

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



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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



About Michigan State University (contd.)

- 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.”

Florida, R., Gates, G., Knudsen, B., & Stolarick, K. (2006).
The university and the creative economy.



Outreach and Engagement are Embedded in Scholarship

Examples of Traditional Academic Activity	Scholarly Engagement Activity
<p>University faculty provide instruction to undergraduate and graduate students in campus classrooms and laboratories.</p>	<p>Engaged TEACHING occurs whencredit 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.</p>
<p>University faculty members pursue research studies according to their various professions and interests, and publish results in academic books and journals.</p>	<p>Engaged RESEARCH occurs whena collaborative partnership conducts an investigation for the direct benefit of external partners; outcomes of the research lead to improved, evidence-based practice.</p>
<p>University faculty and students undertake departmental or college administrative duties and serve on committees.</p>	<p>Engaged SERVICE occurs whena 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.</p>

MSU University Outreach and Engagement (2006)
The Engaged Scholar Magazine
 © 2006 Michigan State University Board of Trustees

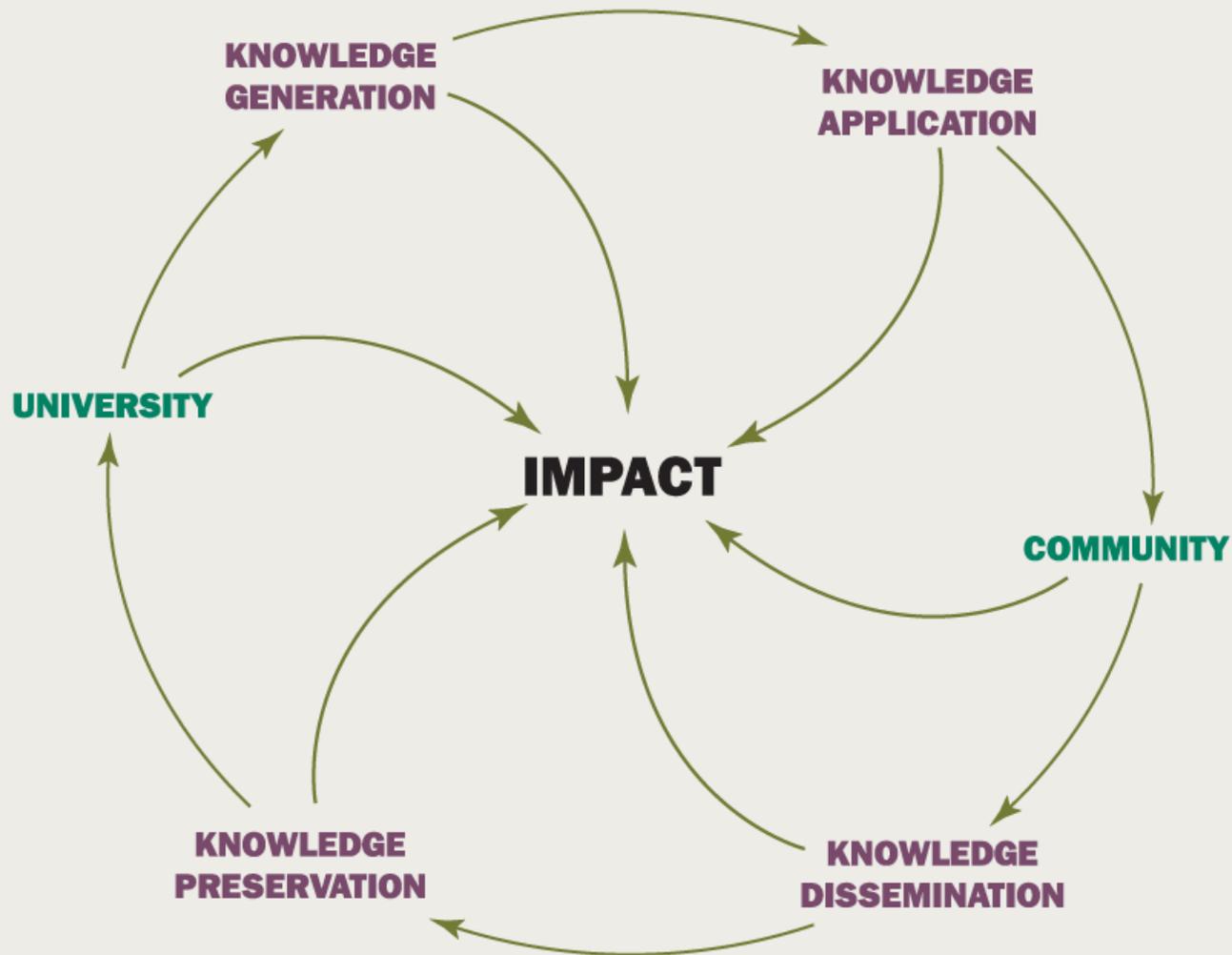


Outreach and Engagement are Embedded in Scholarship (contd.)

Engaged Research and Creative Activity	Engaged Teaching and Learning	Engaged Service
<ul style="list-style-type: none"> • Community-based research • Applied research • Contractual research • Demonstration projects • Needs and assets assessments • Program evaluations • Translation of scholarship through presentations, publications, and web sites • Exhibitions and performances 	<ul style="list-style-type: none"> • Online and off-campus education • Continuing education • Occupational short course, certificate, and licensure programs • Contract instructional programs • Participatory curriculum development • Non-credit classes and programs • Conferences, seminars, and workshops • Educational enrichment programs for the public and alumni • Service-learning • Study abroad programs with engagement components • Pre-college programs 	<ul style="list-style-type: none"> • Technical assistance • Consulting • Policy analysis • Expert testimony • Knowledge transfer • Commercialization of discoveries • Creation of new business ventures • Clinical services • Human and animal patient care



Outreach and Engagement Knowledge Model



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)
 - E-Newsletter (2008)
- 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
 - *The Handbook of Engaged Scholarship: Contemporary Landscapes, Future Directions (2010)*
 - National Outreach Scholarship Conference



New and Ongoing UOE Strategic Initiatives (contd.)

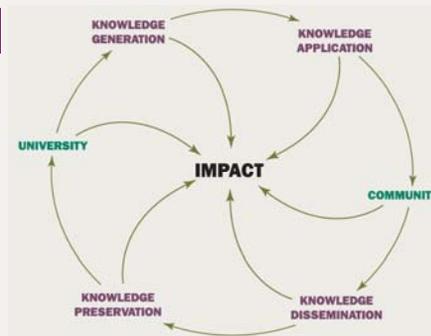
- Staying connected through national involvement
 - Benchmarks and metrics for engagement
 - APLU Council on Engagement and Outreach
 - APLU Commission on Innovation, Competitiveness, and Economic Prosperity
 - Carnegie Classification Task Force on Engagement
 - Network development
 - National Outreach 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

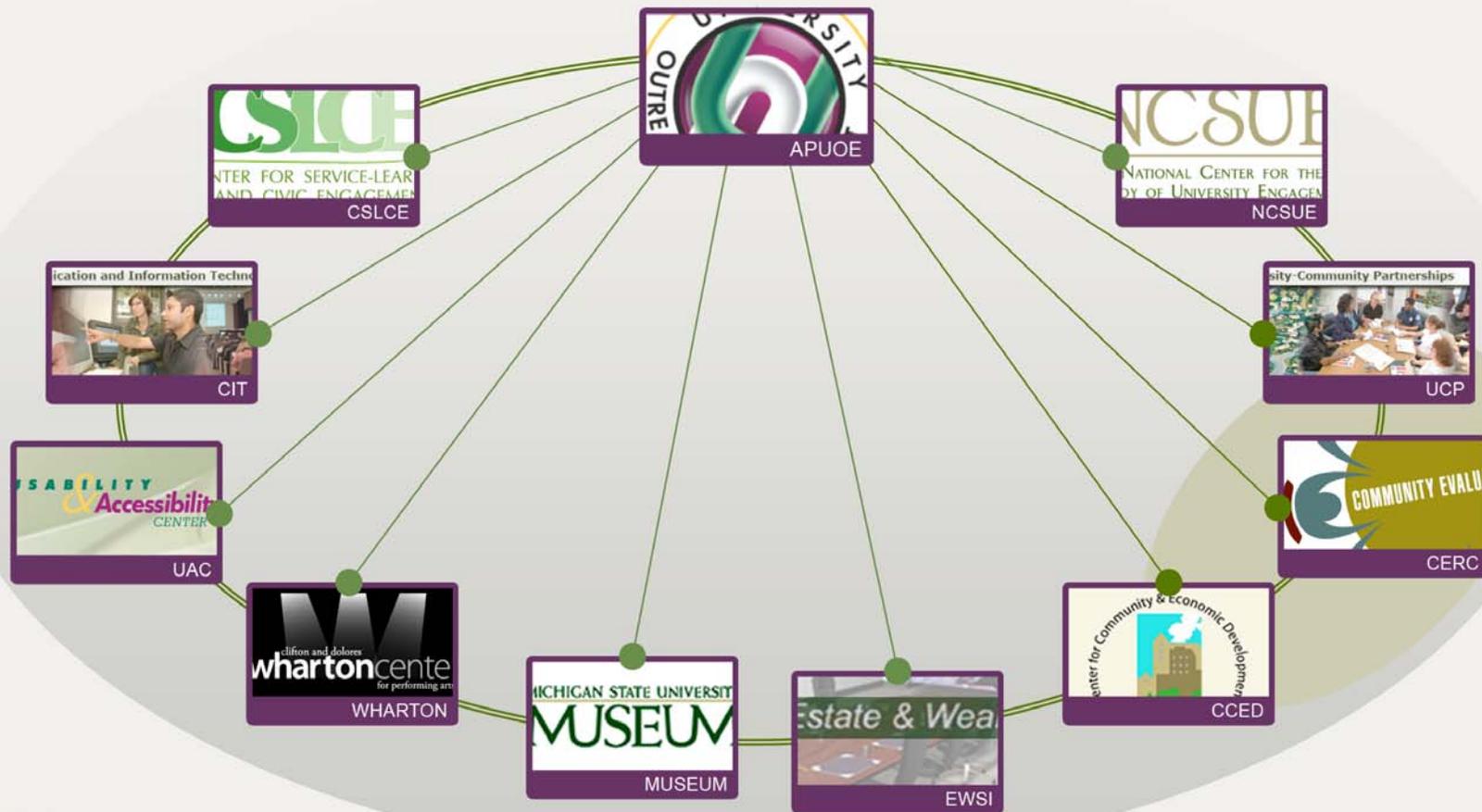


MSU Pre-College Programs

- 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/>
 - 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



