Scholarship-Focused Outreach and Engagement

Public Scholarship, Civic Engagement, and Campus-Community Partnerships

University Outreach and Engagement
Michigan State University

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Urban Regeneration UK Visit
May 11, 2009
University Outreach and Engagement

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Robert A. Esperti and Renno L. Peterson
Co-Directors, Estate and Wealth Strategies Institute
About Michigan State University

• Rich History
  – 1855 pioneer land grant
  – MSU Extension active in all 83 counties of Michigan
  – Home of the Michigan Agricultural Experiment Station, which funds research of over 300 scientists on campus and at 15 field research stations across the state
  – One of 62 AAU research universities
  – $376 million in sponsored research (2007-08)

• Governance
  – Constitutionally independent (no state higher education authority)
  – Board of Trustees members named through statewide elections
  – President and Provost

• 17 Degree-granting Colleges
  – Includes Human, Osteopathic, and Veterinary Medicine colleges, and an affiliated Law College
  – More than 200 programs of study
• 11,218 Scholars and Staff
  – 5,052 faculty members and academic appointees
  – 6,166 support staff members (most represented by collective bargaining units)

• 46,648 Students (Fall 2008)
  – 36,337 undergraduate
  – 10,311 graduate and graduate professional

• Campus
  – Located in East Lansing, three miles east of Michigan’s capitol
  – 5,200 acre campus, with additional 15,000 acres statewide
  – Largest single-campus residence hall system in the United States
  – New sites for degree programs being developed
    • MSU Dubai campus opened in 2008-2009
    • New medical (allopathy) campus being constructed in Grand Rapids, Michigan
    • New medical (osteopathy) campus being constructed in the Detroit area
Board of Trustee Leadership

**MSU Mission**

- Strives to discover practical uses for theoretical knowledge and to speed the *diffusion of information* to residents of the state, the nation, and the world…

- Is committed to emphasizing the *applications of information*; and *contributing to the understanding and the solution of significant societal problems*…
Presidential Leadership

Michigan State University contributes to the well-being of communities, families, and children by making outreach and engagement a key component of research and scholarly activity.

Lou Anna K. Simon, Ph.D.
President, Michigan State University
Strategic Imperatives:

- Enhance the student experience
- Enrich community, economic, and family life
- Expand international reach
- Increase research opportunities
- Strengthen stewardship

MSU President Lou Anna K. Simon (2005)
Sesquicentennial Convocation Address
© 2005 Michigan State University Board of Trustees
Defining Outreach and Engagement at Michigan State University

“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
An Approach to Community Presence

• **Becoming embedded in communities**
  working in long-standing partnerships

• **Stressing asset-based solutions**
  focusing on asset-based solutions

• **Building community capacity**
  building capacity within families, businesses, and communities

• **Creating collaborative networks**
  building networks among communities and organizations that lead to sustainable [regional] collaborations
“In order to be an effective contributor to regional creativity, innovation, and economic growth, the university must be integrated into the region’s broader creative ecosystem.”

Outreach and Engagement are Embedded in Scholarship

<table>
<thead>
<tr>
<th>Examples of Traditional Academic Activity</th>
<th>Scholarly Engagement Activity</th>
</tr>
</thead>
</table>
| University faculty provide instruction to undergraduate and graduate students in campus classrooms and laboratories. | Engaged **TEACHING** occurs when . . .  
...credit and noncredit learning opportunities are taken off campus, online, and to community-based settings to increase access; or when service-learning experiences advance students’ knowledge about social issues while contributing to the immediate goals of a project. |
| University faculty members pursue research studies according to their various professions and interests, and publish results in academic books and journals. | Engaged **RESEARCH** occurs when . . .  
...a collaborative partnership conducts an investigation for the direct benefit of external partners; outcomes of the research lead to improved, evidence-based practice. |
| University faculty and students undertake departmental or college administrative duties and serve on committees. | Engaged **SERVICE** occurs when . . .  
...a faculty member summarizes current research literature about an issue for working professionals or community organizations, offers research-based policy recommendations to legislators at a committee hearing, or provides medical or therapeutic services to the public. |
### Outreach and Engagement are Embedded in Scholarship (contd.)

<table>
<thead>
<tr>
<th>Engaged Research and Creative Activity</th>
<th>Engaged Teaching and Learning</th>
<th>Engaged Service</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Community-based research</td>
<td>• Online and off-campus education</td>
<td>• Technical assistance</td>
</tr>
<tr>
<td>• Applied research</td>
<td>• Continuing education</td>
<td>• Consulting</td>
</tr>
<tr>
<td>• Contractual research</td>
<td>• Occupational short course, certificate, and licensure programs</td>
<td>• Policy analysis</td>
</tr>
<tr>
<td>• Demonstration projects</td>
<td>• Contract instructional programs</td>
<td>• Expert testimony</td>
</tr>
<tr>
<td>• Needs and assets assessments</td>
<td>• Participatory curriculum development</td>
<td>• Knowledge transfer</td>
</tr>
<tr>
<td>• Program evaluations</td>
<td>• Non-credit classes and programs</td>
<td>• Commercialization of discoveries</td>
</tr>
<tr>
<td>• Translation of scholarship through presentations, publications, and web sites</td>
<td>• Conferences, seminars, and workshops</td>
<td>• Creation of new business ventures</td>
</tr>
<tr>
<td>• Exhibitions and performances</td>
<td>• Educational enrichment programs for the public and alumni</td>
<td>• Clinical services</td>
</tr>
<tr>
<td></td>
<td>• Service-learning</td>
<td>• Human and animal patient care</td>
</tr>
<tr>
<td></td>
<td>• Study abroad programs with engagement components</td>
<td></td>
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<td></td>
<td>• Pre-college programs</td>
<td></td>
</tr>
</tbody>
</table>
Development of the MSU Model: Recent History

• Late 1980s: MSU establishes Office of University Outreach (now University Outreach and Engagement; UOE)
  – Continuing education is reorganized into decentralized model
    • Program development, locus of content expertise, and ownership shifted to colleges
  – UOE is organized as an academic support unit of the Provost’s office
    • Situated within the core academic structure of the University
    • Headed by an Associate Provost, member of Provost’s staff
  – New focus on scholarship of engagement emerges
    • Definition and models
    • Applied community-based research practice
    • Benchmarking and measurement
    • National consultation and leadership
  – This work becomes a signature area of the University
Recent History (contd.)

