Engagement and Outreach at Michigan State University

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Engagement and Outreach Models across the Country
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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

Cultural Engagement Council
Information Technology Empowerment Center-Lansing
Defining Outreach and Engagement

“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

Evaluating Quality Outreach and Engagement: Points of Distinction

Four Dimensions of Quality Outreach and Engagement

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

**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

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

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

The Outreach and Engagement Measurement Instrument (OEMI)

- 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
  - University strategic imperatives
  - Forms of outreach
  - Location
  - Non-university participants
  - External funding
  - In-kind support
- Data on specific projects:
  - Purposes
  - Methods
  - Involvement of partners, units, and students
  - Impacts on ongoing research
  - Impacts on external audiences
  - Evaluation
Alignment: Teaching/Learning and Access

Tools of Engagement Web Site

Graduate Certificate in Community Engagement Web Site
Tools of Engagement Online Learning Modules (with Assoc Provost for Undergraduate Education)

- Increase student competency and understanding of outreach and engagement
- Cover the scholarly, community-based, collaborative, responsive, capacity-building aspects of outreach and engagement
- Are delivered at introductory, intermediate, and advanced levels
- Contain background information; pre-class, in-class, and post-class lesson plans; lecture notes; and background materials
- Employ multiple learning techniques
Graduate Certificate in Community Engagement (with Associate Provost & Dean of the Graduate School)

An educational program, in partnership with the MSU Graduate School  6 Workshop Modules

• The Scholarship of Engagement and Engaged Scholarship
• Community-Based Participatory Evaluation and Research
• Co-Building Effective Partnerships
• Capacity Building for Mutual Benefit
• Logic Models: Understanding Relationships Between Actions and Outcomes
• Retrospective, Portfolio Review, and Career Perspectives
MSU Pre-College Programs (with Associate Provost for Student Affairs, and with Director of Admissions)

• Pre-College Programs offer youth educational experiences that expose students to the college environment and to a variety of specific disciplines and activities

• UOE supports these programs by:
  – Creating public access to programs through a central Web site: Spartan Youth Programs [http://spartanyouth.msu.edu](http://spartanyouth.msu.edu)
  – Assisting programs with curriculum development, programming, and funding requests
  – Providing research and assessment services to individual programs
  – Conducting research and assessment related to programs outcomes (such as college enrollment rates)
  – Working with the Pre-College Committee, which coordinates programs across campus
## Public Recognition of Engaged Scholars and their Community Partners

<table>
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<tr>
<th>Year</th>
<th>Name &amp; Affiliation</th>
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| 2006 | **Cris Sullivan**, Department of Psychology  
**Suzanne Coats**, Turning Point, Inc., Mt. Clemens |
| 2007 | **Randi Nevins Staulis**, Department of Teacher Education  
**E. Sharon Banks**, Lansing School District |
| 2008 | **Pamela Whitten**, Department of Telecommunication, Information Studies, and Media  
**Sally Davis**, Marquette General Health System |
| 2009 | **Janet Swenson**, Department of Writing, Rhetoric and American Cultures  
**Red Cedar Writing Project Team**, East Lansing |
| 2010 | **Rachel Fisher**, Department of Pediatrics and Human Development  
**The Dream-M Project**: Deafness Research and Education across Mid-Michigan |
MSU Faculty Development Program in Community Engagement (with Asst Provost for Faculty and Organizational Development)

• This program draws on models of best practice in both faculty professional development programming and preparation for engaged scholarship from across the country and around the world. Various delivery systems are used.
Internal Engagement Capacity Building

Liaison to Council of Associate Deans for Research
Liaison to Dean of Undergraduate Studies
Liaison to Dean of the Graduate School
Liaison to Cooperative Extension
Liaison to Academic Information Services  (Web pages)

Created and Maintain: Cultural Engagement Council

Member: Various University Committees
  Risk and Security
  Information Technology
  Campus Infrastructure
External Engagement Capacity Building: Birth to Work Framework

Develop and Monitor Engaged Scholarship Community Network Partnerships to Effect Changes in Community Systems

Southeast Detroit
Battle-Creek/Kalamazoo Promise Partnership
Flint Birth to Work Framework
Lansing Power of We Consortium
Lansing Economic Area Partnerships (LEAP)
Information Empowerment Technology Center-Lansing
West Michigan
Birth to Work: Systems Change Framework