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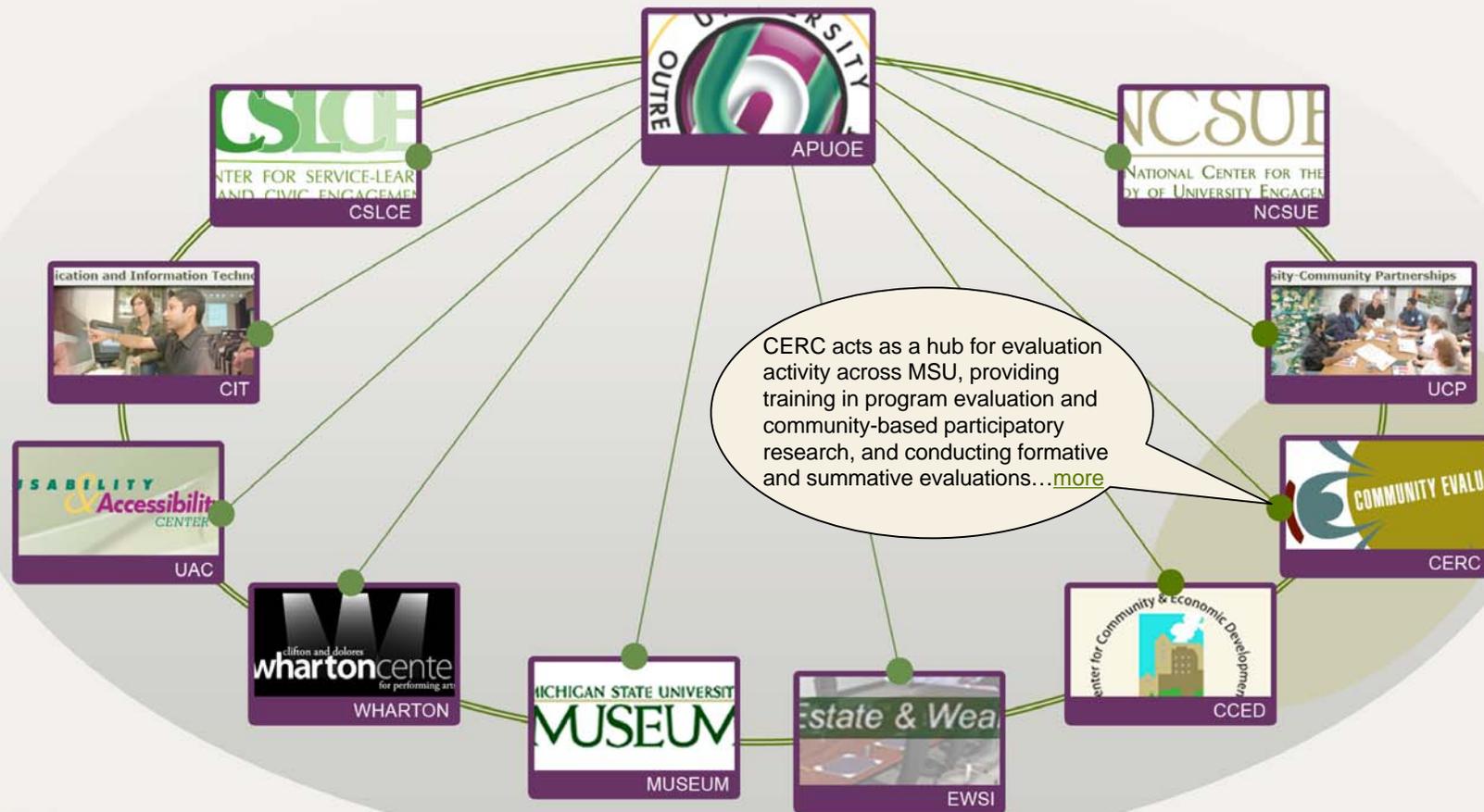
Contact Information

University Outreach and Engagement

Michigan State University
Kellogg Center, Garden Level
East Lansing, MI 48824-1022
Phone: (517) 353-8977
Fax: (517) 432-9541
E-mail: outreach@msu.edu
Web site: outreach.msu.edu



University Outreach and Engagement Departments



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



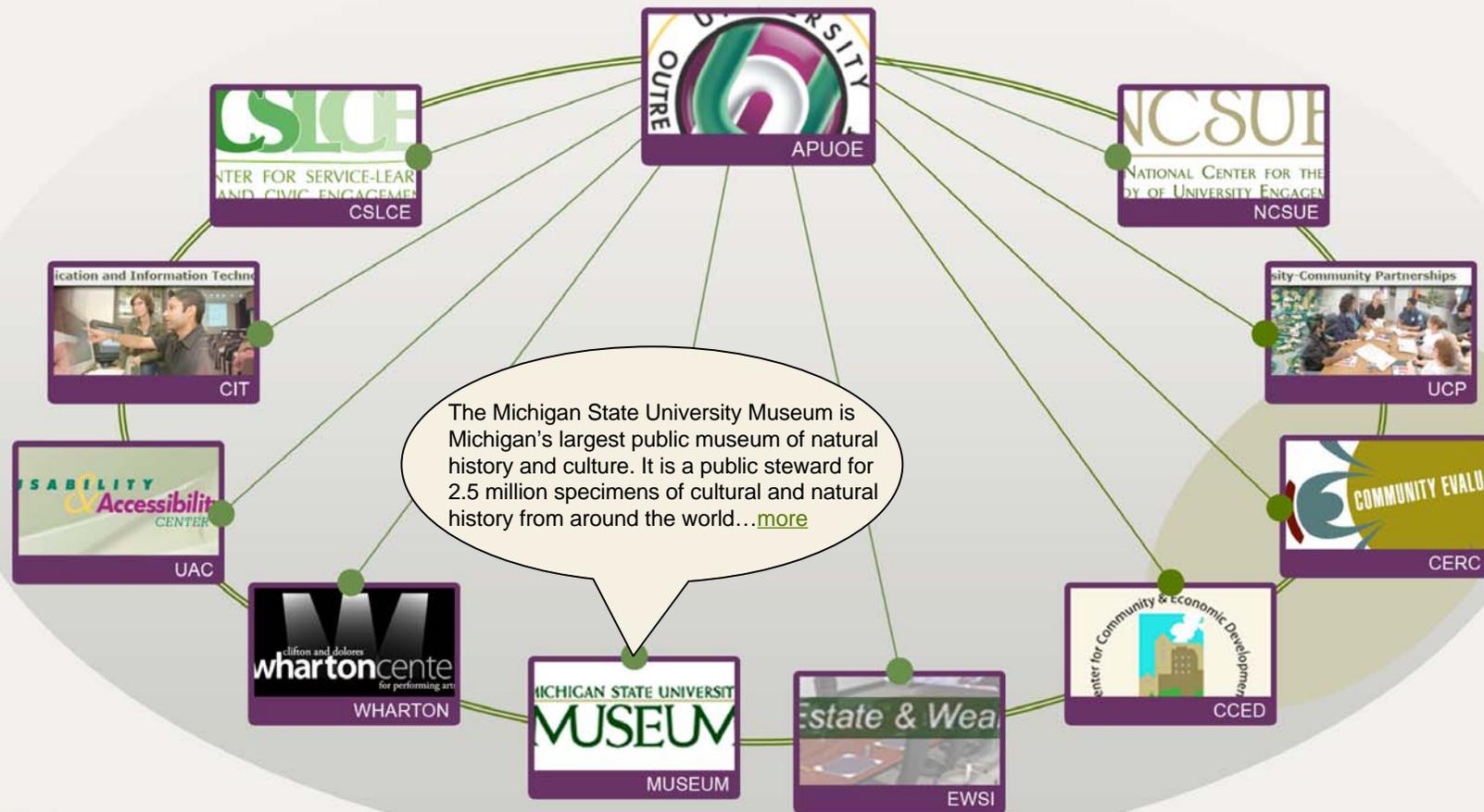
Community Evaluation and Research Center