• Early 1990s: Provost Appoints faculty committee

Recommendations published in final report (1993) included:

– Culture shift toward outreach as scholarship
– Suggestions for evaluating and measuring outreach and engagement
– Areas important to changing faculty culture
Recent History (contd.)

• 1996: Publication of *Points of Distinction [POD]: A Guidebook for Planning and Evaluating Quality Outreach*
  – POD is developed by a campus-wide faculty committee
  – The publication identifies four dimensions across which the quality of faculty outreach and engagement activities vary:
    • Significance
    • Context
    • Scholarship
    • Impact
  – POD is honored by the University Continuing Education Association with a national award for innovation (1998)
Recent History (contd.)

• **2001: Promotion and tenure guidelines are revised**
  – Undertaken by UOE, a faculty team, academic governance, and the Office of the Provost
  – P&T forms now utilize the quality indicators recommended by *POD*
  – Researchers at MSU’s National Center for the Study of University Engagement (NCSUE) are currently studying the ways in which the new forms are being used in the reappointment, promotion, and tenure review process
Recent History (contd.)

- **2004 - present: Measures and benchmarks of faculty outreach and engagement are identified**
  - With substantial input from faculty at MSU and other institutions, UOE develops a university-wide data collection instrument
  - The Outreach and Engagement Measurement Instrument (OEMI), launched at MSU in 2004, has been used each year since
  - National invitational conference on benchmarking outreach and engagement is convened in 2005
  - Research partnerships for use of the OEMI with other institutions and a scholarly association are developed
  - OEMI is honored by the UCEA Outreach & Engagement Community of Practice with an award for innovation (2007)
Recent History (contd.)

• 2004 - present: Identifying measures and benchmarks of faculty outreach and engagement
  – MSU participates in research pilot for the Carnegie Community Engagement classification (2005)
    • Classified as an engaged university under the rubrics for both Curricular Engagement and Outreach and Partnerships
  – Completes NCA accreditation self-study which now includes Engagement and Service as one of its five criteria for accreditation (2005)
Development of the MSU Model: Outcomes of the Innovations

• Over 200 academic staff and administrators across the University now have *outreach* and/or *engagement* in their titles

• University-wide the office works in collaboration with:
  – 17 colleges and most centers and institutes
  – MSU Extension
  – Graduate School
  – MSU Pre-College Programs

• The Associate Provost creates two advisory groups:
  – University Outreach and Engagement Senior Campus Fellows
  – University Outreach and Engagement Senior Community Fellows
Outcomes of the Innovations (contd.)

• The Office of the Associate Provost for University Outreach and Engagement oversees 11 units:
  – University-Community Partnerships
  – Center for Community and Economic Development
  – Community Evaluation and Research Center
  – Center for Service-Learning and Civic Engagement
  – National Center for the Study of University Engagement
  – UOE Communication and Information Technology
  – MSU Usability & Accessibility Center
  – Wharton Center for Performing Arts
  – Michigan State University Museum
  – Estate and Wealth Strategies Institute
  – Outreach Administration
Outcomes of the Innovations (contd.)

- MSU creates the *Outreach Scholarship Community Partnership Award* to annually acknowledge one faculty member and her/his partner for exemplary engagement (2006)

- The University creates the *MSU Curricular Service-Learning and Civic Engagement Awards* to annually recognize a faculty member from each college for outstanding service-learning (2008)

- The University now competes for the national *Outreach Scholarship W.K. Kellogg Foundation Engagement Award and C. Peter Magrath University / Community Engagement Award* – Regional award recipient in first year (2009)
New and Ongoing UOE Strategic Initiatives

• Fostering and mediating system-level connections between MSU and targeted communities
  – Power of We Consortium in Lansing
  – Engagement Roundtable in Flint
  – Campus-community partnership focal areas in Detroit/Wayne County

• Establishing community-based hubs for engagement activities
  – MSU Detroit Partnerships Office at YouthVille-Detroit facility
  – Information Technology Empowerment Center (ITEC) at a renovated former high school in Lansing
  – New Center for Community and Economic Development (CCED) near state capitol in Lansing
New and Ongoing UOE Strategic Initiatives (contd.)

• Nurturing development of engagement through the arts and humanities
  – Creation of the Cultural Engagement Council
    • Representatives of academic departments and other related units (museum, public broadcasting, etc.) from across campus
    • Catalyst for the Year of Arts and Culture
  – Construction of the Institute for Arts and Creativity at the Wharton Center for Performing Arts
  – Support for the Public Humanities Collaborative

• Increasing service-learning and civic engagement opportunities for students

• Supporting pre-college programs
New and Ongoing UOE Strategic Initiatives (contd.)

• Promoting and communicating about engagement through *The Engaged Scholar* family of products
  – Speakers Series (2005)
  – Magazine (2006)

• Innovating curricular and professional development advancements for students through early career faculty
  – Emerging Engagement Scholars Workshop at the National Outreach Scholarship Conference (2007)
  – Tools of Engagement undergraduate online learning modules (2008)
  – MSU transcriptable Graduate Certificate in Community Engagement (2009)
New and Ongoing UOE Strategic Initiatives (contd.)

- Developing tools for measurement, assessment, and classification of engagement
  - MSU Outreach and Engagement Measurement Instrument
  - OEMI partnerships and multi-institutional data mine

- Contributing to the scholarship of engagement
  - Original research studies through the National Center for the Study of University Engagement
    - Promotion and tenure
    - Engagement across the disciplines
    - Youth engagement
  - Transformations in Higher Education: Scholarship of Engagement Book Series
  - National Outreach Scholarship Conference
New and Ongoing UOE Strategic Initiatives (contd.)

