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Advancing Knowledge.  
Transforming Lives.

Advocating  
& Modeling  
the Engaged  
University

## **UOE Research Mission Advisory Council**

**Building a World Class Outreach  
and Engagement Research Agenda  
to Transform Communities and  
Environments**

**February 23, 2004**



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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 curriculum, teaching and learning,*  
*to prepare educated, engaged citizens,*  
*to strengthen democratic values and civic responsibility,*  
*to address critical societal issues, and*  
*to contribute to the public good.*

*CIC Committee on Engagement, Nov. 2003*



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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.*

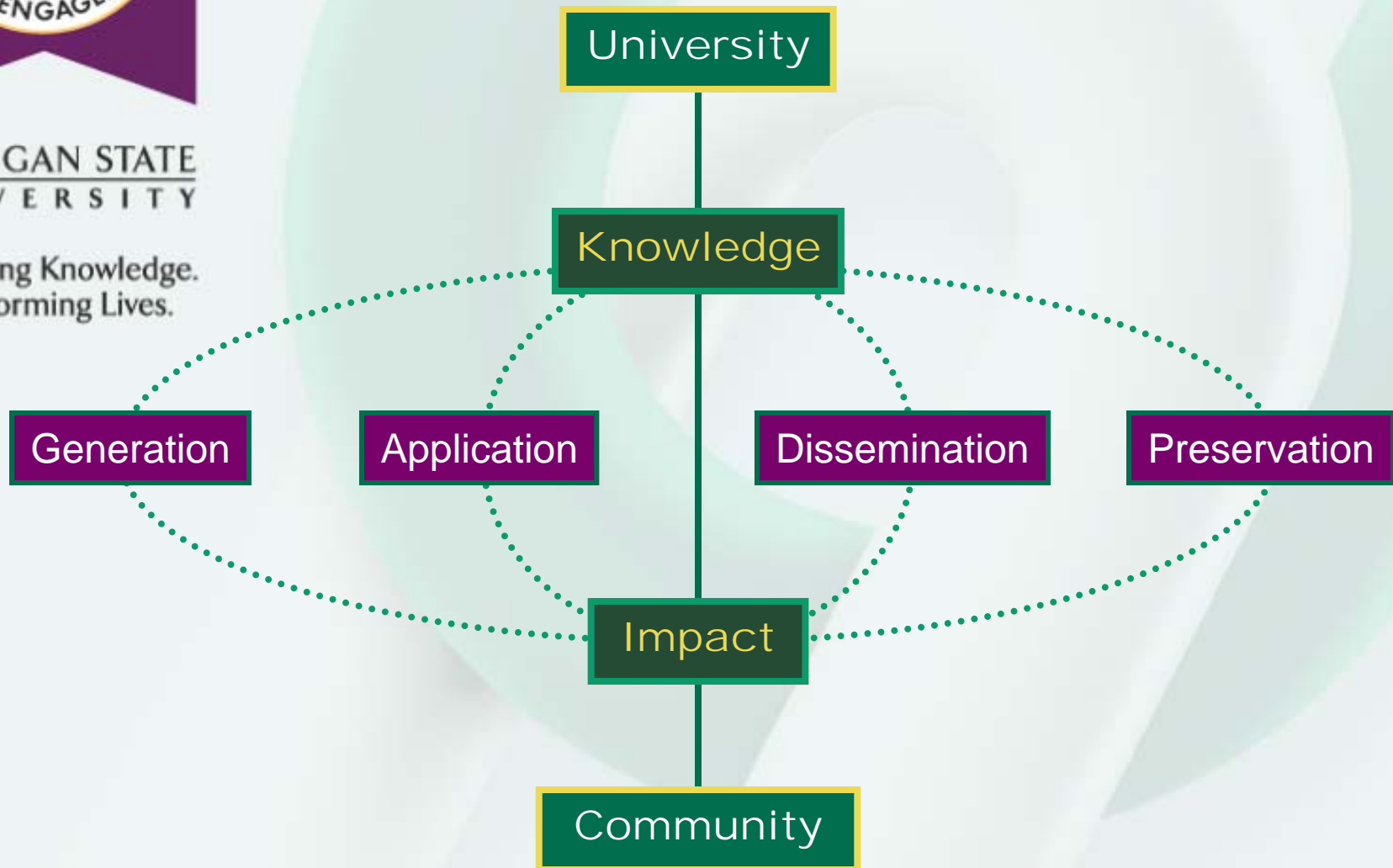
*M. Peter McPherson, 1999*



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# Knowledge Model





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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***

