Advocating and Modeling the Engaged University

A Systems Approach to Outreach Scholarship

Hiram E. Fitzgerald — Assistant Provost for University Outreach
Diane L. Zimmerman — Director, Outreach Advancement & Administration
L. Annette Abrams — Director, Outreach Partnerships
Karen McKnight Casey — Director, Civic Engagement/Service-Learning

ADVANCING KNOWLEDGE • TRANSFORMING LIVES
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

Advancing Knowledge • Transforming Lives
Knowledge Model

Outreach

Knowledge
- Generation
- Application
- Dissemination
- Preservation

Impact

Community

ADVANCING KNOWLEDGE • TRANSFORMING LIVES
What Outreach Does…

- Learning Communities
- University-Community Collaborations
- Outcome-based Evaluation
- Promoting Civic Literacy
- Measuring Quality Outreach
- Marketing Outreach Activities
University Outreach

ADVANCEMENT

PARTNERSHIPS

CIVIC ENGAGEMENT
Approaches of Outreach Office

- Outreach Measures
- Resource Access
- Academic Service-Learning
- Co-curricular and Student-led Initiatives
- Model Partnerships
- Asset Orientation
- Outcome Accountability
- ADVANCEMENT
- PARTNERSHIPS
- CIVIC ENGAGEMENT
### Spectrum of Outcomes

<table>
<thead>
<tr>
<th>LEVEL</th>
<th>INITIAL OUTCOMES</th>
<th>INTERMEDIATE OUTCOMES</th>
<th>LONG-TERM OUTCOMES</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Individual</strong></td>
<td>Skills, Values, Attitudes, Beliefs, Opinions</td>
<td>Understanding, Emotions, Self-expression, Spiritual Awareness</td>
<td>Individual practice and behavior, Spiritual practice</td>
</tr>
<tr>
<td><strong>Group or Family</strong></td>
<td>Shared Group/Family: culture, norms, values, beliefs, morals, ethics, world views, Mutual understanding, Mutual agreement</td>
<td>Group/Family relationships, Group/Family practices, Group/Family interaction</td>
<td>Status and Condition</td>
</tr>
<tr>
<td><strong>Agency</strong></td>
<td>Shared agency culture, norms, values, beliefs, morals, ethics, world views, Mutual understanding, Mutual agreement</td>
<td>Inter-departmental relationships, Agency management practices, Service delivery practices</td>
<td>Status and Condition</td>
</tr>
<tr>
<td><strong>Delivery System or Neighborhood</strong></td>
<td>Shared system culture, norms, values, beliefs, morals, ethics, world views, Mutual understanding, Mutual agreement</td>
<td>System member relationships, System member interaction, System practices</td>
<td>Status and Condition</td>
</tr>
<tr>
<td></td>
<td>Shared community social norms, culture, values, beliefs, morals, ethics, world views, Mutual understanding, Mutual agreement</td>
<td>Relationships among groups, neighborhoods, Civic action, Community dialogue</td>
<td>Status and condition: social, economic, environmental, Community structures/infrastructure, Community governance structure, laws</td>
</tr>
</tbody>
</table>
The Relationship between Outcomes & Impact

**Program Activities**

**Initial Outcomes**

These are the beliefs, understandings, and skills that are needed to enact the practice.

- Young person understands the concepts of non-violent conflict resolution.
- Young person learns non-violent conflict resolution techniques and strategies.
- Young person believes that it is important to resolve conflict non-violently.

**Intermediate Outcomes**

These are the practices or behavior that help consumers realize the building blocks.

- Young person uses non-violent conflict resolution strategies when confronted with conflict.
- Young person uses non-violent conflict resolution strategies when confronted with conflict.

**Long-Term Outcomes**

These statuses and conditions are the building blocks that consumers need to achieve the desired impact. (What evidence would suggest we’ve identified appropriate building blocks?)

- Search Institute 40 Developmental Assets. Young person seeks to resolve conflict non-violently.
- Youth who are mentally, emotionally, physically, and socially healthy.

**Impact**

The ultimate status or condition that we are seeking with our consumers.
Catholic Social Services of Lansing • St. Vincent Home

Establish Asset-based Programs (Sudanese Project)

Staff Build Resiliency & Assets with Individuals & Families

An Asset-based Teaching Agency Is Established

MSU School of Social Work

Conversations with MSU Outreach

Staff Measure & Report on the Spiritual, Emotional & Physical Well-Being of Individuals & Families

Outcome Evaluation Indicators Are Established

Individuals & Families Who Are Spiritually, Emotionally & Physically Healthy

Staff Measure & Report Client Outcomes

Staff Measure & Report System Outcomes
Give ’em 40 Youth Initiative

Building Assets with Youth

Community Sector Initiatives
- Neighborhoods
- Fraternal Service Orgs.
- Merchants & Businesses
- Law Enforcement
- Faith Community
- Youth Serving Agencies
- School-based Parent Groups

Media Campaign

Community Foundation YAC

Pilot School Initiatives

Leadership Council

County Initiatives
- Leelanau County
- Benzie County
- Grand Traverse Bay County
- Kalkaska County
- Antrim County
Model Partnerships

Utilize service-learning and civic engagement as key elements to meet expressed community needs.