- Staying connected through national involvement
  - Benchmarks and metrics for engagement
    - APLU Council on Engagement and Outreach
    - APLU Commission on Innovation, Competitiveness, and Economic Prosperity
    - Carnegie Classification Task Force on Engagement
  - Network development
    - National Outreach Scholarship Conference Partnership
    - CIC Committee on Engagement
    - Campus-to-Campus Partnerships: HBCU Faculty Development Network/MSU
    - UCEA Outreach and Engagement Community of Practice
    - Community-Campus Partnerships for Health
    - Imagining America: Artists and Scholars in Public Life
    - CEOs for Cities
    - Higher Education Network for Community Engagement
MSU is an Engaged Institution

Summary – outreach and engagement at MSU is:

• Across the mission
  – Teaching
  – Research/scholarly/creative activities
  – Service

• Anchored in knowledge model
  – Generation
  – Application
  – Dissemination
  – Preservation

• Assessed and benchmarked
System Level Community-Campus Connections

*Power of We – connecting through a community collaborative of collaboratives*

- A unique, sustainable model for capacity building and community improvement
- Committed to transforming Michigan’s capital area
- Co-transforming the linkages between community and campus
- Partnering with UOE to create Tools of Engagement
System Level Community-Campus Connections

Genesee County Community Collaborative – connecting through a common community meeting space

- A centralized place for people (community practitioners, university researchers/evaluators, community-campus connectors) to come together to talk about what they are doing
- A simple structure and practice to help community significantly tap into the time, talent, and treasures of area universities and colleges
- An effort to build “on-the-ground” relationships to increase the effectiveness of community-campus collaboration
System Level Community-Campus Connections

Youthville – connecting through co-location

• An innovative, collaborative, multi-organization Detroit youth center for afterschool and weekend activities

• A Detroit work and meeting space for MSU researchers
MSU Pre-College Programs

• 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
University Outreach and Engagement Departments
University Outreach and Engagement

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Web site: outreach.msu.edu
CERC acts as a hub for evaluation activity across MSU, providing training in program evaluation and community-based participatory research, and conducting formative and summative evaluations…more
Community Evaluation and Research Center

Conducts community-based program evaluations that:

- Are scholarly, collaborative, and participatory
- Take a systems approach
- Address program improvement and impact
Community Evaluation and Research Center

- **Increases research opportunities**
  by conducting evaluation and connecting communities needing evaluation with faculty who do evaluation in youth development, education, health, organizational change, and community/economic development

- **Enhances student experience**
  through training opportunities in evaluation and community-based research

- **Enriches community, economic, and family life**
  through university-community evaluations and community-based research that addresses community problems

- **Strengthens stewardship**
  by developing contracts and grants and increasing the evaluation and community-based research capacity of students, faculty, staff, and community members
The Michigan State University Museum is Michigan’s largest public museum of natural history and culture. It is a public steward for 2.5 million specimens of cultural and natural history from around the world...[more]
MSU Museum

- **Michigan State University Museum** is committed to understanding, interpreting, and respecting natural and cultural diversity—through education, exhibitions, research, and the building and stewardship of collections that focus on Michigan and its relationship to the Great Lakes, and the world beyond.

- **The MSU Museum is Michigan’s natural history and culture museum, and first affiliate of the Smithsonian Institution.** Recent Smithsonian collaborations with MSU researchers and scholars include publication of the world's most comprehensive study of the species and range of birds in South Asia, and a Smithsonian Folklife Festival centerpiece program on Native American basketry traditions.
UCP increases the capacity of MSU faculty and communities to address a wide variety of important societal issues... more
Hallmarks of the UCP Approach

• **Becoming embedded in communities**
  Creating long-term meaningful and sustainable research partnerships

• **Stressing asset-based solutions**
  Focusing on asset-based solutions that build on the strengths and advantages of all partners

• **Building community capacity**
  Building capacity within families, organizations and communities to address continuing challenges and opportunities

• **Creating collaborative networks**
  Building networks among communities and the university
What We Do

• What we do is defined by five primary tasks co-created among partners:
  – We aim to identify and pursue work with cross-cutting impact and of mutual interest and value to multiple academic disciplines and multiple community sectors.
  – We work to identify the best ways to attract faculty, staff, and community members to become involved in engagement.
  – We develop individual and systems relationships in communities and in the university.
  – We apply participatory research principles and generate data of immediate relevance to both university and community stakeholders.
  – Our ultimate goal is to contribute to the scientific and community knowledge base.
How We Conduct Our Work

- The principles below regarding how we conduct our work are imperative to carry out a true collaboration with community members:
  - Engage in open, honest and frequent communication
  - Assure transparency and visibility to all community and university stakeholders
  - Cultivate an environment conducive to fully shared decision making
  - Creatively address challenges/barriers as a group
  - Conduct on-going evaluation of progress
  - Institutionalize best practices from collaborative efforts
Creating Systemic Partnership

Foundation, Resources & Building Blocks

Community-University Systemic Partnerships

Transformation
**Movement Toward a Systemic and Developmental Approach**

<table>
<thead>
<tr>
<th><strong>Singular, Non-Developmental Approach</strong></th>
<th><strong>Singular but Developmental Approach</strong></th>
<th><strong>Systemic and Developmental Approach</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>Focus on single individual representative from the community agency in the partnership</td>
<td>Involve multiple individuals from a single level of influence (all managers or all case workers) in the partnership</td>
<td>Involve multiple individuals from multiple levels of influence in the partnership</td>
</tr>
<tr>
<td>Focus on single community agency</td>
<td>Focus on single community agency while involving in periphery other community agencies</td>
<td>Focus on multiple community agencies as equal partners</td>
</tr>
<tr>
<td>Focus on single community sector/university department</td>
<td>Focus on single community sector/university department while involving in periphery influencing sectors/departments</td>
<td>Focus on multiple community sectors/university departments as primary in partnership</td>
</tr>
<tr>
<td>Focus on primary outcome only</td>
<td>Focus on primary outcome while including other variables in model as “extraneous”</td>
<td>Focus on primary and other variables to more fully understand the complexity of promoting the primary outcome</td>
</tr>
</tbody>
</table>
Challenges to University Community Partnerships

