Measuring Engaged Scholarship: Building Institutional Capacity for Recognizing and Disseminating Engaged Research and Creative Activities

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Co-Director: National Collaborative for the study of University Engagement

Sessions on:
- Measuring Engaged Scholarship
- Carnegie Community Engagement Elective Classification
- Awards and Recognitions
- Communicating about Outreach and Engagement

University of Iowa
October 11-13, 2010
MSU Organizational Structure: Office of the Provost

Provost and Vice President for Academic Affairs

Senior Associate Provost

Academic Support Units

Assoc Provost for Graduate Education and Dean of the Graduate School

Assoc Provost for Undergraduate Education and Dean of Undergraduate Studies

Assoc Provost for University Outreach and Engagement

Assoc Provost for Academic Student Services and Multicultural Affairs

Assoc Provost for Academic Services and University Registrar

Assoc Provost and Assistant Vice President for Academic Human Resources

UOE Divisional Units

Community Evaluation and Research Consortium
National Collaborative for the Study of University Engagement
Center for Community and Economic Development
Communication and Information Technology
Usability/Accessibility Research & Consulting
Center for Service Learning and Civic Engagement
University-Community Partnerships
MSU Museum
Wharton Center for Performing Arts
Wealth and Estate Planning Institute

UOE Sponsored Units

MSU Cultural Engagement Council
Information Technology Empowerment Center-Lansing
Lansing Economic Area Partnerships: Community Builders Initiative
Defining Outreach and Engagement: 1993

“Outreach [and engagement] 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*

Criteria for Assessing Faculty Performance: Points of Distinction: 1996

Four Dimensions of Quality Outreach and Engagement

Significance
- Importance of issue/opportunity to be addressed
- Goals/objectives of consequence

Scholarship
- Knowledge resources
- Knowledge application
- Knowledge generation
- Knowledge utilization

Context
- Consistency with university/unit values and stakeholder interests
- Appropriateness of expertise
- Degree of collaboration
- Appropriateness of methodological approach
- Sufficiency and creative use of resources

Impact
- Impact on issues, institutions, and individuals
- Sustainability and capacity building
- University-community relations
- Benefit to the university


The OEMI is an annual survey that collects data on faculty and academic staff outreach and engagement activities

• Data on faculty effort
  – Time spent
  – Social issues addressed
  – University strategic imperatives
  – Forms of outreach and engagement
  – Location of intended impact
  – Non-university participants
  – External funding
  – In-kind support

• Data on specific projects
  – Purposes
  – Methods
  – Involvement of partners, units, and students
  – Impacts on external audiences
  – Impacts on scholarship
  – Creation of intellectual property
  – Duration
  – Evaluation
Development of the Outreach and Engagement Measurement Instrument (OEMI)

- **1993 - 1995**
  - In its 1993 report, the Provost’s Committee on University Outreach formally recommends that MSU 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. (p. 14)
  - Review and revisions are made to several university reporting forms
    - Faculty effort form
    - Professional accomplishments form
    - Contracts and grants transmittal documentation
  - New reporting instruments are created and fielded
    - Annual off campus credit instruction report
    - Annual noncredit instruction report
    - Noncredit instruction module in the Course Load Instruction Funding and Modeling System (CLIFMS)
Development of the OEMI (continued)

• 1996 – 2004
  – UOE develops a university-wide data collection instrument
    • Iterative development process drawing on findings from pilot tests with departments from different colleges, a whole college, faculty from across MSU working in Lansing, recipients of a national award for engaged scholarship
  – The Outreach and Engagement Measurement Instrument (OEMI), launched at MSU in 2004, has been used each year since
Development of the OEMI (continued)

• 2005 - Present
  – Research partnerships for use of the OEMI with other institutions and a scholarly association are developed
    • University of Connecticut (2005, pilot study only)
    • University of Kentucky (2005 – present)
    • University of Tennessee system (2006 – 2008)
    • American Association of Colleges of Pharmacy (2007 – 2008, pilot-only)
    • Kansas State University (2007 – present)
    • Texas Tech University (2009 – present)
  – OEMI receives the UCEA Outreach & Engagement Community of Practice with an award for innovation (2007)
  – Review and revisions to the Instrument questions (2010)
What are OEMI data used for?