- **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



University Outreach and Engagement Departments

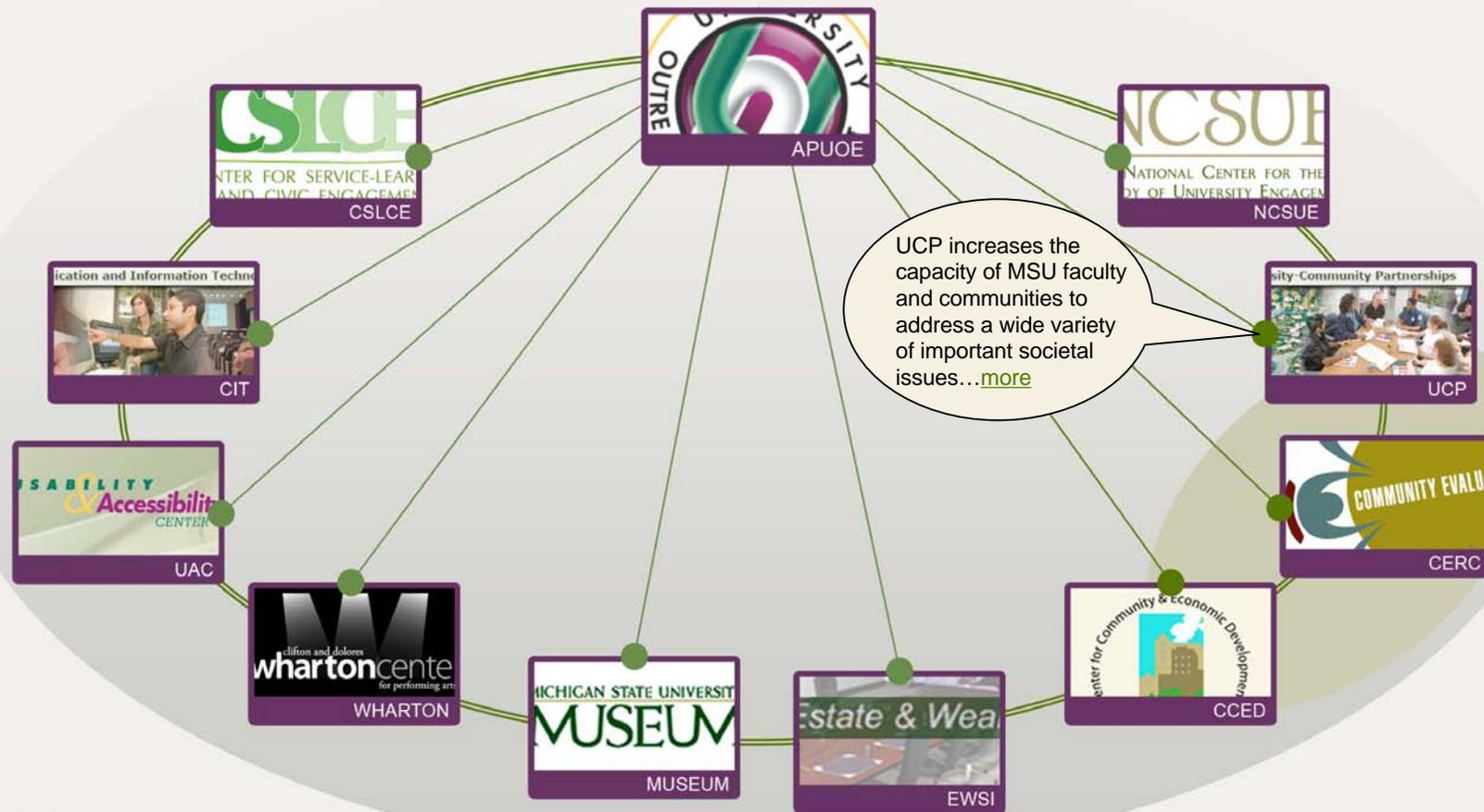


MSU Museum

- **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.



University Outreach and Engagement Departments



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.



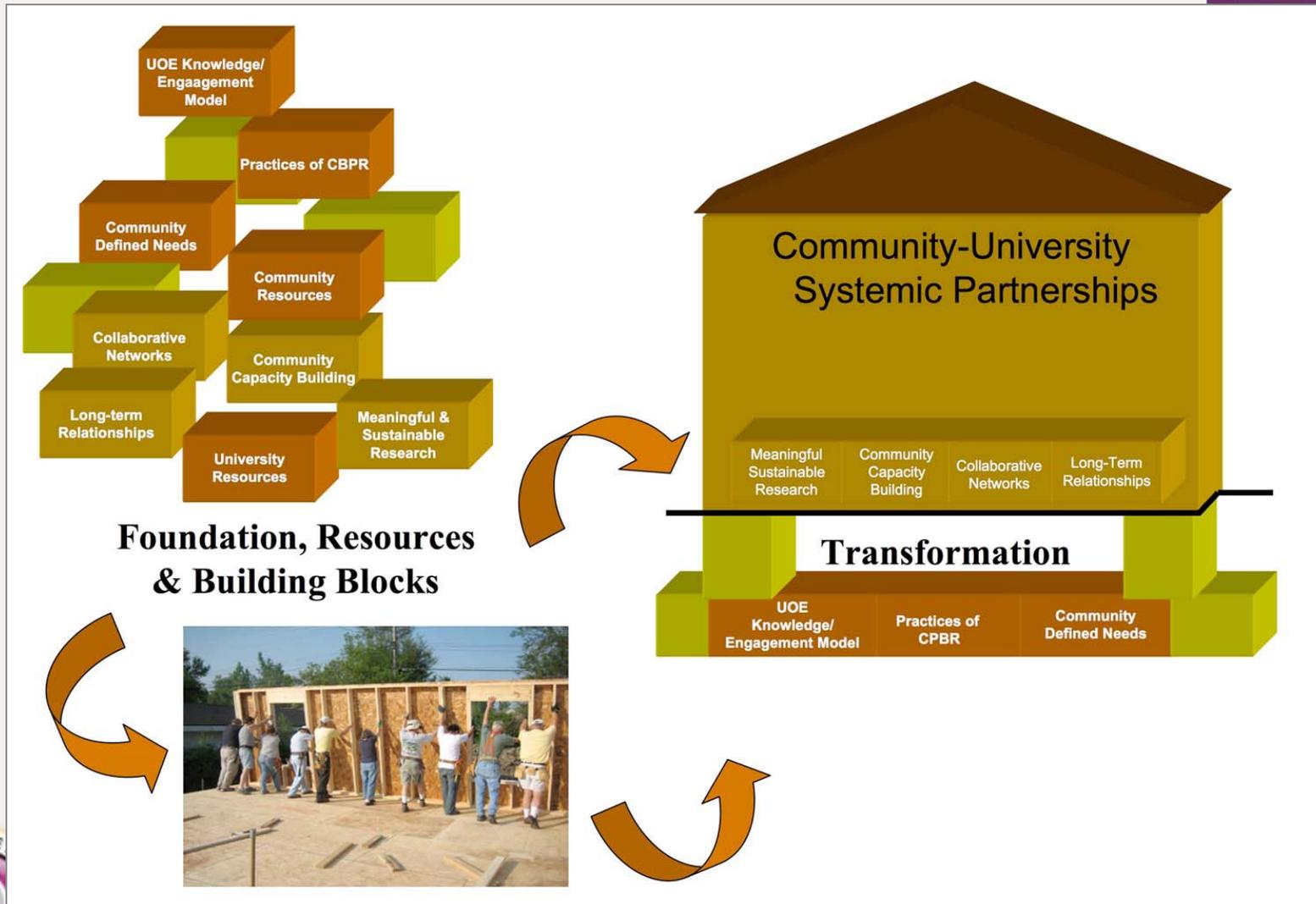
How We Conduct Our Work



- 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



Movement Toward a Systemic and Developmental Approach



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



Challenges to University Community Partnerships



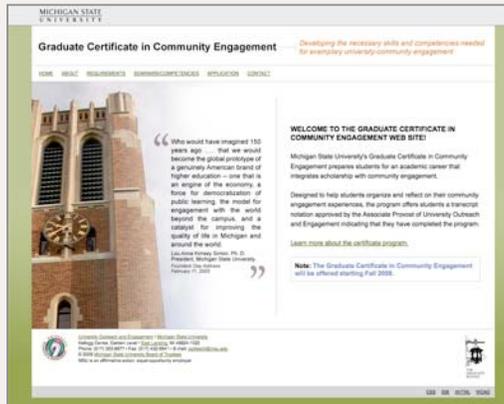
<i>Challenge</i>	<i>Type</i>	<i>MSU Approach</i>
Unclear boundaries	Structural	UCP staff act as “critical bridge persons” that maintain their own partnership with a community partner around research and engage in collaborative decision making
Problems of organization and management	Structural	By creating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