<table>
<thead>
<tr>
<th>Challenge</th>
<th>Type</th>
<th>MSU Approach</th>
</tr>
</thead>
<tbody>
<tr>
<td>Unclear boundaries</td>
<td>Structural</td>
<td>UCP staff act as “critical bridge persons” that maintain their own partnership with a community partner around research and engage in collaborative decision making</td>
</tr>
<tr>
<td>Problems of organization and management</td>
<td>Structural</td>
<td>By creating collaborative networks, with embedded partnerships, UCP staff are able to recognize and address organizational and management problems, both within communities and within the university</td>
</tr>
<tr>
<td>Disparate goals</td>
<td>Personal</td>
<td>By stressing asset-based solutions and collaborative networks, university faculty keep the goals and expectations of community partners in mind at all stages</td>
</tr>
<tr>
<td>Different priorities</td>
<td>Personal</td>
<td>Frequent assessment and benchmarking of engagement efforts can mitigate differences by giving a means to identify and address challenges as they arise</td>
</tr>
<tr>
<td>Resistance and suspicion</td>
<td>Personal</td>
<td>Stressing the need for collaborative networks and having embedded bridge persons minimizes concerns of suspicion and resistance</td>
</tr>
</tbody>
</table>
Recent Developments

Tools of Engagement Web Site

Graduate Certificate in Community Engagement Web Site

Community University Portal Web Site
UAC evaluates new interface technologies to ensure they are useful, usable, accessible, and appealing to a broad audience… more
Usability & Accessibility Center

Objective
Easy-to-use products that increase user satisfaction and meet clients’ organizational or business objectives

Approach
User-focused research that informs user-centered design
A center of excellence for determining:
• How easy Web sites and software are to use
• How to improve them

The UAC does this through:
• Expert reviews, usability testing, accessibility inspections, and focus groups
• Workshops, training and research
• State-of-the-art facilities
• 20+ years experience in human factors research (PhD Director); 20+ years in consumer research, including usability and accessibility testing (Assistant Director)

Clients include:
• State and local governments
• Private and for-profit companies
• Universities
CCED creates, disseminates, and applies knowledge to improve the quality of life of people in distressed urban and regional Michigan communities…more
CCED advances MSU’s land grant mission by creating, disseminating, and applying knowledge to improve the quality of life in distressed communities

Current CCED projects:

- **Community and economic development**
  - Michigan Knowledge Economy Index and Community Capacity Building Partnership
  - Mid-Michigan Bio-based Auto Manufacturing Component Feasibility Study

- **Sustainable planning and development**
  - Sustainable Policy, Planning and Communities Research
  - “Green Affordable” Housing Research team

- **Urban and metropolitan development**
  - Michigan Avenue Corridor Partnership
  - Michigan Urban Core Mayors and Bipartisan Urban Caucus
  - Michigan Higher Education Land Policy Consortium
Center for Community and Economic Development

- Establish and Maintain Networks Within Communities
- Help Identify Issues, Capacities, and Needs
- Establish Advisory Committee of Stakeholders
- Consider Alternative Responses
- Design Strategies and Mobilize Resources
- Collaborate with Community to Implement Strategies
- Evaluate Impacts
- Modify Strategy and/or Disseminate Findings

**Principles of Community Development**

- Promote active and representative citizen participation
- Engage community members in issue identification
- Help community members understand economic, social, political, environmental, and psychological effects
- Build upon community assets and emphasize shared leadership and active citizen participation
- Seek alternatives to efforts that are likely to have adverse impacts
- Increase leadership capacity, skills, confidence, and aspirations in community development
The Wharton Center presents all disciplines of the performing arts from around the world. Its education programs provide arts education opportunities to more than 30,000 school-age children annually...
Wharton Center for Performing Arts

- A leading resource for renowned arts entertainment and education programs
- Enriching the lives of Michigan residents and strengthening the value of the arts in everyday life
- Four theatres – Cobb Great Hall, Pasant Theatre, MSU Concert Auditorium, Fairchild Theatre
- Community-supported, not-for-profit with private donations over $1 million annually
Wharton Center for Performing Arts
— Education and Outreach Programs

- Act One School and Family Series
- Jazz Kats — Jazz For Kids
- Young Playwrights Festival
- Master Classes and Evening College
- Seats 4 Kids
- Community Advisory Panels
CSLCE provides beyond-the-classroom learning opportunities that are active, service-focused, community-based, mutually beneficial, and integrated with students’ academic programs…more
MSU Service-Learning & Student Civic Engagement: 
*Discovery, Contribution & Civic Responsibility*

Karen McKnight Casey, Director
May 11, 2009
Michigan State University
What is Service-Learning?

Intentional student engagement that combines community service with academic instruction or co-curricular learning that is focused on critical, reflective thinking and civic responsibility. Service-learning programs involve students in organized community service that addresses local needs, while developing their academic skills, sense of civic responsibility and commitment to the community.

(Definition adapted from Campus Compact.)
What is Civic Engagement?

Individual and collective actions designed to identify and address issues of public concern.


Key components:

• Incorporates the essentials of service-learning, but also, critically, includes -
• Exploration of underlying/prevailing social issues
• Context of “self” in the equation in a way that stresses and strengthens reciprocity with community
• May be service-oriented, but not exclusively --
• Additional components, such as action research and community dialogue can be/are integrated.
How do students engage?