- **Centralized data about a university’s outreach and engagement can serve a variety of purposes**
  - Documenting the salary investment of a university’s contributions of scholarship for the public good
  - Describing the university's outreach and engagement activity to the public (telling the engagement story)
    - Communication and recognition programs
    - Identifying good stories and exemplars
  - Responding to accreditation and other institutional self-studies
  - Assessment and strategic planning
  - Supporting faculty development efforts
  - Possible cross-institutional analyses and benchmarking
  - Research studies
**Institutional Reports**

**Michigan State University Outreach & Engagement Measurement Instrument Report**

1/1/2009 - 12/31/2009

**#1a: University-wide Summary**

<table>
<thead>
<tr>
<th>College</th>
<th>Academic staff time committed to outreach</th>
<th>Number of respondents / number of responses*</th>
<th>Boldness by Design: # of responses indicating outreach contributed to...</th>
<th># responses indicating activity focused on...</th>
<th>Attendance or Participation</th>
<th>Activity helped generate revenue for</th>
<th>Value of participants' in-kind contribution</th>
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</table>

**Total**                                       | 173.50                                   | 575 / 925                                 | 736                                             | 669                                         | 401                                           | 596                                   | 548                                       | 191                                       | 419                                | 1,883,502                              | $111,844,472                             | $205,712,668                            | $15,348,447                             |

*The number of "respondents" may be greater than the number of "responses," since each respondent who indicated involvement in outreach and engagement had the opportunity to describe those activities in either one or two Areas of Concern—each such description is counted as a separate response. Therefore, there may be more "responses" than "respondents."*
Institutional Reports (continued)

<table>
<thead>
<tr>
<th>Area of Concern</th>
<th>Academic Staff time committed to outreach</th>
<th>Number of responses</th>
<th>Boldness by Design</th>
<th># of responses indicating outreach contributed to...</th>
<th># responses indicating activity focused on...</th>
<th>Activity helped generate revenue for</th>
<th>Value of partners (in-kind contribution)</th>
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<td></td>
<td>FTE</td>
<td>Salary Value</td>
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<td>FTE</td>
<td>Salary Value</td>
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<td>76</td>
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<td>$13,493,352</td>
<td>925</td>
<td>726</td>
<td>689</td>
<td>401</td>
<td>596</td>
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</table>

**#1c: University-wide Summary by Form of Engagement for:**

<table>
<thead>
<tr>
<th>Form of Engagement the activity took</th>
<th>Academic Staff time committed to outreach</th>
<th>Number of responses</th>
<th>Boldness by Design</th>
<th># of responses indicating outreach contributed to...</th>
<th># responses indicating activity focused on...</th>
<th>Activity helped generate revenue for</th>
<th>Value of partners (in-kind contribution)</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>FTE</td>
<td>Salary Value</td>
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<td>925</td>
<td>726</td>
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<td>401</td>
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</table>

*The number of "responses" may be greater than the number of "respondents." Since each respondent who indicated involvement in outreach and engagement had the opportunity to describe those activities as addressing up to two Areas of Concern, each such description is counted as a separate response. Therefore, there may be more "responded" than "respondents," and data from a particular respondent may be counted under two Areas of Concern.*
# College-level Summary Data

<table>
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<tr>
<th>DEPARTMENT</th>
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<th>Number of respondents</th>
<th>Boldness by Design: # of responses indicating outreach contributed to...</th>
<th># responses indicating activity focused on...</th>
<th>Activity helped generate revenue for</th>
<th>Value of partners* in-kind contribution</th>
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</thead>
<tbody>
<tr>
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<td>2 / 3</td>
<td>3</td>
<td>2</td>
<td>1</td>
</tr>
</tbody>
</table>

Total: 30.41 | $2,360,116 | 85 / 135 | 117 | 94 | 57 | 164 | 83 | 48 | 75 | 97,050 | $15,915,145 | $3,556,956 | $1,702,795

*The number of "responses" may be greater than the number of "respondents," since each respondent who indicated involvement in outreach and engagement had the opportunity to describe those activities in one or two Areas of Concern — each such description is counted as a separate response. Therefore, there may be more "respondents" than "respondents."
Institutional Reports (continued)

Snapshot of Outreach and Engagement at Michigan State University, 2008

Sponsored by MSU’s National Center for the Study of University Engagement (NCSUE), the Outreach and Engagement Measurement Instrument (OEMI) gathers data about the outreach activities of MSU faculty and academic staff. The information is self-reported and participation in the annual survey is voluntary. Data for 2008 was collected between January and March 2009 and represents the fifth year of data collection. 1,101 faculty and academic staff responded to the survey. Since 2004, 2,529 distinct (non-duplicate) respondents have reported their outreach and engagement through the OEMI. For this snapshot, OEMI data is augmented with data from the service-learning and civic engagement student registration system.