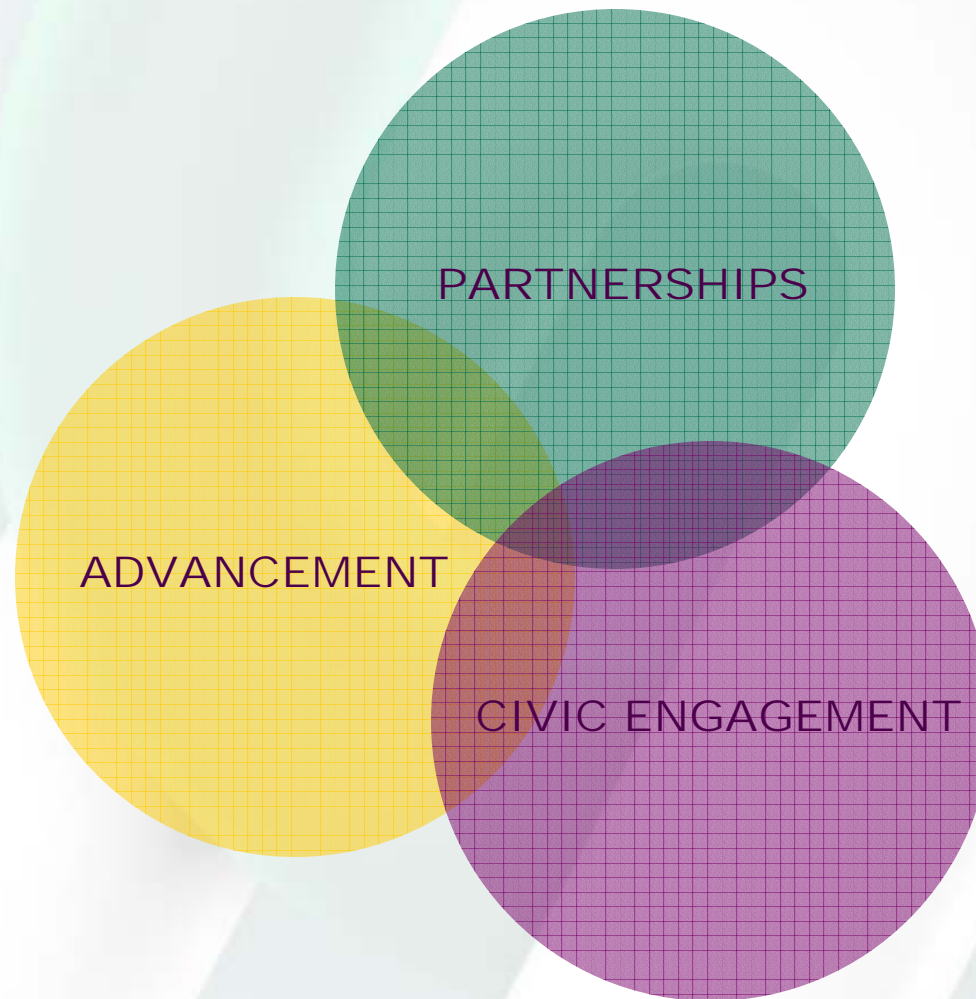
***Knowledge Based: Grounded in Evidence-Based Methodologies and Scholarly Outcomes***



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# University Outreach & Engagement