**Transitional Influences**
- Partner Selection
- Workplace
- Society

**Transitional Influences**
- Peers
- School
- Community

**Transitional Influences**
- Parents
- Family (Kin)
- Neighborhood

**Ongoing Life Course Risk Influences (Racial and Social Inequalities)**
- Success in Early Childhood
- Transition Period (0-5)
- Success in Elementary School
- Transition Period (10-14)
- Success in High School
- Late Adolescence Transition Period (18-25)
- Success in Adulthood

**Ongoing Life Course Resilience Influences**
- Resilience
- Risk
University Outreach and Engagement Departments
Community Evaluation and Research Center

- Building MSU Capacity for Program Evaluation and Community Based Research

- Conducting Systems and Program Level Evaluations for State Government and with Community Partners
University-Community Partnerships

Internal Connections:

- Bringing MSU faculty and staff together in BTW networks designed to inform, support and link faculty and staff with community engagement opportunities

External Connections:

- Developing, supporting, and nurturing system level community connections that facilitate partnerships
- Promoting the development and use of strength- and evidence-based models and interventions to improve the capacity of those working on issues related to individuals, families, groups, neighborhoods, and communities
Power of We Consortium Structure

The Power of We Consortium and its 12 Coalitions

Improved Capacity → Strengthened Social Services → Enhanced Community Well Being (measured by 33 indicators)

Founding Entities
- Community Economic Development Network
- Community Coalition for Youth
- Ingham Substance Abuse Prevention Coalition
- Strong Families / Safe Children

Community-Based Partners
- Greater Lansing Homeless Resolution Network

Faith-Based Partners
- Long-term Care Collaborative
- Immigrant and Refugee Resource Collaborative
- Land Use and Health Resource Team
- Infant Mortality Initiative

Affiliates
- Birth to Five Subcommittee

Impact
- Asset Independence Coalition

Ingham County Health Department and Capital Area United Way (staff support)

Data Committee (information)
Investors Steering Committee (resources)
Leadership & Practice Committee (capacity)
By 2020 all children, youth, and young adults in the capital area will grow up with the skills and abilities to actively participate in the global knowledge economy.
Center for Community and Economic Development
Usability/Accessibility Research and Consulting
Center for Service Learning & Civic Engagement
National Collaborative for the Study of University Engagement
MSU Museum (Cultural and Natural History)
Wharton Center for Performing Arts
Institute for Art and Creativity
Communication and Information Technologies

- Outreach & Engagement Measurement Instrument (OEMI) — *in collaboration with NCSUE*
  - MSU survey
  - Partner Institution hosted surveys

- Outreach Scholarship Community Partnership Award

- *The Engaged Scholar Magazine*

- MSU Statewide Resource Network ([msustatewide.msu.edu](http://msustatewide.msu.edu))

- Spartan Youth Programs ([spartanyouth.msu.edu](http://spartanyouth.msu.edu))

- UOE family of Web sites
MSU Extension

Director: Tom Coon
Associate Directors: Michelle Rodgers, Steve Lovejoy
MSUE Focus

- To capture key economic opportunities for Michigan
  - Innovate and grow commercial agriculture and agribusiness
  - Build on opportunities in the new “Green” economy
  - Control health care costs
  - Prepare tomorrow’s work force
Institute Directors

- Greening Michigan - Dr. Rick Foster
- Agriculture and AgriBusiness - Dr. Wendy Powers
- Health and Nutrition Institute - Dr. Dawn Contreras
- Children and Youth - Dr. Julie Chapin
The MSUE matrix: Statewide Program Institutes

- Greening Michigan: Leveraging Natural and Human Assets for Prosperity
- Enhancing Michigan’s First Green Industry: Agriculture & Agribusiness
- Improving Health and Nutrition
- Preparing Michigan’s Children & Youth for the Future
Greening Michigan: leveraging natural and human assets for prosperity

- Equipping communities and their residents to make decisions that will help them to leverage their natural and human assets for economic development
  - Biomass based fuels (ethanol, methane)
  - Biomass based materials (plastics, composites)
  - Alternative energy (wind, geothermal, bio)
  - Energy efficiency
  - Water efficiency
  - Urban agriculture, gardening
  - Tourism
  - Carbon trading
Preparing Michigan’s children & youth for the future

• Birth to Work model:
  – Birth to age 5:
    • Family-centered
    • Health care venues
  – Age 10 – 14:
    • Positive Youth Development = 4-H
      – Clubs
      – After-school
      – Special events
  – Age 18 – 25:
    • Young adult volunteers?
University Outreach and Engagement

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