- The Young Spartan Program
- Hospital Programs
- You Vote Initiative
Academic Service-Learning

Integrating service with classroom and curricular learning

• Course-based:
  – Core Curriculum/General Education– Focus on Building Civic Literacy
  – Discipline Specific

• Curricular-based:
  – Health and Human Services
  – Community Enhancement
  – Business and Communications
  – Public Policy
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
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

- Student Involvement
- Resources Generated
- Faculty Interdisciplinary Teams
- Community Needs Met
- Scholarship Generated
Website Portals, Resources, & Online Publications

- Statewide Resources Network Website
- Spartan Youth Programs Website
- Best Practice Briefs
- Capable Communities Website
- Outreach Website
Engaged Learning Communities
sponsored by Outreach

Positive Outcomes for Children, Youth & Families

Community & Economic Development

Technology & Human Development

Scholarship of Engagement

Outreach Measures

Resource Access

Outcome Accountability

Asset Orientation

Model Partnerships

Academic Service-Learning

Co-curricular and Student-led Initiatives

ADVANCEMENT

PARTNERSHIPS

CIVIC ENGAGEMENT
AKTL Networks

Departments
Schools
Centers
Institutes
Communities & Organization Collaborative
MSU Extension
Small Business Development
Community & Economic Development
Land Use
Outreach Research Collaboratives
Technology & Human Development
Social Capital
Asset Studies
Zero to Five
Lansing
Flint
Grand Rapids
Detroit

Positive Outcomes for Children, Youth & Families
Community & Family Security
Community & Economic Development
Outreach Measures
Resource Access
Scholarship of Engagement
Outreach
Research
Collaboratives
MSU Collaboratives
Small Business Development
Institutes
Schools
ADVANCEMENT
CIVIC ENGAGEMENT
PARTNERSHIPS
Outcome Accountability
Asset Orientation
Model Partnerships
Academic Service-Learning
Co-curricular and Student-led Initiatives
University Outreach

Hiram E. Fitzgerald, Assistant Provost for University Outreach

Advancement & Administration

- Diane L. Zimmerman, Director, Advancement/Administration
- Robert L. Church, Vice Provost Emeritus
- Burton A. Bargerstock, Assistant Director, Research & Technology
- Amy Byle, Editorial Assistant
- Lynne Devereaux, Executive Assistant
- Tina Houghton, Marketing Assistant
- Patricia Kenney, Research Assistant
- Cindy Rositas, Editorial Assistant
- Ann Marie Schneider, Media Specialist
Partnerships

- L. Annette Abrams, Director
- Robert E. Brown, Assistant Director
- Patricia Farrell, Associate Director, Families & Communities Together
- Glenda Gatewood, Office Services Coordinator
- David Knaggs, Engagement Specialist
- Keri Morris, Accounting Clerk
- Celeste Sturdevant Reed, Engagement Specialist
- LeeAnne Roman, Faculty Fellow
- Tricia Snedegar, Secretary, Families & Communities Together
- Betty Tableman, Fellow

Civic Engagement/Service-Learning

- Karen McKnight Casey, Director
- Mary Janet Look, Coordinator
- Kelly Malloy, Office Assistant
MSU Extension Regional Offices

- **SOUTHEAST REGIONAL OFFICE**
  Henry O. Allen, Director

- **SOUTHWEST REGIONAL OFFICE**
  Sara A. Stuby, Director

- **EAST CENTRAL REGIONAL OFFICE**
  Michael Kovacic, Director

- **WEST CENTRAL REGIONAL OFFICE**
  David J. Guikema, Director

- **NORTH REGIONAL OFFICE**
  Patrick Cudney, Acting Director

- **UPPER PENINSULA REGIONAL OFFICE**
  Douglas R. Brahee, Director
How to Reach Us

- Visit [www.outreach.msu.edu](http://www.outreach.msu.edu)
- Advancement & Administration
  - Voice: (517) 353-8977
  - Fax: (517) 432-9541
- Partnerships
  - Voice: (517) 432-2500
  - Fax: (517) 355-4565
- Civic Engagement/Service-Learning
  - Voice: (517) 353-4400 ext 7
  - Fax: (517) 432-3696