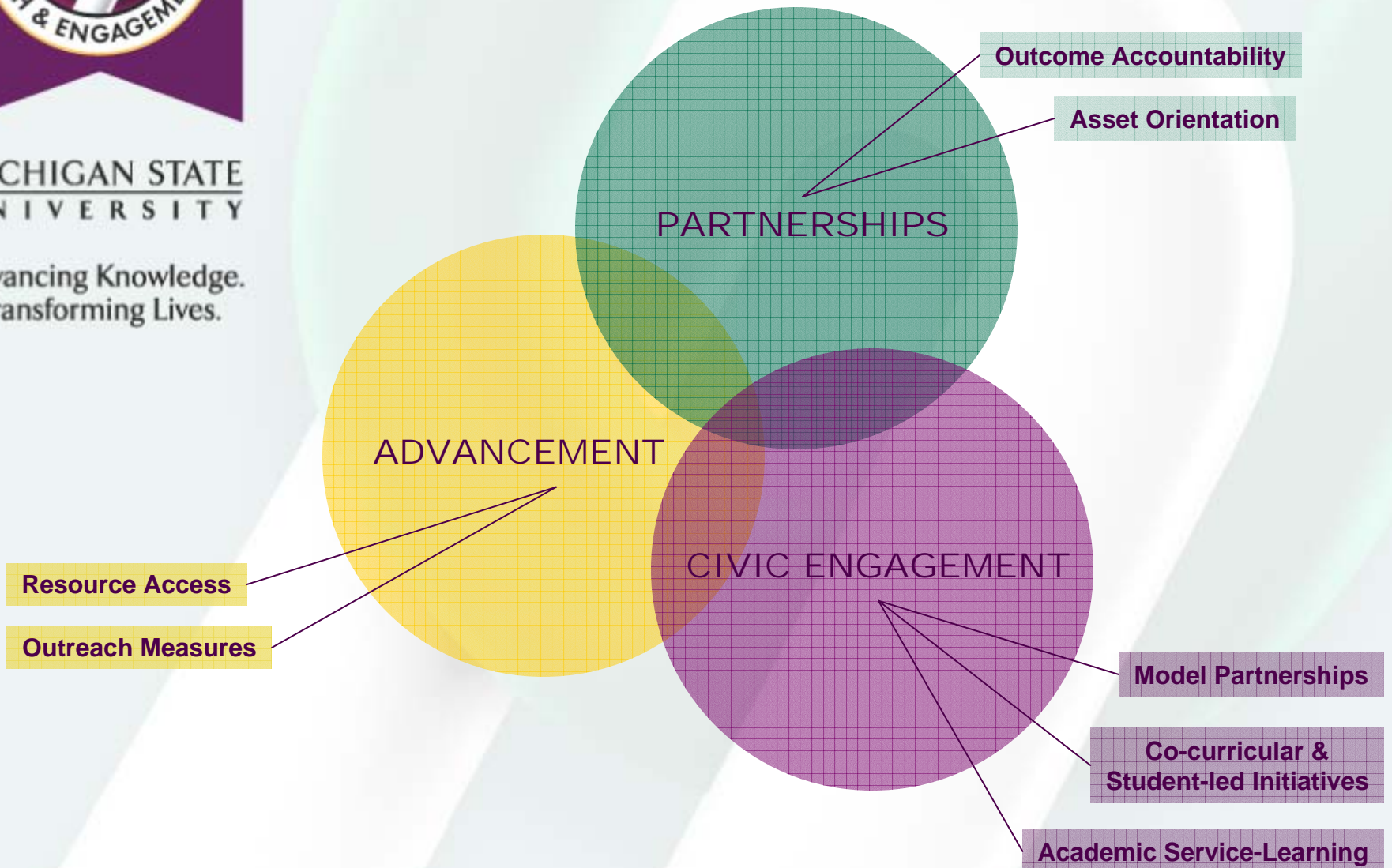
*An Office of the Provost*



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# University Outreach & Engagement





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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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# 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

Departments

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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
  - Flint
  - Grand Rapids
  - Upper Peninsula
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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## Recent Collaborations: Funded

**Michigan Institute for Safe Schools and Communities  
(COE, UOE, CSS, CHE and numerous campus  
partners)**

**Multilevel Analysis of Medicaid Maternal and Infant  
Support Services in Michigan  
CHM, CSS, UOE plus additional campus partners**



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# Recent Collaborations: Proposals Under Review

**In-utero Exposures and Childhood Developmental Problems**  
**CHM, CNS, CSS, ANR, UOE**

**Center for Integrative Studies of Pregnancy, Child Health, and Development Proposal**  
**(CHM-Epidemiology, UOE, CNS with campus, state and world partners)**

**Food Safety Policy Center Proposal**  
**(National Food Safety and Toxicology Center, CSS, CNR, UOE plus)**



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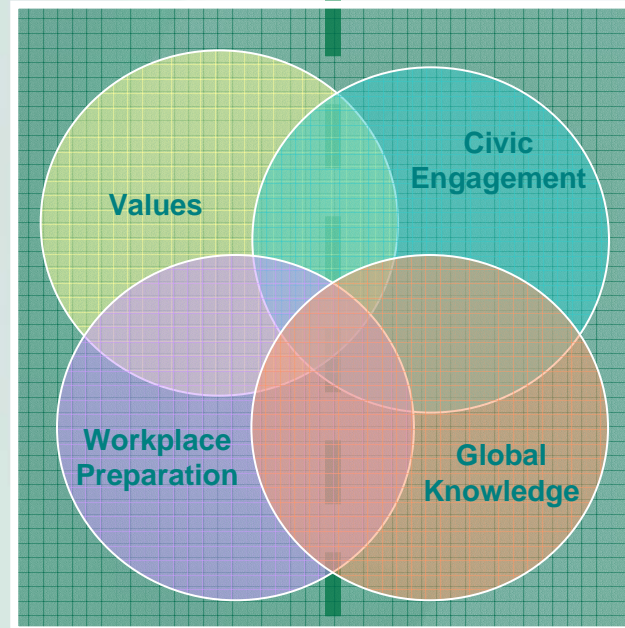
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The land-grant university has a special role to engage its students/faculty, instructional and research resources to ...



## 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



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## UOE Research Mission

What are the most effective ways to communicate UOE's "new" focus on Community Based Research

What are the critical areas for targeted Community Based Research?