OEMI results for 2008 include the following:

**$19,637,429.71**
Value of salary investment by MSU faculty and academic staff in addressing issues of public concern (data from those reporting outreach activities on the OEMI)

98.1%
Respondents whose outreach contributed to achieving Boldness by Design (BBD) imperatives:

- 78.2% Enhanced the student experience
- 75.4% Enriched community, economic, and family life
- 47.5% Expanded international reach
- 68.8% Increased research opportunities
- 57.0% Strengthened stewardship

1,151
Number of specific projects/activities reported

Data Visualizations for MSU Publications
Faculty Respondent Reports

Tailored Briefing Materials

Analysis of Data Collected through the Outreach Measurement Instrument
September, 2003

Pilot Test of the Outreach Measurement Instrument (OMI)

The Office of University Outreach and Engagement has developed a survey instrument to better understand how faculty and academic staff in these departments are engaged with external organizations outside the academy in applying their scholarly skills to address pressing issues facing them in Michigan and beyond. To track the overall effort of gathering information that will allow MSU to “tell its story” in a meaningful way to the public, which supports it. The survey is designed to collect quantitative data and narrative descriptions.

In the spring of 2003, University Outreach and Engagement piloted the instrument in 11 departments in the areas of applied social and behavioral science (including the communication and business but not education). All faculty and academic staff were asked to complete the survey as a pilot test of the survey’s effectiveness.

Results of the Pilot Survey

Return on Investment

Evaluations in the spring 2003 pilot survey revealed that nearly 53% of their faculty and academic staff in these departments were engaged with external organizations outside the academy in applying their scholarly skills to address pressing issues facing them in Michigan and beyond. Nearly 53% of the external organizations and communities were driven by the faculty and academic staff to improve the success factors that were developed to measure

College/Unit Level Analyses

MSE Activities in SE Michigan
(Lansing, Livingston, Macomb, Monroe, Oakland, St. Clair, Washtenaw, and Wayne Counties)
For President Simon’s Presentation in Detroit on February 24, 2009

<table>
<thead>
<tr>
<th>Project Title</th>
<th>Description</th>
<th>Project Duration</th>
<th>Location</th>
<th>Partners</th>
</tr>
</thead>
<tbody>
<tr>
<td>Business and Industrial Development</td>
<td>Brand Consortium</td>
<td>Ongoing</td>
<td>21 counties</td>
<td>Kellogg's, Achtz Pie Company,  Veterinary Clinic</td>
</tr>
<tr>
<td></td>
<td>Marketing and Supply Chain Management</td>
<td></td>
<td>including</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Glenn Omura created, designed, and implemented this program.</td>
<td></td>
<td>Lansing, Livingston, Macomb,</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Monroe, Oakland, St. Clair,</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Washtenaw and Wayne</td>
<td></td>
</tr>
<tr>
<td>Business and Industrial Development</td>
<td>Ford Motor Company Usability Workshop</td>
<td>Ongoing</td>
<td>Wayne</td>
<td>Ford Motor Company</td>
</tr>
<tr>
<td></td>
<td>Elledge, Michael Usability &amp; Accessibility Center</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Michael Elledge presented usability workshop to 9 members of Ford Motor Company Creative Services Department. It was a highly interactive session that introduced the usability tools and techniques of the UAC to Ford, leading to discussion of their own policies and procedures.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Business and Industrial Development</td>
<td>Internship Development</td>
<td>Ongoing</td>
<td>9 counties</td>
<td>Kohls, Target, Macy's, JC Penney,</td>
</tr>
<tr>
<td></td>
<td>Good, Linda E Department of Advertising</td>
<td></td>
<td>including Washtenaw</td>
<td>and Sears</td>
</tr>
<tr>
<td></td>
<td>Linda Good developed opportunities for students to engage in curricular and internship type activities with companies in Michigan. In a lagging economy, students are having trouble identifying appropriate co-curricular activities.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Business and Industrial Development</td>
<td>Interorganizational Information Systems Integration Through Industry-Wide IS Standardization</td>
<td>Multyear beginning</td>
<td>Wayne</td>
<td>AIAG, NIST, and ON for automotive; EPICS for retail; MSIMO for mortgage</td>
</tr>
<tr>
<td></td>
<td>Stroot, Charles Telecom, Information Studies &amp; Media</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Investigators are conducting detailed cases studies of standards-making efforts in three industries: automotive, retail, apparel, and mortgage. The focus is on information systems standards, to see what factors enable industry participants to overcome competitive issues and develop industry-wide standards that can support greater use of e-commerce. Work is ongoing. The goal is to identify factors that enable successful development and diffusion of industry-wide standards.</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Institutional Reports (continued)