- Academic/course-connected service-learning & civic engagement
- Curricular service-learning
- Co-curricular service-learning & community engagement:
  - Individual action
  - Student-led initiatives
How many?
Service-Learning Applications/Registrations

Total Applications

<table>
<thead>
<tr>
<th>Year</th>
<th>Total Applications</th>
</tr>
</thead>
<tbody>
<tr>
<td>2000</td>
<td>0</td>
</tr>
<tr>
<td>2002</td>
<td>3</td>
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<tr>
<td>2004</td>
<td>6</td>
</tr>
<tr>
<td>2006</td>
<td>9</td>
</tr>
<tr>
<td>2008</td>
<td>12</td>
</tr>
<tr>
<td>2010</td>
<td>15</td>
</tr>
</tbody>
</table>

Year          FTE Staff
2000          3
2002          6
2004          9
2006          12
2008          15

Future Projection

Applications
Growth: Students involved

![Graph showing applications per undergraduate from 2000 to 2008. The graph indicates a steady increase in applications per undergraduate over the years.]
Who are they? Student service-learning registrations by college

Center for Service-Learning & Civic Engagement
By College for Reporting Year 2007-2008
Where do they serve?

Alternative Breaks
Communication
Community Administration
Community Nutrition
Community Projects & “Into the Streets”
Education and Special Education
Engineering and Construction
Hospitals and Health Services
Mental Health and Human Services
Museums and Cultural Arts
Pre-School and Day Care
Recreation Leadership
Youth Mentoring
Senior Citizens
Spartan Smart$tatements
Volunteer Income Tax Assistance (VITA)

Local & Global
History

- Enacted by decree of the Board of Trustees, January 1967
- Began as Office of Volunteers in 1968
- Became Service-Learning Center in 1979
- Became the Center for Service-Learning and Civic Engagement, Fall 2002
Oldest continuously operating center in the country

Nationally recognized:
2008 Presidential Award
Where are they now?
Master Alumni Map – Service-Learning
You make a living by what you get.
You make a life by what you give.

Winston Churchill
Contact Information

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CIT helps MSU faculty and their partners to develop communication strategies for outreach initiatives…more
Communication and Information Technology

CIT is an academic support unit of the Office of University Outreach and Engagement that:

- Provides communication and information technology strategies, products, and services in support of MSU scholarly outreach and engagement
- Promotes public access to the University’s knowledge resources

CIT serves:

- President’s office
- Provost’s office
- Associate Provost for UOE
- UOE departments
- Individual UOE investigators and their projects/programs
- MSU colleges, departments, and initiatives
- Individual MSU faculty members
- Public stakeholders
Communication and Information Technology

Approach

It is about engagement
• All efforts are directed at supporting the engagement mission, but staff are professionally networked to make referrals to other service providers as needed

User-centered philosophy
• Focus on the target audience needs, wants, behaviors, abilities, and impressions
• User perspectives sought and incorporated as appropriate
• Attempt to create satisfying user experiences

Holistic orientation, but scaleable
• Interest in broad context of communication goals and coordinating integrated communication services
• Able to scale efforts to accommodate discrete needs

Attention to sustainability
• Need to generate revenues to support the work
• Where appropriate, planning must include strategies for how clients will maintain products themselves

Continuing Product Lines

• 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)

• Spartan Youth Programs (spartanyouth.msu.edu)

• UOE family of Web sites
The Engaged Scholar Magazine - Published Annually

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 issue contains:

• A little bit about the model (scholarship of engagement)
• Examples/stories of engaged scholars and their projects (engaged scholarship)
The Engaged Scholar E-Newsletter

- The Engaged Scholar E-Newsletter is a quarterly supplement to The Engaged Scholar Magazine. The more frequent publication schedule allows for timely updates about upcoming events, partnership and funding opportunities, and other announcements.

- Each issue features two MSU engaged scholars and one story that targets MSU's priority for community and economic development in the 21st century.
Reports and Manuals

New Directions in Family Research
at Michigan State University

Parents Promoting School Readiness

Edited by Pamela S. Whitten, Janet L. Bokemeyer, and Hiram E. Fitzgerald

Outreach & Engagement
Pre-College and Youth Outreach Conference draws statewide participation for first time event

Contact: Jill Edwards, National Center for the Study of University Engagement at Michigan State University, (517) 353-6977, jill.edwards@msu.edu or Carla Hawk, University Outreach and Engagement, (517) 353-6977, hawkc@msu.edu

11/21/2008

EAST LANSING, Mich. — A Michigan State University effort is bringing together with educators, state and local government officials, and community leaders to strengthen support for pre-college and youth development programming for an overwhelming response.

Nearly 150 participants have registered to attend the Michigan Pre-College and Youth Outreach Conference on Friday, November 21, 2008 at the Kellogg Hotel Conference Center on the campus of Michigan State University in East Lansing. The event lasts from 9:00 a.m. to 5:30 p.m.

"Our goal is to bring together professionals who work in pre-college programs and youth development efforts, and then help identify collaborations, recognize successful programs, discuss emerging trends, communicate results, and act as a catalyst for continuing action," said Halim E. Moghadam, interim provost for University Outreach and Engagement.

One event speaker, University of Michigan president Mark S. Schlissel, will discuss the complex and quickly evolving college application process and how it affects students' access to higher education. Schlissel will talk Tuesday about how colleges are addressing the rising cost of education and how they are working to meet the needs of today's students.

"MSU is working to enhance data tracking, increase research and develop innovative pre-college programs to better meet the needs of Michigan youth," said Lee A. June, executive director of Student Affairs and Services. "This conference provides an opportunity to share ideas and foster collaboration among Michigan educators and leaders in higher education, K-12, and youth development programs.

-continued-
Communication and Awards

Outreach Scholarship
Community Partnership Award 2006-2009
Selection Process Administration and Communication

The Outreach Scholarship Community Partnership was named under the Outreach Scholarship for its exemplary model of community collaboration. The program explores innovative ways to address the epidemic of interventions designed to reduce domestic violence and sexual assault.

