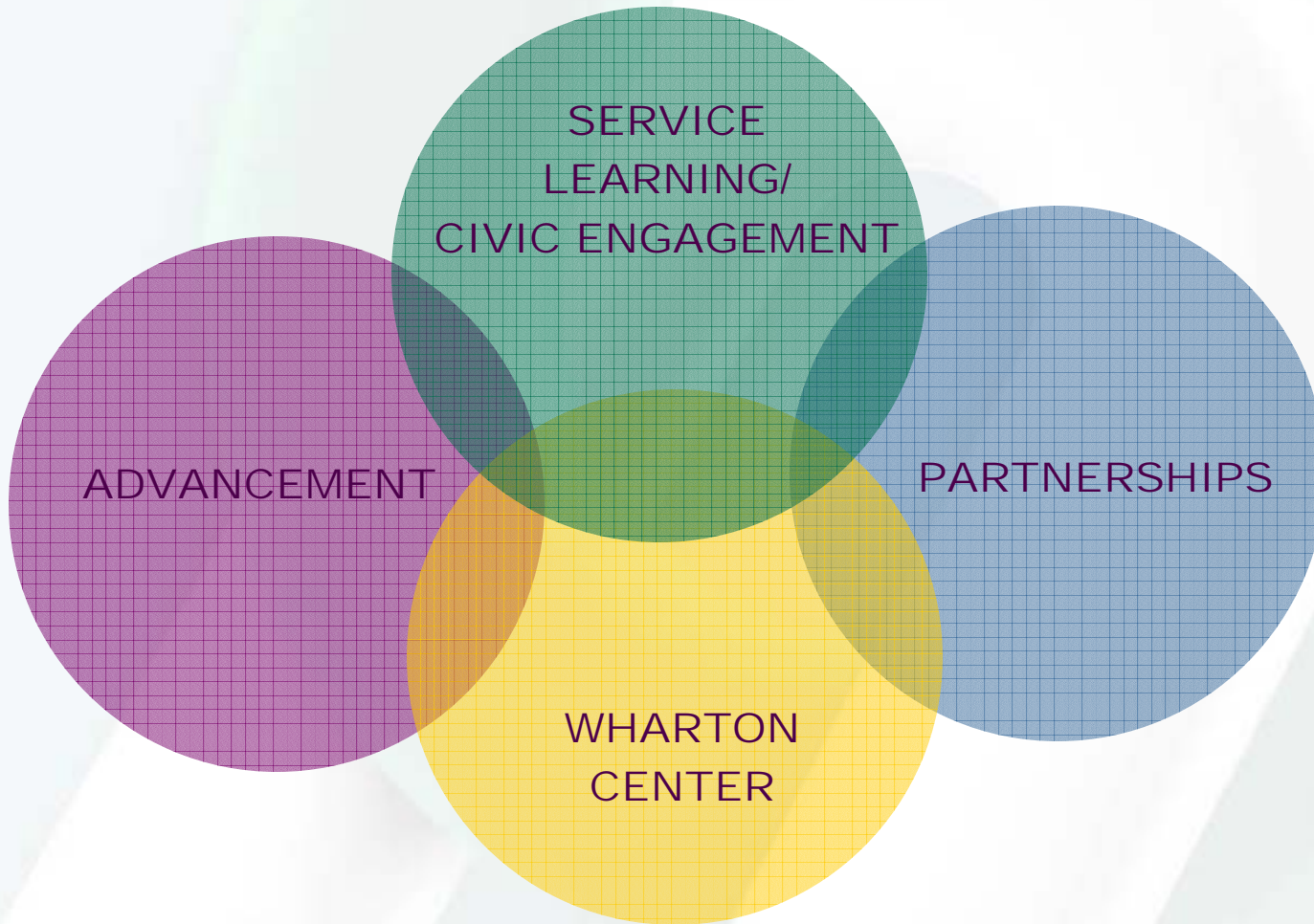
Community Focus



Educated Community/World

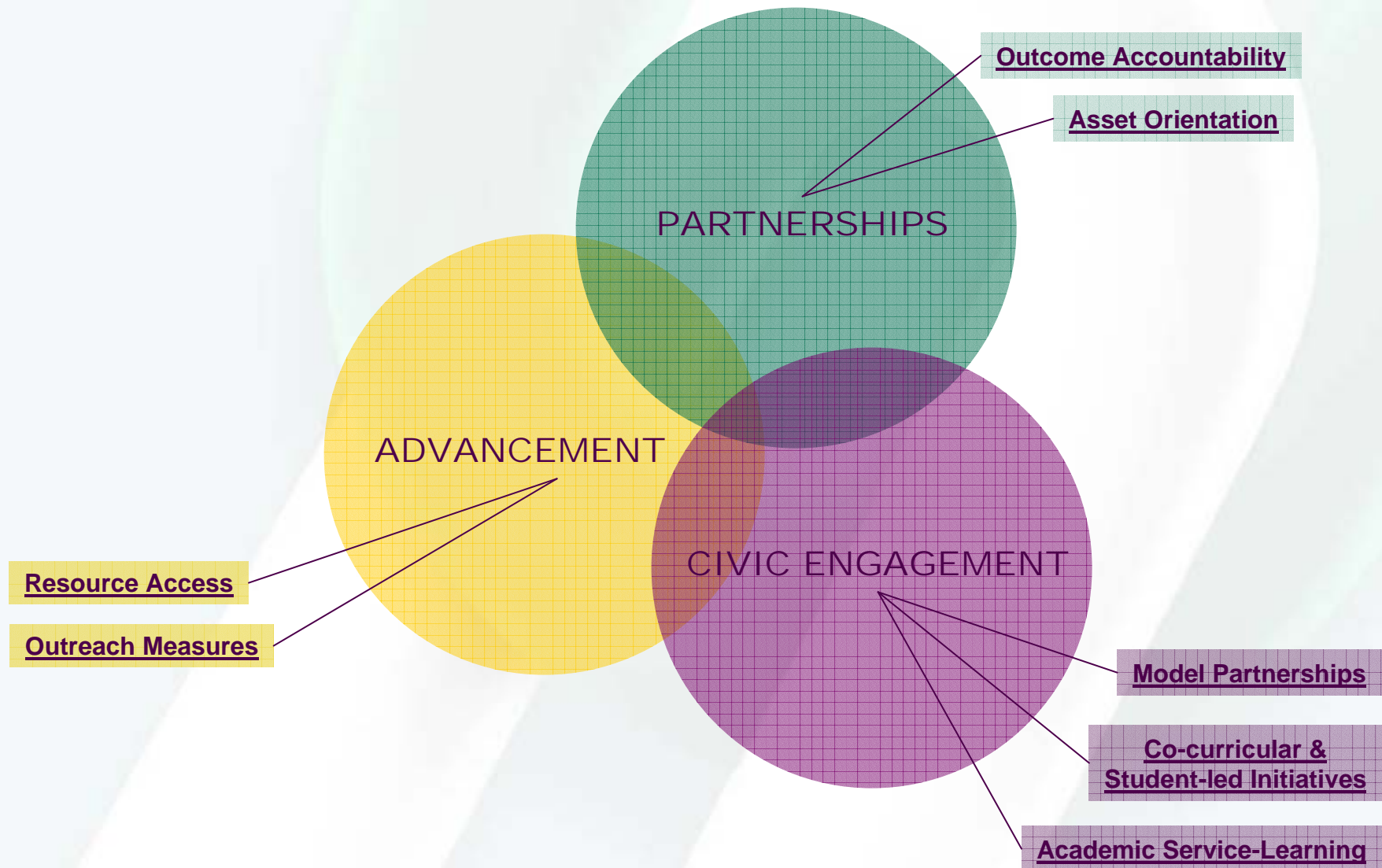
The land-grant university has a special role to engage its students/faculty, instructional and research resources to ...

University Outreach & Engagement



An Office of the Provost

University Outreach & Engagement



University Outreach & Engagement

Extending Knowledge to Serve Society



**Engaged
Faculty**

**Research
Focus**

Partners

With faculty research teams

Consults

With faculty to develop community projects

Trains

Faculty in asset-based approaches to community change

Assists

Faculty in building Service-Learning/ Civic Engagement into their courses

Funds

Seed grants for outreach research

Develops

Outreach measures and standards of practice for university-community partnerships

Markets

Outreach and engagement activities of MSU faculty

Advocates

- Across the University for the engagement mission
- Across higher education institutions for models and measurements
- To communities about the mutual benefits of collaboration



**Community
Focus**

**Capable
Community**



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Focal Areas of Engagement

Children, Youth & Families

Community & Family Security

Community & Economic Development

Technology & Human Development

Scholarship of Engagement

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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How does MSU work with schools?