Recent Developments



Tools of Engagement Web Site



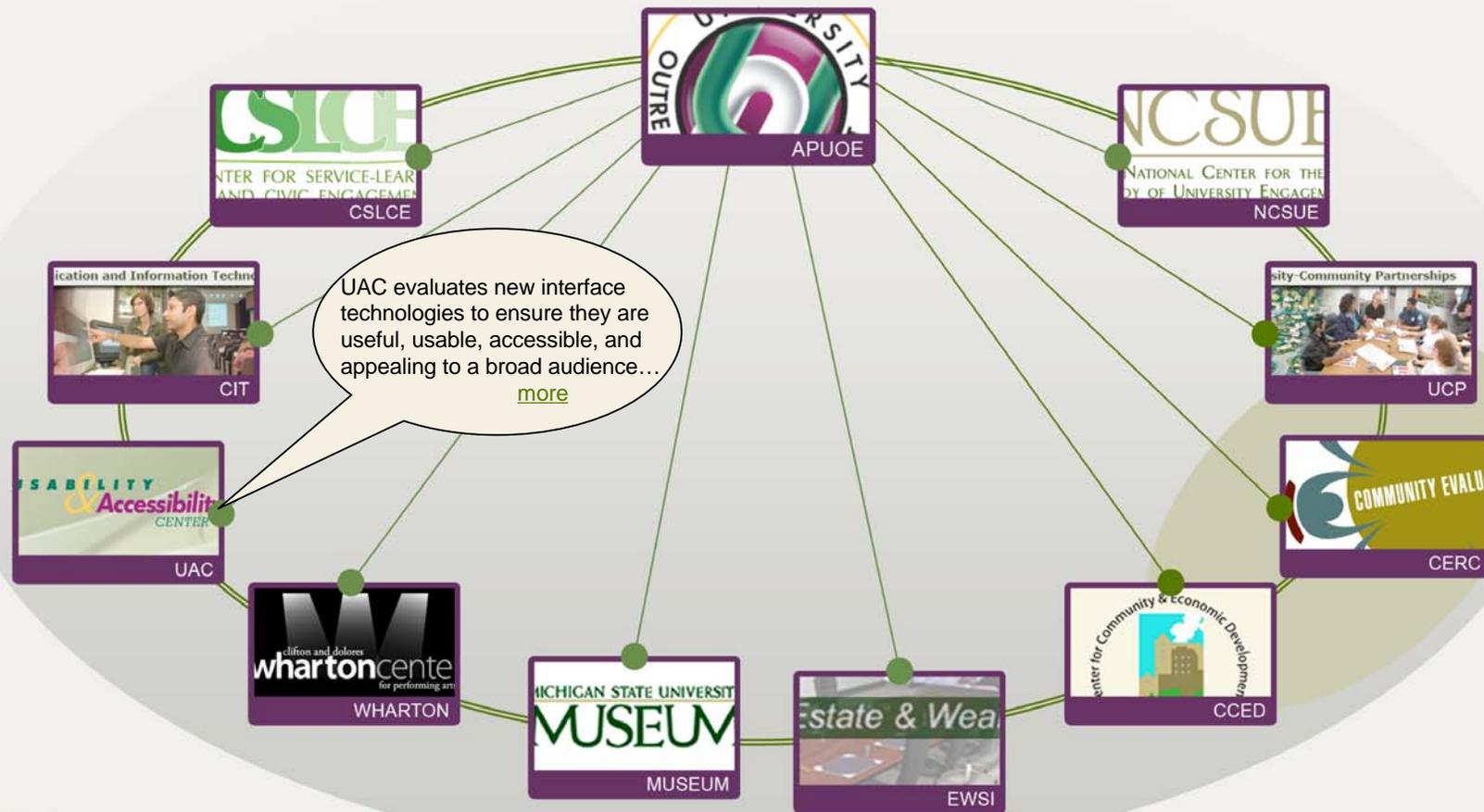
Graduate Certificate in Community Engagement Web Site



Community University Portal Web Site



University Outreach and Engagement Departments

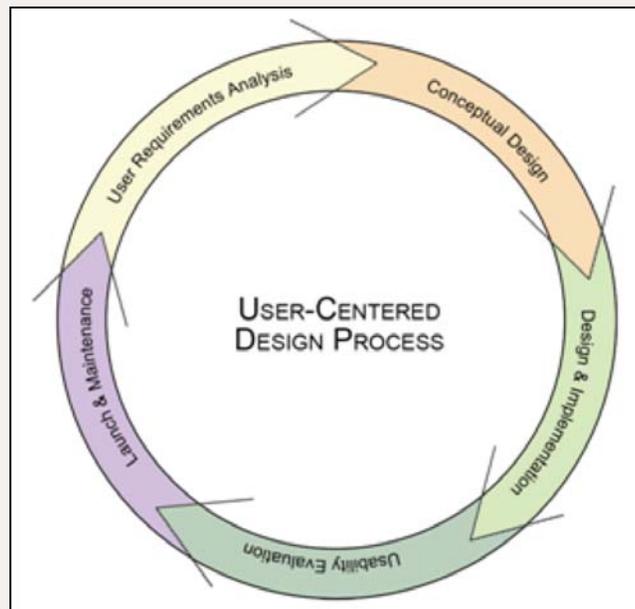


Usability & Accessibility Center



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



Usability & Accessibility Center



A center of excellence for determining:

- How easy Web sites and software are to use
- How to improve them

The UAC does this through:

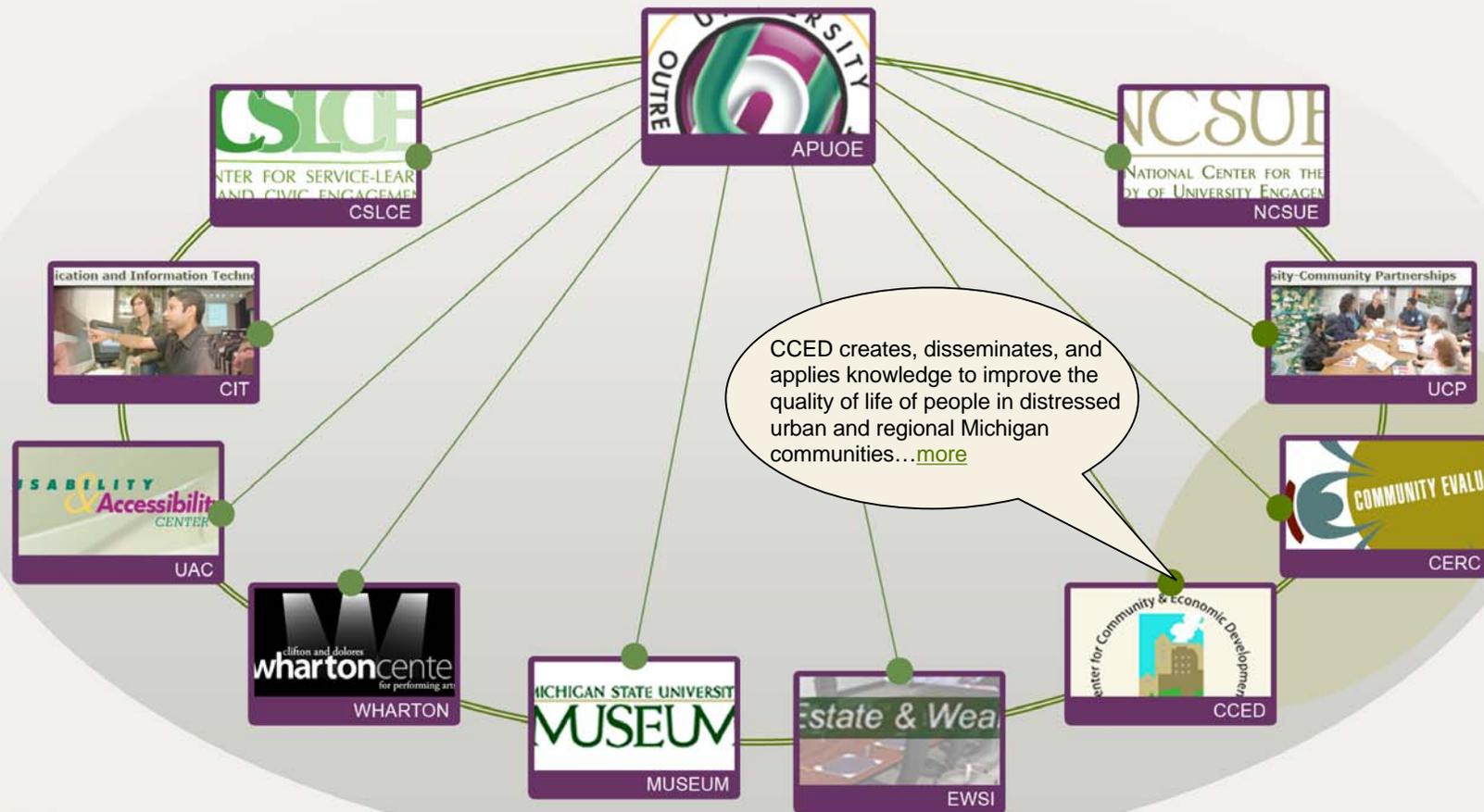
- Expert reviews, usability testing, accessibility inspections, and focus groups
- Workshops, training and research
- State-of-the-art facilities
- 20+ years experience in human factors research (PhD Director); 20+ years in consumer research, including usability and accessibility testing (Assistant Director)

Clients include:

- State and local governments
- Private and for-profit companies
- Universities



University Outreach and Engagement Departments



Center for Community and Economic Development



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:

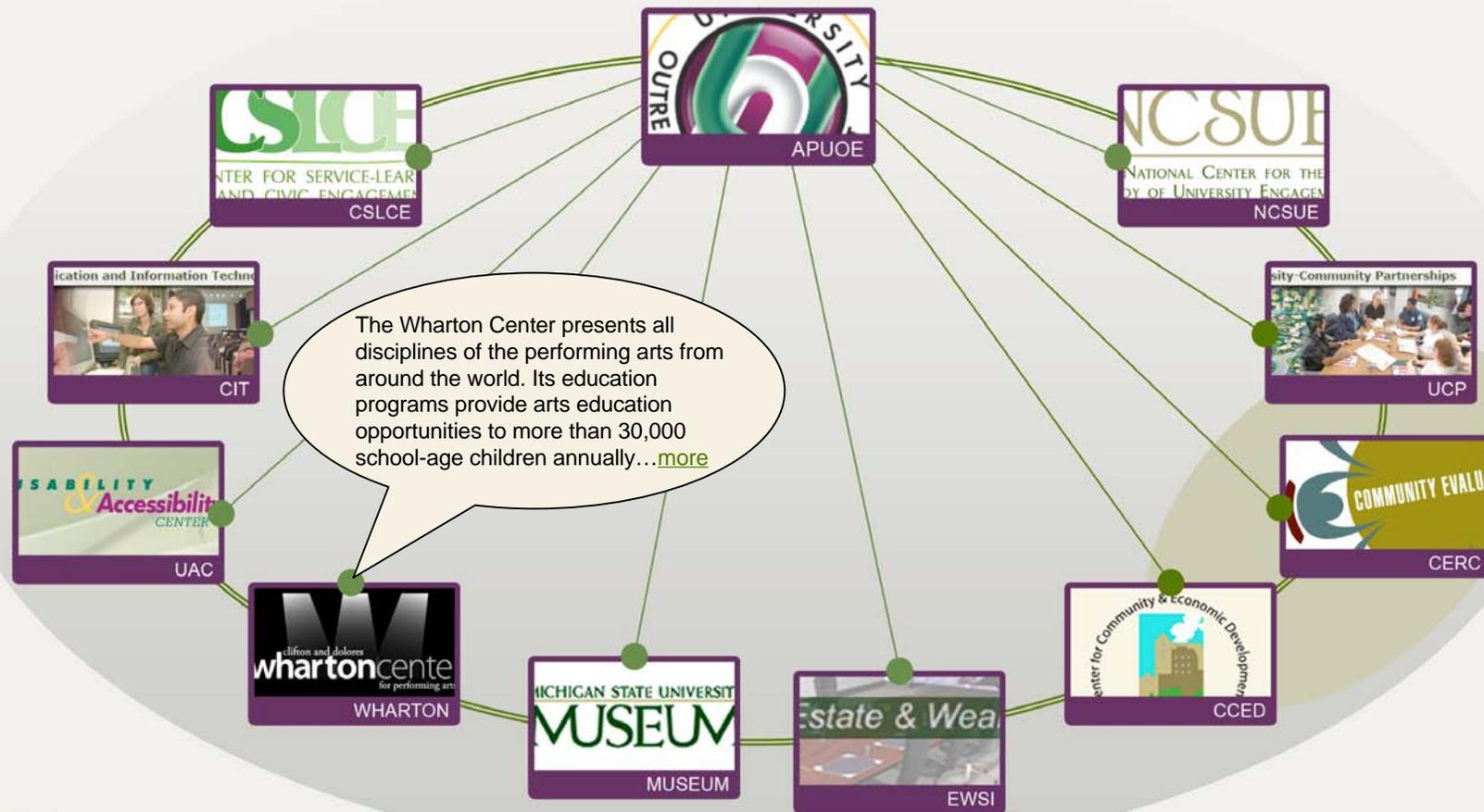
- **Community and economic development**
 - Michigan Knowledge Economy Index and Community Capacity Building Partnership
 - Mid-Michigan Bio-based Auto Manufacturing Component Feasibility Study
- **Sustainable planning and development**
 - Sustainable Policy, Planning and Communities Research
 - “Green 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



University Outreach and Engagement Departments



Wharton Center for Performing Arts

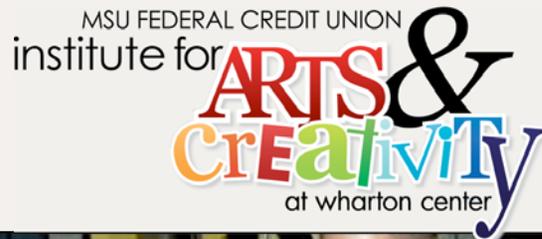


- A leading resource for renowned arts entertainment and education programs
- Enriching the lives of Michigan residents and strengthening the value of the arts in everyday life
- Four theatres – Cobb Great Hall, Pasant Theatre, MSU Concert Auditorium, Fairchild Theatre
- Community-supported, not-for-profit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



Wharton Center for Performing Arts

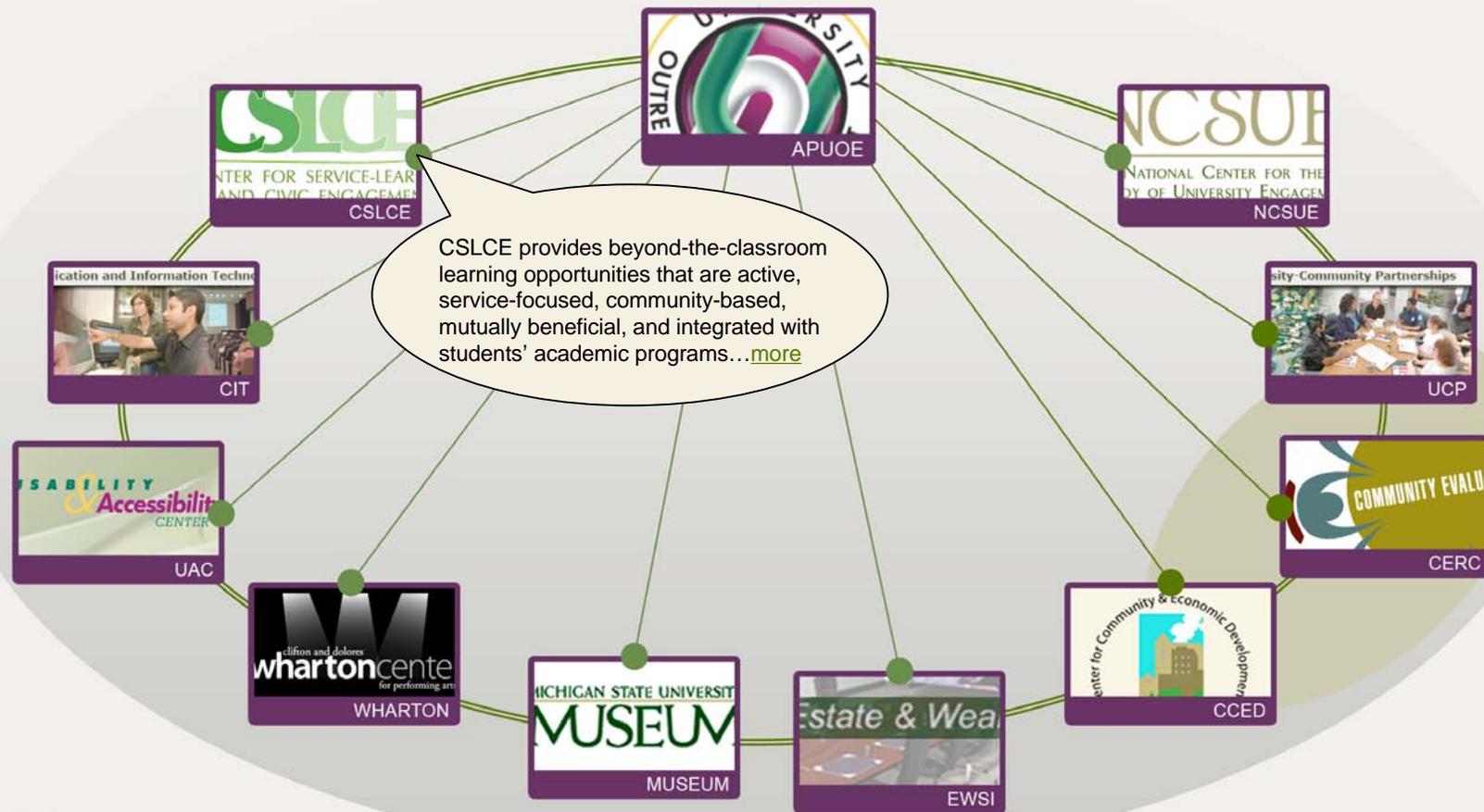
—Education and Outreach Programs



- 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



University Outreach and Engagement Departments



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.

Source: Michael Delli Carpini, Director, Public Policy, The Pew Charitable Trusts.

Key components:

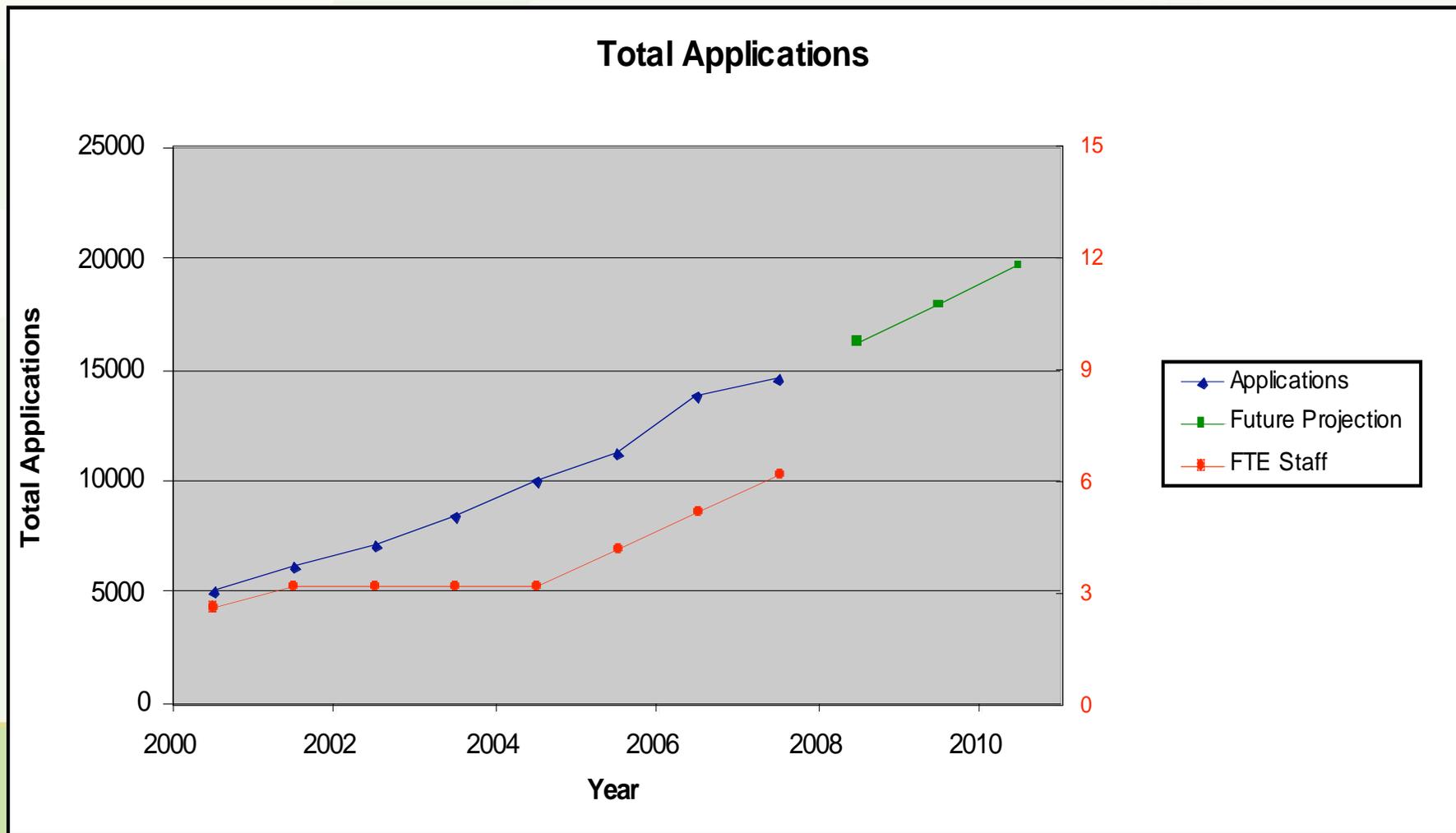
- Incorporates the essentials of service-learning, but also, critically, includes -
- Exploration of underlying/prevaling social issues
- Context of “self” in the equation in a way that stresses and strengthens reciprocity with community
- May be service-oriented, but not exclusively --
- Additional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