2006

Cris M. Sullivan
Department of Psychology, College of Social Science

2007

2008

2009
Catalogs of Engagement Opportunities for the Public

This site links Michigan's professionals and practitioners to MSU's vast resource network, including continuing professional education programs and expert assistance and information. You'll find links to current programs and project summaries with complete contact information.

Search by keyword:
Enter search terms here

Browse by topic:
Agriculture
Animal Care
Arts & Letters
Business, Labor, & Industry
Children, Youth, & Families
Community & Economic Development
Education
Engineering
Environment
Government & Law
Health & Medicine
Natural Sciences
Social Sciences
Technology & Communications

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For more information, email the MSU Statewide Resource Network at
sm@msu.edu. For assistance any time, call the toll-free 24-hour MSU Libraries,
Computing, and Technology hotline at 1-800-586-1354.

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UOE Web Site

University Outreach and Engagement
Connecting Knowledge to Serve Society

Outreach and Engagement at MSU is...

The Engaged Scholar Magazine
The latest issue looks at the connector between the arts and community vitality, and how the University is helping to make it stronger, better, and more sustainable.

The Engaged Scholar E-Newsletter
The Engaged Scholar E-Newsletter is a quarterly supplement to the ES Magazine. The more frequent publication schedule allows for timely updates about upcoming events, partnerships, and other announcements.

The Engaged Scholar Speaker Series
The Engaged Scholar Speaker Series brings nationally renowned experts and leaders to MSU to discuss the theory and practice of community-engaged scholarship with faculty and graduate students, and through public forums that are typically recorded and webstreamed.

Announcements

- 2009 Michigan Land & Prosperity Summit
  Michigan State University
  April 14-15, 2009

- Scholars in Community Speaker Series
  Michigan State University | East Lansing | Lansing
  April 4, 6, 16, and 18, 2009

- Michigan in the Information Economy Workshop
  Michigan State University
  April 20, 2009

- Call for Nominations: Ernest A. Lynton Award for the Scholarship of Engagement for Early Career Faculty
  New England Resource Center for Higher Education
  Deadline: April 23, 2009
Partner/Client Web Sites
Welcome to the MFC website!

The Michigan Fatherhood Coalition (MFC) is committed to improving the well-being of children by increasing the number of children growing up with nurturing and committed fathers. MFC assists practitioners working in the human services field to more effectively work with fathers to help them become better parents with thriving children. learn more about MFC.

Why Fathers?

A growing body of research over the last 20 years, much of it funded by federal agencies, shows the importance of fathers in the lives of their children. Simply put, high father involvement is related to optimal child development, on both intellectual and achievement measures. In fact, more important than the actual time fathers spend with their children is the quality of the interactions. There is little doubt that fathers play a significant role in the lives of their children. Learn more about "Why Fathers?"
Events
NCSUE studies the processes, relationships, and impacts of outreach work on engaged faculty, the academy, and communities... more
National Center for the Study of University Engagement

- The National Center for the Study of University Engagement (NCSUE) seeks a greater understanding of how university engagement enhances faculty scholarship and community progress.

- NCSUE deepens the study of and discussion about two key principles:
  - Engaged scholarship
  - The scholarship of engagement

- Leveraging the strengths of Michigan State University as an engaged institution, and those of affiliated scholars and institutional partners, NCSUE will promote innovation for the scholarly movement of engagement in higher education.

- The Center seeks to answer such questions as:
  - How do scholars engage most effectively with their communities?
  - How does such engagement enhance faculty scholarship?
NCSUE activities are clustered around five focal areas:

- Institutional studies, measurement, and benchmarking
- Research and inquiry
- Reflection, learning, and professional development
- Consulting and service
- Advocacy and advancement
Ongoing Activities

- Developing measurement and benchmarking criteria for outreach and engagement locally, nationally, and internationally
- Assessing faculty perceptions of their outreach and engagement work and how this work enhances all aspects of their scholarship
- Examining faculty reward policies and procedures and the effectiveness of revising promotion and tenure guidelines
- Investigating policies and practices that enable institutions to weave engagement into their culture
- Providing tools for faculty to evaluate their work as engaged scholars
- Evaluating graduate and undergraduate learning outcomes related to engagement involvement
- Studying processes and impacts of university-community collaborations
- Analyzing community contributions to engagement and scholarship
Institutional Studies, Measurement, and Benchmarking

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
What are OEMI Data Used For?

• Documenting MSU’s contribution for the public good
• Describing the University’s outreach and engagement activity to the public (telling the engagement story)
  – The Engaged Scholar Magazine
  – Rapid response briefings
  – Web catalogs of MSU programs for the public
• Institutional self-studies
  – Accreditation
  – Carnegie Community Engagement Classification
• Assessment and strategic planning
  – How individual academic units fulfill the University’s outreach mission
• Faculty benefit
  – Faculty can print or download a summary report of their outreach activities for annual merit reviews
• Cross-institutional analyses (other institutions/groups using OEMI)
  – University of Kentucky; Kansas State University; University of Tennessee system; American Association of Colleges of Pharmacy

Research Studies
Institutional Studies, Measurement, and Benchmarking (contd.)

Outreach and Engagement report for HRAM E FYZGERALD
Printed on Tuesday, December 04, 2007
January 1, 2006 to December 31, 2009

Overall Effort
27% of my total professional effort during this time period involved outreach activities.

Data about my Outreach and Engagement work in Children, Youth, and Family (non-school related)
60% of my outreach and engagement activities that is, 46% of my professional
primarily took the form of Outreach Research and Creative Activity addressing
Children, Youth, and Family (non-school related) as the social issues.
This work enriched community, economic, and family life.
This work enriched research opportunities.
This work strengthened stewardship.
Of my effort in this area, 50% was directed at institutions and individuals within
Michigan, specifically 50% was directed at Jackson.
This work was designed to impact people and issues within Michigan in Houghton,
and Jackson.
100 people participated in this Outreach Research and Creative Activity.
This work was instrumental in securing $200,000 in gift, grants, contracts, tuition
and/or fees for the University.