Re-accreditation Self-Studies 2005-2006
Michigan State University

Criterion 5: Engagement and Service

Report Prepared for Higher Learning Commission of the North Central Association

by

University Outreach and Engagement
December 2005

Carnegie Reclassification Pilot Study
Michigan State University Response

Hiram E. Fitzgerald, Assistant Provost
Office of Institutional Effectiveness
Diane L. Zimmerman, Director
Center for the Study of University Engagement

with

Horton A. Bergstrom, Robert R. Brown, John J. Byrne, Karen McIntyre Casey, Robert L. Church, Matthew S. Gerson, Linda Childs Jackson, Vivian E. Jones, and Crystal G. Laidlaw

University Outreach and Engagement
Michigan State University
July 2005

Accreditation and Institutional Self-studies
Communication and Recognition Programs

The Engaged Scholar Magazine

- **Published annually**
  - Distributed to MSU faculty and academic staff, community leaders, and others

- **Goals of the publication:**
  - Encourage faculty to do outreach/engagement work, with emphasis on community-engaged research
  - Let them know about resources available to support this work
  - Elucidate/publicize the “MSU Model” (scholarly basis for the work)

- **Each annual issue contains:**
  - A little bit about theory and models (scholarship of engagement)
  - Examples/stories of engaged scholars and their projects (engaged scholarship)

[engagedscholar.msu.edu]
Communication and Recognition Programs (continued)

The Engaged Scholar E-Newsletter

- Published four times during the academic year to supplement *The Engaged Scholar Magazine*
  - The more frequent publication schedule allows for timely stories and announcements, and updates about upcoming events, partnership and funding opportunities

- Each issue contains:
  - Two MSU engaged scholar stories
  - A story about MSU's priority for community and economic development in the 21st century
  - Announcements and events

- Engaged Scholar stories now also linked through social networks
Communication and Recognition Programs (continued)

Public Access Catalog

Websites

• MSU Statewide Resource Network
  – Developed for working professionals
  – Catalog of MSU expert assistance and information continuing professional education programs
  – Searchable by topic, geography, program type, and keyword

• Spartan Youth Programs
  – Developed for the parents of pre-k through middle school children and high school students
  – Catalog of MSU precollege programs, camps, activities, and other resources for children and youth
  – Searchable by topic and grade level
## Recognizing Faculty Performance Outreach Scholarship Community Partnership Award

<table>
<thead>
<tr>
<th>Year</th>
<th>Name(s)</th>
<th>Department(s)</th>
</tr>
</thead>
<tbody>
<tr>
<td>2006</td>
<td>Cris Sullivan, Suzanne Coats</td>
<td>Department of Psychology, Turning Point, Inc., Mt. Clemens</td>
</tr>
<tr>
<td>2007</td>
<td>Randi Nevins Staulis, E. Sharon Banks</td>
<td>Department of Teacher Education, Lansing School District</td>
</tr>
<tr>
<td>2008</td>
<td>Pamela Whitten, Sally Davis</td>
<td>Department of Telecommunication, Information Studies, and Media</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Marquette General Health System</td>
</tr>
<tr>
<td>2009</td>
<td>Janet Swenson, Red Cedar Writing Project Team</td>
<td>Department of Writing, Rhetoric and American Cultures</td>
</tr>
<tr>
<td></td>
<td></td>
<td>East Lansing</td>
</tr>
<tr>
<td>2010</td>
<td>Rachel Fisher, The Dream-M Project</td>
<td>Department of Pediatrics and Human Development</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Deafness Research and Education across Mid-Michigan</td>
</tr>
</tbody>
</table>
University-Wide Awards