What networks will best facilitate development of MSU's community-based research agenda from the perspective of interdisciplinary collaboration?

What benchmarks can be established to define the land-grant and research intensive university's community-based research mission?

What other questions need to be asked.....and answered?





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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](mailto: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

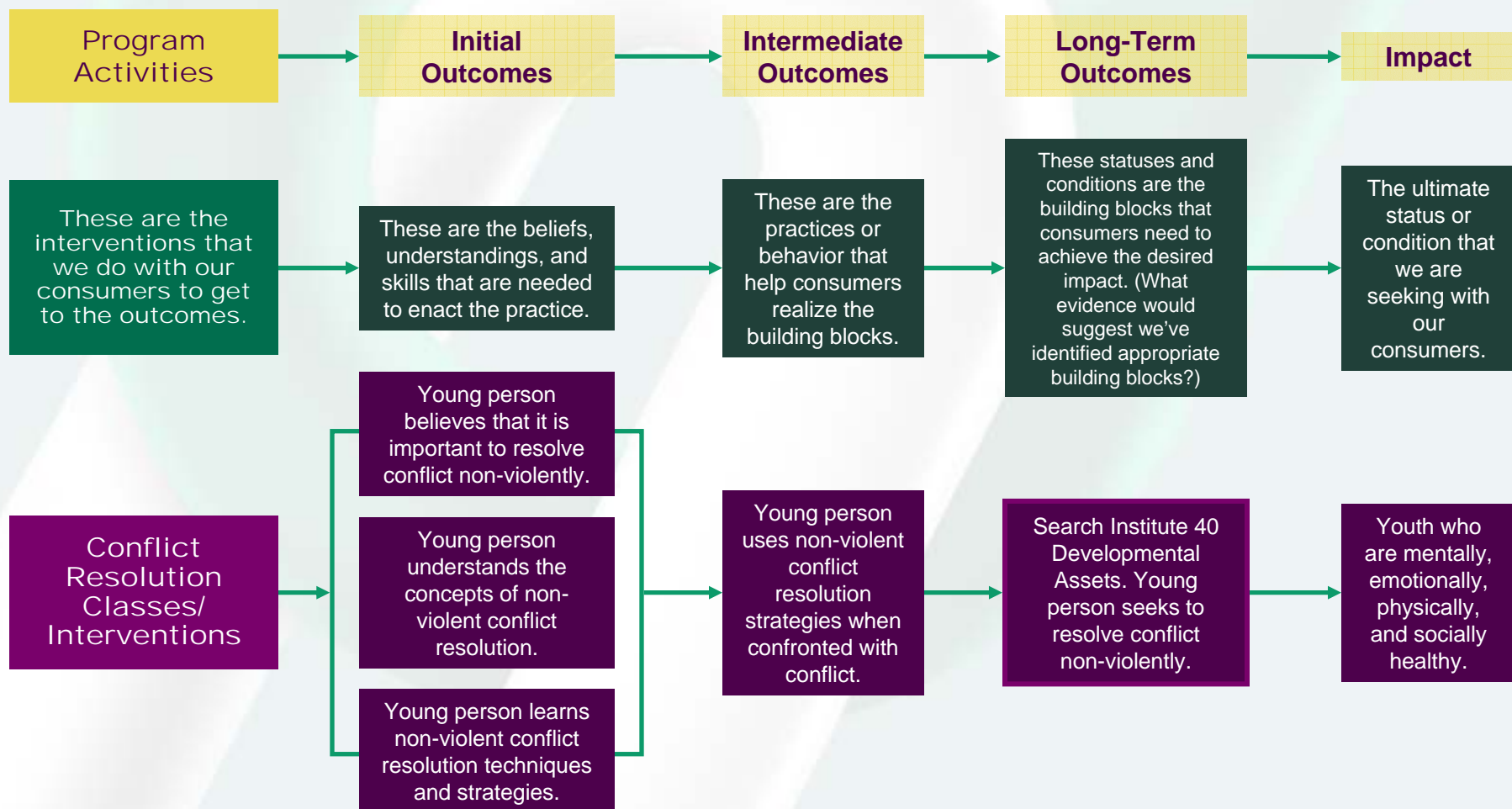
LEVEL	INITIAL OUTCOMES	INTERMEDIATE OUTCOMES	LONG-TERM OUTCOMES	
Individual	<ul style="list-style-type: none"> <li>Skills</li> <li>Values</li> <li>Attitudes</li> <li>Beliefs</li> <li>Opinions</li> </ul>	<ul style="list-style-type: none"> <li>Understanding</li> <li>Emotions</li> <li>Self-expression</li>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



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# The Relationship between Outcomes & Impact





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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