Data about my Outreach and Engagement work in Health and Health Care Aims
40% of my outreach and engagement activities that is, 35% of my professional
primarily took the form of Outreach Research and Creative Activity addressing
Health Care Aims.
This work enriched community, economic, and family life.
This work enriched research opportunities.
This work strengthened stewardship.
2,000 people participated in this Outreach Research and Creative Activity.
This work was instrumental in securing $250,000 in gift, grants, contracts, tuition
and/or fees for the University.

Description of my outreach work: Project or Activity 1
I am describing my outreach work in Children, Youth, and Family (non-school related).

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 on which
faculty can report how they are involved in applying their scholarly skills to helping people and
organizations address pressing issues facing them in Michigan and beyond. This survey is part of
the Office's overall effort to gather information that will allow MSU to "tell its story" about the
impact that it serves the public which supports it. The survey is designed to collect both
quantitative data and narrative descriptions.

In the spring of 2003, University Outreach and Engagement piloted the instrument with nine
departments in the areas of applied social and behavioral science (including the fields of
communications and business but not education). All faculty and academic staff in those
departments were asked to complete the survey as a pilot test of the survey's usability and
reliability.

Results of the Pilot Survey

Return on Investment

Responses to the spring 2003 pilot survey revealed that in nearly 30% of their overall effort,
faculty and academic staff in those departments were engaged with organizations and groups
outside of the academy in applying their scholarly skills to helping people and communities face
taking actions that have a direct impact on improving the overall quality of life in our state.

Broad Partnership Opportunities for Urban Educators: MSU's College of Education and the Detroit Public Schools have formed a partnership with the Broad Foundation to develop and train urban educators for service in Detroit. The Broad Foundation has committed $38 million to fund this initiative. The Broad Foundation offers three programs:
- Broad Summer High School Scholars Program: Targeting 10th and 11th graders from Detroit Public Schools, this three-week residential program on the campus of Michigan State University offers students peer mentoring and readiness experiences in-depth academic skill development, with a focus on college readiness.
- Broad Future Teachers Program: Awarded only to graduates of the Detroit Public Schools who pursue a bachelor's degree and teaching certification at MSU, this award guarantees a $10,000 scholarship per year for up to four years.
- Broad Faculty Teachers Program: Awarded only to graduates of the Detroit Public Schools who pursue a bachelor's degree and teaching certification at MSU, this award guarantees a $10,000 scholarship per year for up to four years.

Examples are drawn from data collected through: the annual Outreach and Engagement Measurement Instrument survey of MSU faculty and academic staff, the continuing management of the MSU Statewide Resource Network and Spartan Youth Programs Web site catalogs, and references from University Outreach and Engagement staff. Attempts were made to ensure that examples reflect current or recent activities. Contact information is provided for each.
Institutional Studies, Measurement, and Benchmarking (contd.)

Carnegie Reclassification Pilot Study
Michigan State University Response

Hiram E. Fitzgerald, Assistant Provost
University Outreach and Engagement

Diane L. Zimmerman, Director
Center for the Study of University Engagement

with
Burton A. Barghoorn, Robert E. Brown, Amy L. Byle, Karen, McKnight Casey,
Robert L. Church, Catherine A. Gibson, Linda Chapel Jackson, Vivek R. Joshi,
and Crystal O. Lunsford

University Outreach and Engagement
Michigan State University
July 2005

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

Accreditation and University-Wide Self-Studies
Institutional Studies, Measurement, and Benchmarking (contd.)

Snapshot of Outreach and Engagement at Michigan State University, 2007

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 2007 was collected between January and March 2008 and represents the fourth year of data collection. 137 faculty and academic staff responded to the survey. Since 2004, 2,054 distinct (non-duplicative) 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 application system.

OEMI results for 2007 include the following:

**$18,028,410**
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)

**97%**
Respondents whose outreach contributed to addressing issues of public concern

**77%**
Enhanced the student experience

**79%**
Enriched community, economic, and family life

**48%**
Expanded international reach

**67%**
Increased research opportunities

**3%**
Strengthened stewardship

**1,068**
Number of specific projects/activities reported
Institutional Studies, Measurement, and Benchmarking (contd.)

OEMI Today & to Come

- The University Continuing Education Association’s (UCEA) “Recognition of Excellence Award for Innovations in Outreach and Engagement” (2007)
- OEMI Institutional Partnerships
- Pilot studies
  - Collecting data across a discipline
- Partnership prospects
  - Inquiries from universities and university systems across the U.S. and Australia
  - Demonstration system with guest accounts available
- Develop research consortium focusing on outreach and engagement measurement
  - Foster national/international data warehouse
  - Conduct cross-institutional studies
  - Inform national/international conversations about benchmarking
Conducting and Disseminating Original Research and Inquiry

NCSUE Research Studies

• Reappointment, Promotion, and Tenure
  – Assessment of the impact of embedding outreach and engagement in the 2001 revision of the Reappointment, Promotion, and Tenure Review Form

• Engagement Across the Disciplines
  – Examining variables reported in OEMI data by disciplinary/department data and comparing college-based engagement data to college mission statements

• Youth Engagement
  – Inquiry into the impacts of involvement in service-learning and other community engagement activities on college students, youth, and children
NCSUE Publication and Dissemination

• Transformations in Higher Education: Scholarship of Engagement Book Series
  – Purpose: To promote and disseminate innovative engaged scholarship and the scholarship of engagement
  – Published through the Michigan State University Press
  – National editorial board of scholars drawn from across the disciplines
  – *Going Public: Civic and Community Engagement, The Scholarship of Practice*
  – Yet-untitled second book by Scott Peters and Theodore Alter

• *The Handbook of Engaged Scholarship: Contemporary Landscapes, Future Directions*
  – Edited by Hiram Fitzgerald, Cathy Burack, Serina Seifer
  – Volume 1: Institutional Change
  – Volume 2: Campus-Community Partnerships
  – Expected late 2009, early 2010
NCSUE Publication and Dissemination