• **MSU Outreach Scholarship Community Partnership Award**
  - Recognition of faculty member and her/his community partner
  - Awarded each year since 2006

• **C. Peter Magrath University/Community Engagement Award**
  - National competition
  - 2009 regional award recipient
New and Ongoing Strategic Initiatives

• Expanding OEMI Institutional Partnerships
  – Inquiries from universities and university systems across the U.S., South Africa, the UK, and Australia
  – Demonstration system with guest accounts available

• Keeping MSU connected to national discourse on engagement
  – Network development
    • Committee of Institutional Cooperation (CIC)
      – Committee on Engagement
    • National Outreach Scholarship Conference Partnership (NOSC)
      – Board of Directors
      – Implementation Committee
      – Emerging Engagement Scholars Workshop Planning Committee
    • University Professional and Continuing Education Association (UPCEA)
      – Outreach and Engagement Community of Practice
New and Ongoing Strategic Initiatives (continued)

- Keeping MSU connected to national discourse on engagement (continued)
  - Specific efforts focused on benchmarks and metrics for engagement
    - Association of Public and Land-grant Universities (APLU)
      - Council on Engagement and Outreach
      - Commission on Innovation, Competitiveness, and Economic Prosperity
    - Carnegie Foundation for the Advancement of Teaching
      - Task Force on Elective Classification on Community Engagement
  - Continue to contribute to scholarship about measurement and metrics
    - Chapter on measurement and the OEMI in the upcoming, first-ever *Handbook of Engaged Scholarship* (MSU Press, 2010)
    - Build on long 10+ years of presentations/publications
National Outreach Scholarship Partnership (NOSC) Network & Initiatives

University of Wisconsin: Academic Faculty/Staff
University of Kentucky: Faculty Development
Virginia Tech Engagement Academy: Administrators

MEMBERS:
Alabama
Alberta
Auburn
Colorado
Colorado State
East Carolina
Georgia
Kentucky
Michigan State
North Carolina State
Ohio State
Oregon State
Pennsylvania State
Purdue
Texas Tech
Wisconsin

Professional Development

NOSC Emergent Scholars: Graduate Students and New Faculty
National Outreach Scholarship Annual Conference

Awards and Recognitions
Regional Kellogg Foundation Awards

Publications and Scholarship
Journals: JHEOE & JCES
Books & Monographs Series: Michigan State University Press

A. P. L. U.

IACE Hall of Fame Symposium
Transformational Regional Engagement Initiative
Sloan Consortium Leadership Institute
National Review Board
## University Outreach and Engagement

**Hiram E. Fitzgerald, Ph.D.**  
Associate Provost for University Outreach and Engagement

**Patricia A. Farrell, Ph.D.**  
Assistant Provost for University-Community Partnerships

<table>
<thead>
<tr>
<th><strong>Laurie Van Egeren, Ph.D.</strong></th>
<th><strong>Sarah J. Swierenga, Ph.D.</strong></th>
</tr>
</thead>
</table>
| Director, Community Evaluation and Research Collaborative  
Co-Director, National Collaborative for the Study of University Engagement | Director, MSU Usability/Accessibility Research and Consulting |

<table>
<thead>
<tr>
<th><strong>Rex LaMore, Ph.D.</strong></th>
<th><strong>Kurt Dewhurst, Ph.D.</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>Director, Center for Community and Economic Development</td>
<td>Director, Arts and Cultural Initiatives</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th><strong>Karen McKnight Casey, M.A.</strong></th>
<th><strong>Michael Brand, M.A.</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>Director, Center for Service-Learning and Civic Engagement</td>
<td>Executive Director, Wharton Center for Performing Arts</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th><strong>Burton A. Bargerstock, M.A.</strong></th>
<th><strong>Bert Goldstein</strong></th>
</tr>
</thead>
</table>
| Director, Communication and Information Technology  
Co-Director, National Collaborative for the Study of University Engagement | Director, Institute for Arts & Creativity |

<table>
<thead>
<tr>
<th><strong>Gary Morgan, Ph.D.</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>Director, Michigan State University Museum</td>
</tr>
</tbody>
</table>

**Affiliate:**

**Kirk Riley, M.A.** Executive Director, Information Technology Empowerment Center (ITEC)-Lansing
Contact Information

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