How do students engage?

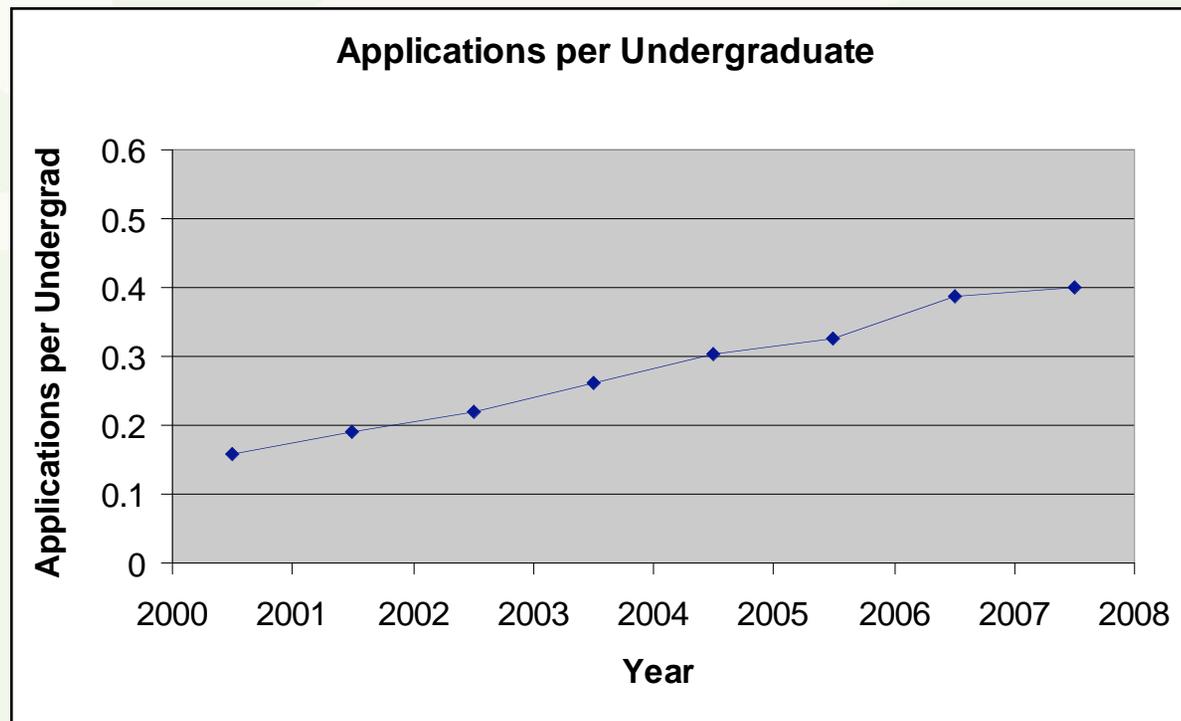


- Academic/course-connected service-learning & civic engagement
- Curricular service-learning
- Co-curricular service-learning & community engagement:
 - Individual action
 - Student-led initiatives

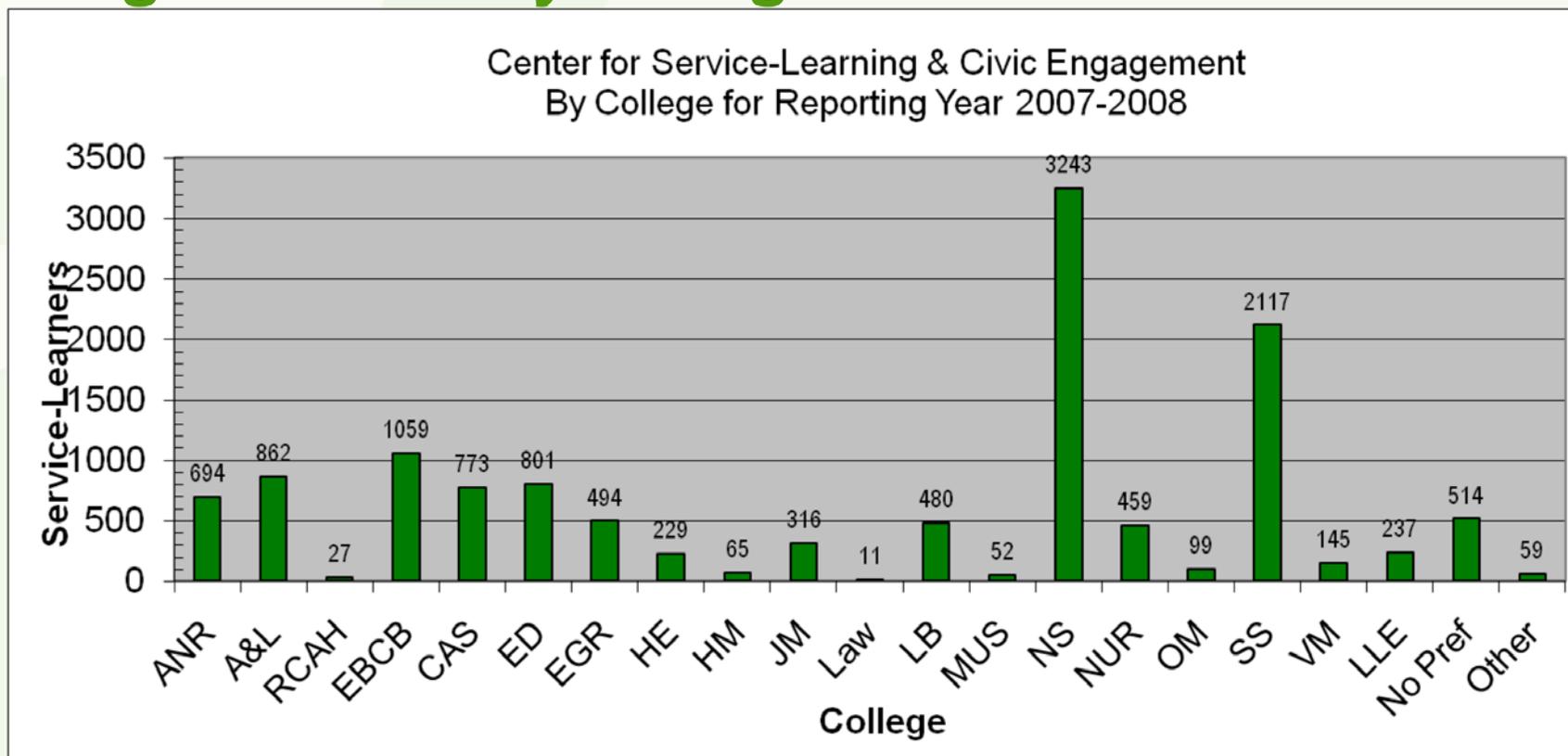
How many? Service-Learning Applications/Registrations