• NCSUE Briefs Series
  – Purpose: To disseminate short papers on findings from NCSUE research studies of particular relevance to administrators and community engaged faculty
  – Channel for offering praxis-oriented pieces derived from the same studies that NCSUE researchers will also be publishing in peer-reviewed journals
  – To be published several times per year beginning in 2009
  – Available through the NCSUE Web site

• NCSUE Web Site <http://ncsue.msu.edu>
  – Source of presentation materials from NCSUE staff, affiliated faculty, and visiting scholars
  – Video archive of events
  – New interactive features and links to national/international resources on the scholarship of engagement are in development
Advancing Reflection, Learning, and Professional Development

Programs

• Emerging Engagement Scholars Workshop
  – Initiated with doctoral students who were interested in advanced training in community engaged research
  – Developed with a national advisory committee; sessions facilitated by scholars from across the U.S.
  – Offered as a pre-conference workshop of the National Outreach Scholarship Conference since 2007
  – Intensive professional development in outreach and engagement for advanced graduate students, new faculty, and administrators
  – Participation based on competitive selection

• Engaged Scholar Speaker Series
  – Offered throughout the year at MSU (video of many of the talks archived on the web)
  – Engage the public, students, and faculty in reflective conversations about engaged scholarship and the scholarship of engagement
Advancing Reflection, Learning, and Professional Development (contd.)

The Engaged Scholar Speakers Series

Timothy V. Franklin and Nancy Franklin • The Pennsylvania State University
Engagement Through a Regional Looking-Glass (November 2008)

Dwight Giles • University of Massachusetts, Boston
Forty Years in the Academy: Service-Learning’s Pioneers, Programs, and Promise (April 2008)

Paul Spicer • University of Colorado
Community-Based Participatory Research on American Indian and Alaska Native Health (April 2007)

Kelly Ward and Tami Moore • Washington State University
Faculty at Work as Teachers, Scholars and Community Members: The Practice of Engaged Scholarship (March 2007)

Jeff Grabill • Michigan State University
Information Technology and Community-Based User Research (November 2006)

Sarena Seifer • University of Washington
Achieving the Promise of Authentic Community-Academic Partnerships: Taking our Work to the Next Level (September 2006)

Julie Ellison • University of Michigan
Between Hope and Critique (April 2006)

Theodore R. Alter • The Pennsylvania State University
Scott J. Peters • Cornell University
Changing the Conversation about Higher Education’s Public Mission and Work (April 2006)

Patricia Brantingham and Paul Brantingham • Simon Fraser University
Crime in the Urban Environment: Implications for Research, Policy, and Practice (March 2005)
Advancing Reflection, Learning, and Professional Development (contd.)

Programs

• MSU Community Engagement Graduate Certificate Program
  – In partnership with various MSU departments and colleges, the Certificate helps graduate students develop systematic, thoughtful, and scholarly community engagement experiences
  – Participants receive a Certificate in Community Engagement and a transcript notation approved by the Associate Provost of University Outreach and Engagement as verification to prospective employers
  – NCSUE joins other UOE departments and centers in contributing to the development and instruction of this program
  – Available beginning in fall 2009

• MSU Faculty Development Program in Community Engagement
  – Currently in development, this program will draw on models of best practice in both faculty professional development programming and preparation for engaged scholarship from across the country and around the world
  – Expected to be offered in partnership with the MSU Office of Faculty and Organizational Development (and potentially other offices) beginning in 2010
Consulting and Service

Campus Visits and Talks

• Invitations from other universities
  – Universities sometimes seek NCSUE / MSU advice and perspectives when thinking through issues around outreach and engagement
    • Institutions that have recently formed central offices for outreach and engagement
    • Universities with long-standing traditions that seek external points of view
  – Talks are requested on a variety of subjects
    • Conceptualizing outreach and engagement
    • Approaches to organizing support and advocacy
    • Leadership practices and policies to encourage engaged scholarship
  – Some discussion of creating a structure to support institutional consulting

• Invitations from associations
  – NCSUE staff are frequently asked to participate in working groups and task forces
  – Invited to provide conference sessions and papers
Advocacy and Advancement

Participation in National Groups and Discourse

- National Outreach Scholarship Conference (NOSC)
  - NOSC Implementation Team
  - Emerging Engagement Scholars Workshop Planning Committee
  - NOSC Reviewers and Session Conveners

- Association of Public and Land-grant Universities (APLU)
  - Council for Extension and Outreach (CEO) Benchmarking Task Force
  - Commission on Innovation, Competitiveness, and Economic Prosperity (CICEP) Metrics Working Group

- University Continuing Education Association (UCEA)
  - Outreach and Engagement Community of Practice

- Michigan Campus Compact (MCC) Metrics Working Group

- Journal of Higher Education Outreach and Engagement
  - JHEOE Reviewers
Advocacy and Advancement (contd.)

Additionally NCSUE Research is Presented at:

• International Association for Research on Service-Learning and Community Engagement (IARSLCE)
• Association for the Study of Higher Education (ASHE)
• American Education Research Association (AERA)
  – J Division: Higher Education
• Association for Continuing Higher Education (ACHE)
EWSI is dedicated to developing strategies for wealth, estate, business, and charitable planning. 

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University Outreach and Engagement Departments

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EWSI is dedicated to developing strategies for wealth, estate, business, and charitable planning…more
Estate and Wealth Strategies Institute

• The goal of EWSI is to make MSU a leader in providing research, policy, education, credentialization, and accreditation in estate and wealth strategies planning and philanthropy

• EWSI is a premier source of accrediting courses in subjects ranging from relationship building among professional advisors and their clients to business succession planning to charitable giving
• APUOE Provides budget, personnel, and facilities support to the UOE departments
• Administers collaborative research grants for outreach and engagement projects
• Advocates for the outreach mission campus-wide
• Supports the administrative work of the Associate Provost