- Evaluation
- Professional development for teachers/staff
- Coaching for principals
- Research
- Literature reviews focused on best practices
- Data analysis
- Consultation
- Service-learning
- Long-term community engagement



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Working with Schools: Evaluation

Early Head Start

MSU researchers teamed up with the Jackson Community Action Agency to evaluate the impact of Early Head Start in Jackson, Lenawee, and Hillsdale counties. One of 17 chosen to participate in a national research consortium, the partnership has played a major role over the past six years, including a longitudinal follow-up that is tracking EHS children as they make the transition from preschool to kindergarten. Independent evaluations of Early Head Start programs are being conducted in Greenville (EightCAP, Inc.), and in Clare County.



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Evaluation (continued)

21st Century Community Learning Centers

This comprehensive evaluation of 21st Century Community Learning Centers (after-school programs) is assessing effectiveness of the program, developing white papers on key after-school issues, and designing a state-of-the-art data collection system. MSU Outreach & Engagement provides technical assistance regarding storage and retrieval of the project's large database.



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Evaluation (continued)

Learning to Give

Learning to Give is a K-12 curriculum that enhances students' understanding of and commitment to philanthropy, citizenship, and volunteering. MSU faculty advise the project leaders on structure and dissemination strategies. They are also evaluating the program's curriculum development process and impact on student knowledge, attitudes, and behavior.



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Evaluation (continued)

Michigan Institute for Safe Schools and Communities

MISSC is a “virtual institute” designed to build capacity among school administrators and teachers. The goal is a drug free, safe, and salutary environment for learning. The project is located in MSU’s College of Education. MISSC parents include faculty and staff from 12 MSU schools and departments. UO&E is developing the Web site for the program.



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Working with Schools: Data Analysis

Building UP to Success

In October 2002 University Outreach, in collaboration with public and private human services leaders, co-sponsored a community asset development conference in Houghton. One hundred participants from the Western Upper Peninsula subsequently agreed to engage MSU in a long-term partnership focused on evidence-based ways to improve school climate, strengthen the character of students, and engage adults in the lives of teenagers.



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Working with Schools: Consultation

Early Childhood Initiatives Project

A newly awarded (January 2004) grant from the W.K. Kellogg Foundation extends our work to improve children's school readiness in Lansing to the larger community. The grant will focus on systems integration and alignment of early childhood services and programs, and education and leadership training of community members including underrepresented populations, as well as the business and faith communities.



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Working with Schools: Long-Term Community Engagement

Young Spartan Program

This partnership with the Lansing School District promotes academic achievement and career awareness through service-learning. MSU student volunteers partner with teachers, parents, and community leaders to create learning opportunities for children. Six program models—special events, clubs, academic incentives, tutoring and classroom interaction, MSU course-based service-learning, and professional consultations—deliver year-round services. Other activities of the partnership include professional development for teachers and curriculum development.

Interdisciplinary Collaborations

Colleges & Academic Units

Departments

Schools

Institutes

Centers

MSU-Extension

- 2. Fostering cross-disciplinary outreach and engagement 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
 - Speakers Series
 - Committee on Institutional Cooperation: Committee on Engagement
 - National Association of State Universities and Land Grant Colleges
 - Peer Research Institutions

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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Network Building

Center & Institute Directors Council (CIDC)

To enhance networking and infrastructure connections among centers and institutes

Cultural Engagement Council (CEC)

To link performing arts, public radio and television, museums, school of music, department of theater with academic programs and community



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University Outreach & Engagement

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Partnerships

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Civic Engagement/Service-Learning