Growth: Students involved



Who are they? Student service-learning registrations by college



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**

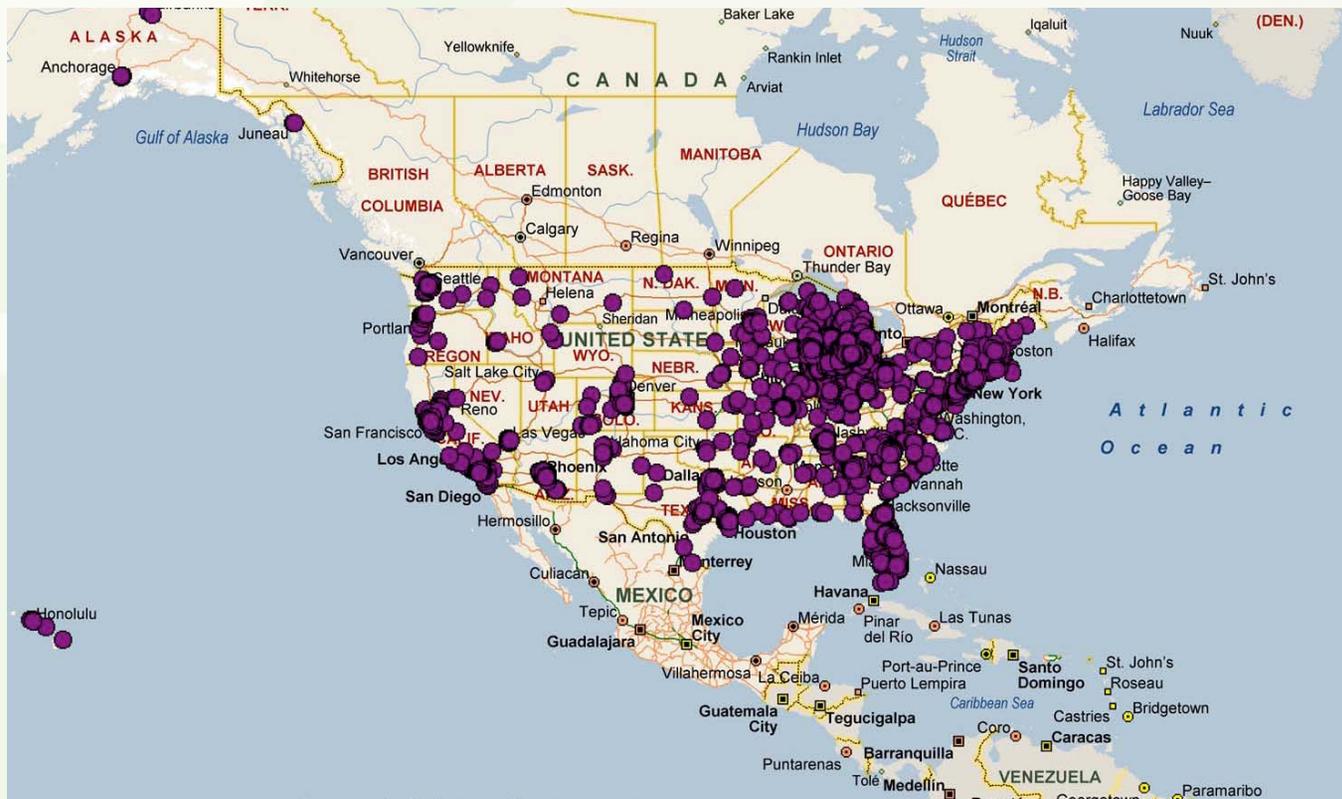


**Nationally recognized:
2008 Presidential Award**



Where are they now?

Master Alumni Map – Service-Learning



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*You make a living by what you get.
You make a life by what you give.*

Winston Churchill

Contact Information

Center for Service-Learning and Civic Engagement
27 Student Services Building
Michigan State University
East Lansing, Mi 48824-1113

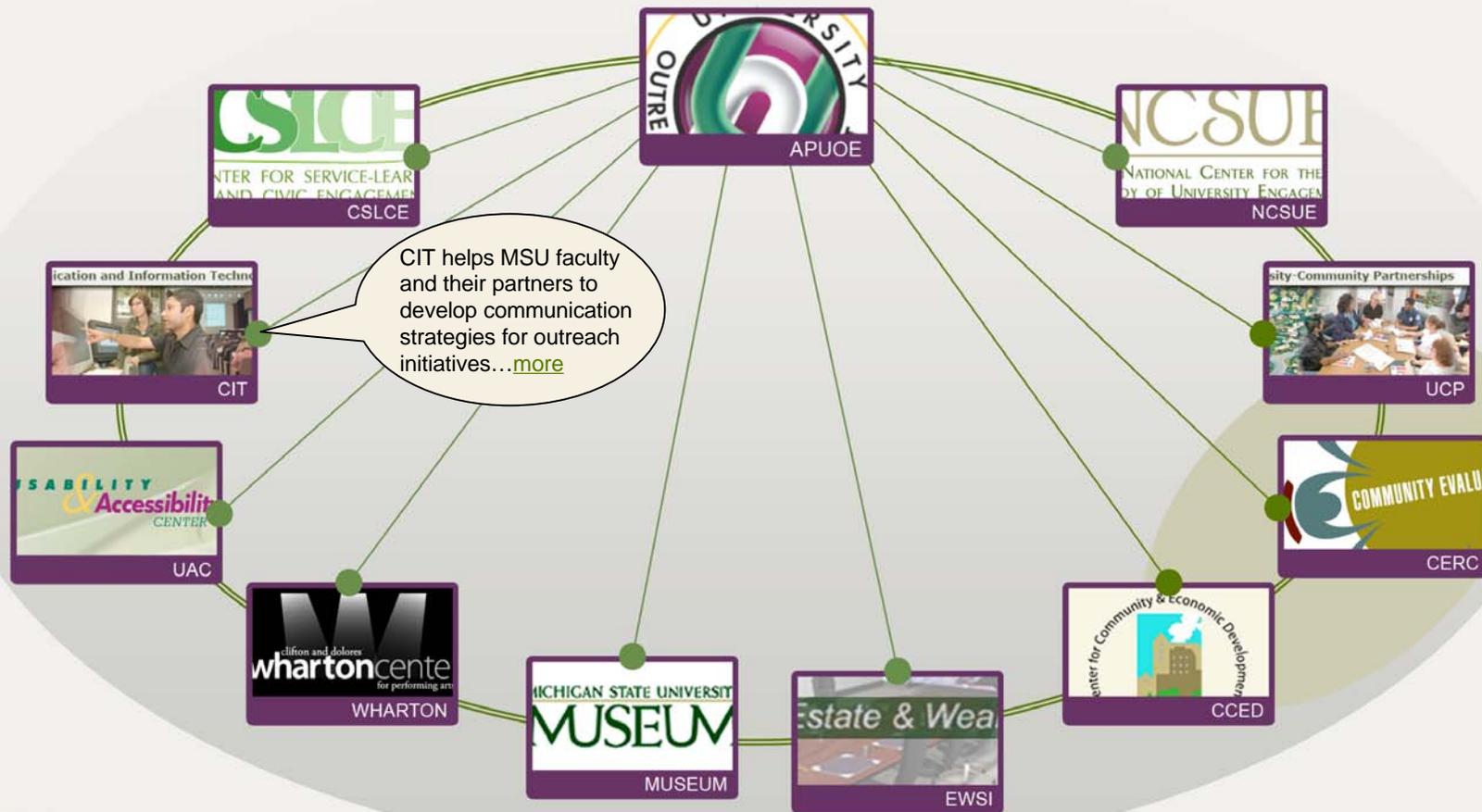
Phone: (517) 353-4400

Fax: (517) 353 6663

E-mail: servlrn@msu.edu

Web: www.servicelearning.msu.edu

University Outreach and Engagement Departments



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)

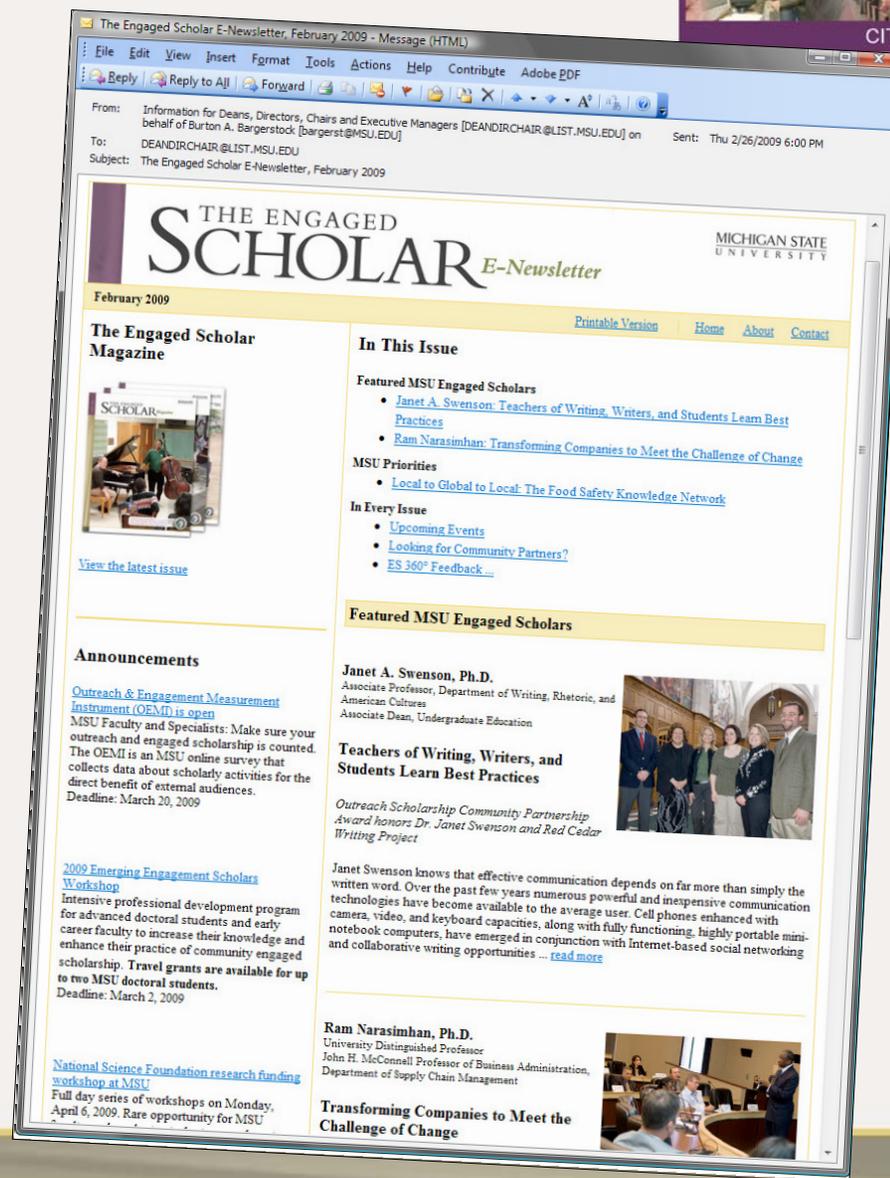
Each issue contains:

- 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.