Karen McKnight Casey, Director

Wharton Center for the Performing Arts

Michael Brand, Executive Director



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How to Reach Us

University Outreach & Engagement

Michigan State University
Kellogg Center, Garden Level
East Lansing, MI 48824

Voice: (517) 353-8977

Fax: (517) 432-9541

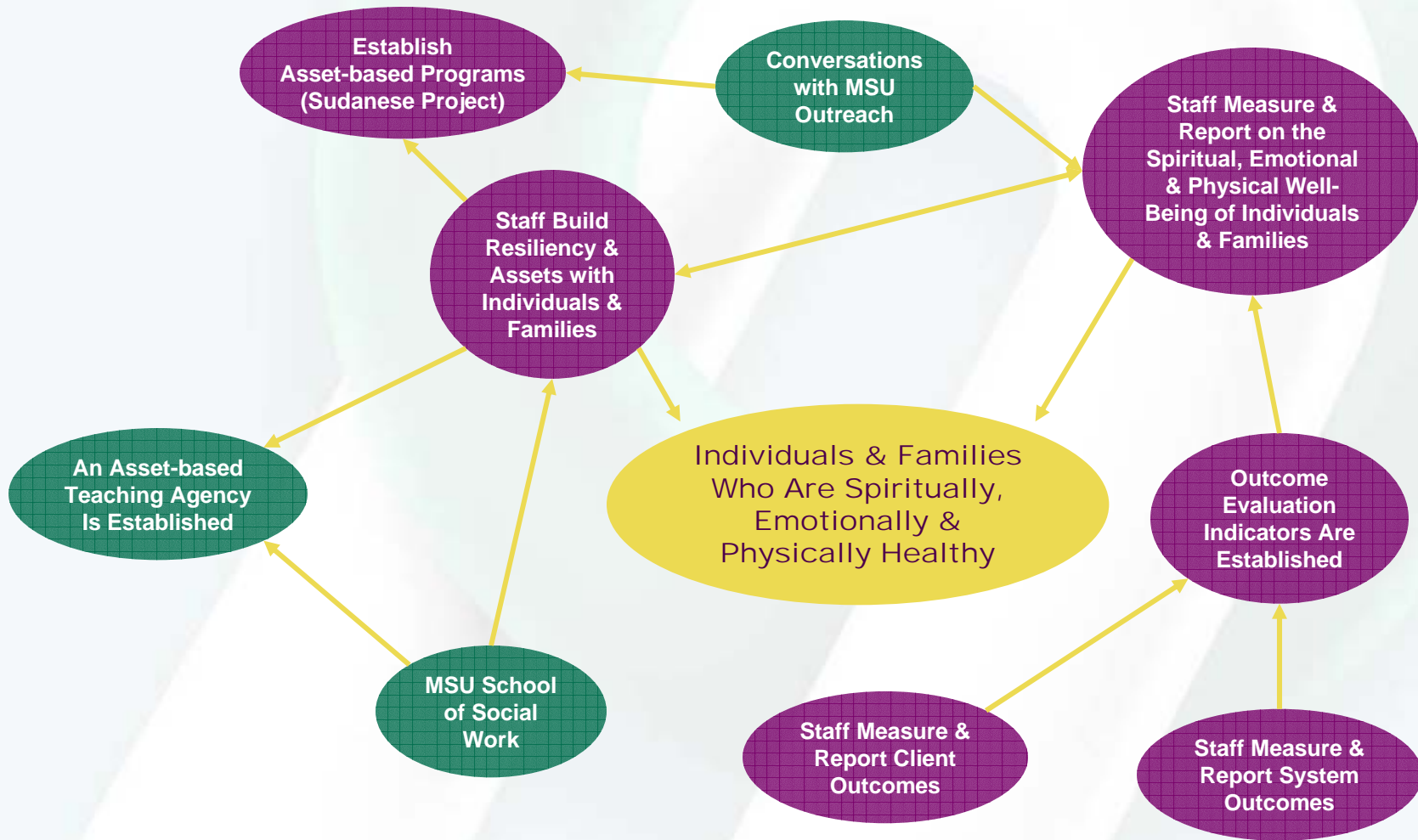
E-mail: outreach@msu.edu

Web: outreach.msu.edu

Give'Em 40 Youth Initiative



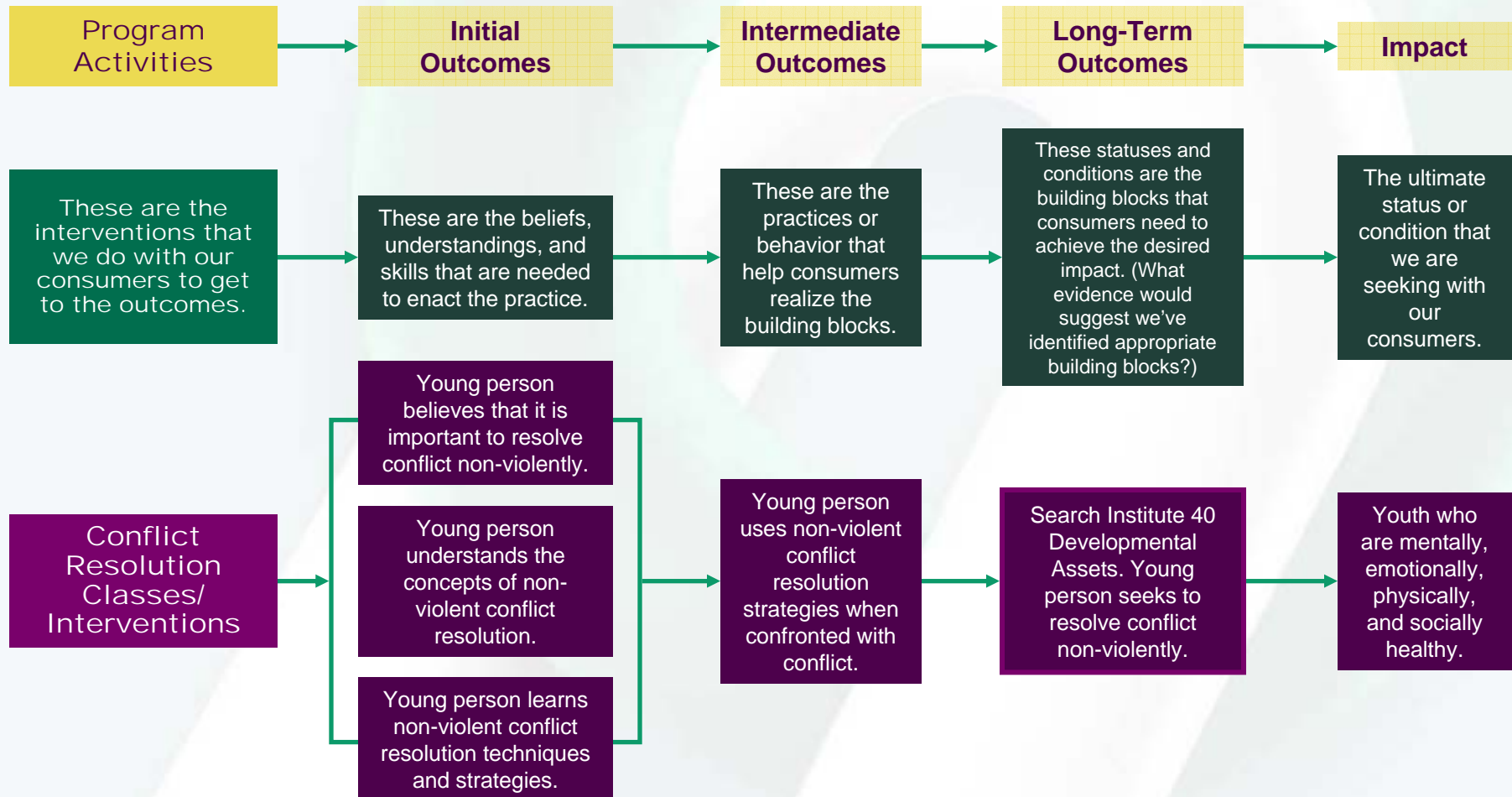
Catholic Social Services of Lansing/ St. Vincent Home



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 |

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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Service-Learning in Integrative Studies in Social Science

Using service as an option to
provide “real world” immersion in
social issues



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Integrative Studies in Social Science

Required: General/liberal education

Large lecture course; service offered as option & viewed as alternative assignment

Service placements underscore course themes:

- Diversity
- Education
- Stratification
- Marginalization
- Ecological issues

Evidence of learning provided through written reflection, using ANGEL



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Website Portals, Resources, & Online Publications

Statewide Resource 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

Measuring Impact Indicators