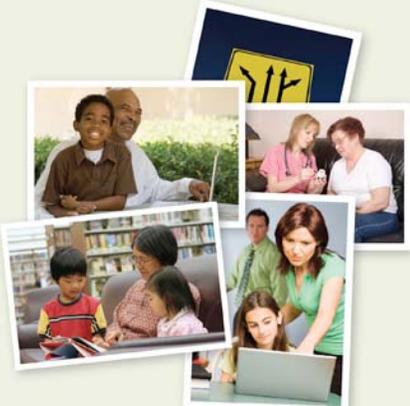
Reports and Manuals



MICHIGAN STATE UNIVERSITY

New Directions in Family Research

at Michigan State University





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

MICHIGAN STATE UNIVERSITY



Parents Promoting School Readiness



Patricia Farrell
Mary Clark
Jeanette M. Gassaway
Jonathan Livingston
Chrystal Price
Betty Tableman
Diana Torrez
Ron Whitmore



Public Relations and Marketing



MICHIGAN STATE UNIVERSITY

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

Contact: Will Edwards, National Center for the Study of University Engagement at Michigan State University, (517) 353-8977, edwar281@msu.edu; or, Carla Hills, University Outreach and Engagement, (517) 353-8977, hillsc@msu.edu

11/21/2008

EAST LANSING, Mich. – A Michigan State University effort to bring together state leaders in education, workforce development, and government to strengthen support for pre-college and youth development programming has produced an overwhelming response.

Nearly 250 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 runs from 9:00 a.m. to 5:00 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 Hiram E. Fitzgerald, Associate Provost for University Outreach and Engagement.

One keynote speaker will help conference participants look at the road ahead. Bryan Taylor, president and founder of EduGuide, will discuss the constant pressure pre-college programs are under to reach new levels, from decreasing drop-outs to increasing college applications, all in the midst of a struggling economy.

A second keynote with MSU Professor Emerita JoAnne Keith features a presentation about how colleges and universities can help young people develop assets to succeed in postsecondary education and life, and how global changes are affecting the role of pre-college programs.

"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 N. June, Vice-President for Student Affairs and Services and Associate Provost for Academic Student Services and Multicultural Issues.

--continued--

UNIVERSITY OUTREACH & ENGAGEMENT
Michigan State University
Kellogg Center, Garden Level
East Lansing, MI
48824-1022
517353-8977
fax: 517432-9541
email: outreach@msu.edu
http://outreach.msu.edu

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Share this story:



Communication and Awards



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



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

Suzanne Coats
Turning Point, Inc.

The Outreach Scholarship Community Partnership Award honors Cris M. Sullivan, professor of psychology, and Suzanne Coats, executive director of Turning Point, Inc. Turning Point, Inc., a service agency based in Mt. Clemens, Michigan, provides programs and resources to help victims and survivors of domestic violence, sexual assault, and homelessness regain control of their lives. The partnership is an exemplary model of community collaboration that applies rigorous research methods to assess the quality of interventions designed to assist victims of domestic violence and sexual assault.

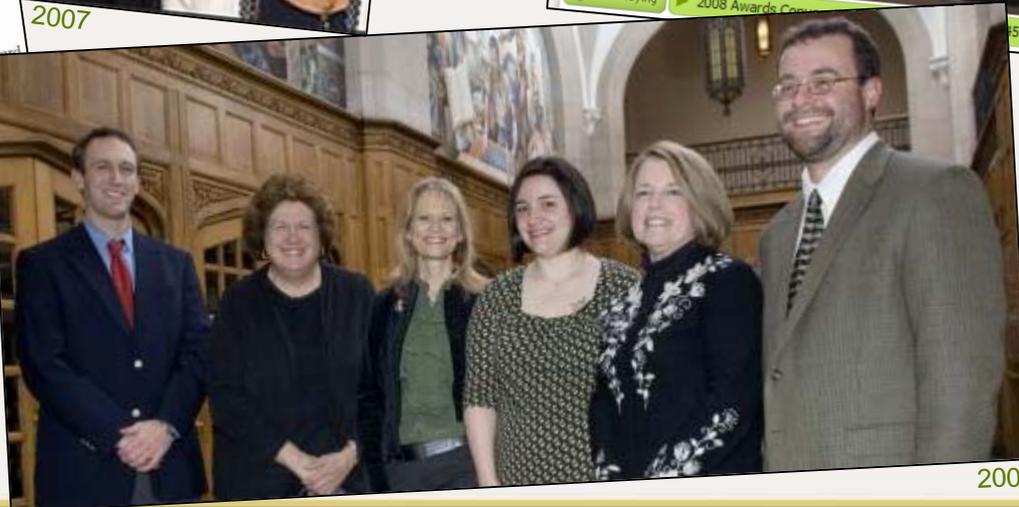
2006



2007



2008



2009



Catalogs of Engagement Opportunities for the Public



MICHIGAN STATE UNIVERSITY

StateWIDE
RESOURCE NETWORK

Linking the University's knowledge, expertise, and resources to Michigan's citizens, communities, and organizations

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:

Browse by topic:

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

For more information, e-mail the MSU Statewide Resource Network at srn@msu.edu. For assistance anytime, call the toll-free 24-hour MSU Libraries, Computing, and Technology Helpline at **1-800-500-1554**.

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 East Lansing, MI 48824 USA
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View by location

Other MSU sites of interest:

- [Capable Communities](#)
- [Families and Communities Together](#)
- [MSU Extension](#)
- [MSU Global Access](#)
- [Spartan Youth Programs](#)
- [MSU Newsroom](#)
- [Usability & Accessibility Center](#)

Sites open in new window

Search other MSU websites with



MICHIGAN STATE UNIVERSITY

Home | About | Scholarships | Pre-College Committee | Contact Us

Spartan Youth Programs

Programs and Activities for Pre-K through 12th Graders

What is SYP?

Michigan State University's **Spartan Youth Programs** Web site displays a wide range of exciting opportunities for youth to improve their knowledge and skills in specific subject areas. Programs are available to serve all age ranges from pre-kindergarten to high school.

Featured Program

Physics of Atomic Nuclei

If you are interested in the extremely small domain of atomic nuclei, the Joint Institute for Nuclear Astrophysics at MSU and the National Superconducting Cyclotron Laboratory (NSCL) offer the Physics of Atomic Nuclei (PAN) Program. This week long summer program for high school students features lectures and hands-on experiments led by the NSCL faculty and senior staff. The program, room, and board are free to all participants... [More about Physics of Atomic Nuclei \(PAN\)](#)

BROWSE PROGRAMS

Check areas of interest and click the button below:

- All grades
 - Pre-kindergarten
 - K-2nd grade
 - 3rd-5th grade
 - 6th-8th grade
 - 9th-12th grade
- All topics
 - Agriculture
 - Animal Care
 - Art, Drama, & Music
 - Business
 - College Preparation
 - Computers
 - Engineering
 - The Environment
 - Leadership Skills
 - Math & Science
 - Social Studies
 - Sports & Fitness
 - Writing & Language

Optional search features:

- Courses for college credit
- Available in summer
- Possible overnight stay
- Financial assistance

[Browse Programs](#)
 Or [view all programs](#)

UOE Web Site



Michigan State University | University Outreach and Engagement | Home - Mozilla Firefox

File Edit View History Bookmarks Tools Help

http://outreach.msu.edu/default.asp

FAQs Contact Site Map

MICHIGAN STATE UNIVERSITY **University Outreach and Engagement**
Connecting Knowledge to Serve Society

UOE Home

Initiatives and Programs
Searchable Web sites about MSU's outreach initiatives and programs

Community Builders
Organizations working with MSU on economic development and quality of life in Mid-Michigan

Faculty Connections
MSU faculty and staff collaboration opportunities

Funding
Funding information and opportunities for outreach research

Services
Support services for outreach work

Awards
Recognitions for exemplary engaged scholarship

Documents
MSU documents on outreach and engagement

Approach

- Defined
- In Practice

About the Office

- Departments
- Organizational Chart
- Presentations
- Fact Sheets
- People

Outreach and Engagement at MSU is...

Scholarly
Community-based
Collaborative
Responsive
Capacity-building
For the public good

THE ENGAGED SCHOLAR Magazine, E-Newsletter, Speaker Series.

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, partnership 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 [2009 Michigan Land & Prosperity Summit](#)
Michigan State University
April 14-15, 2009

Spring 2009 scholars in communities [Scholars in Communities Speaker Series](#)
Michigan State University | East Lansing | Lansing
April 4, 6, 16, and 18, 2009

CENTER FOR COMMUNITY AND ECONOMIC DEVELOPMENT [Michigan in the Information Economy Workshop](#)
Michigan State University
April 20, 2009

2009 ERNEST A. LYNTON AWARD [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





ABCS Registry Home Page

http://abcscoaches.org/

ABCS Michigan Academic Coaches Registry

Alliance for Building Capacity in Schools

Home · Find a Coach · How to Pay for a Coach · ABCS Curriculum · About ABCS · Related Links · Contact Us

Home

The purpose of the **Alliance for Building Capacity in Schools (ABCS) Registry** is to connect schools that want to improve (especially high priority schools) with academic coaches who can help them meet the school improvement requirements of the **No Child Left Behind Act** and the **Education Yes!** accreditation process.

Each of the coaches that you will find on this Web site is a member of the Michigan Department of Education staff and/or a veteran educator with a variety of experience and expertise.

- Data analysis
- Instructional practices
- Parent & community involvement
- Classroom management
- Curriculum design & alignment

The training of the academic coaches was funded by the Michigan Department of Education. ABCS is a collective effort of the **original members**.

Find a Coach

Select an available coach for your region and type of expertise that you seek.

How to Pay for a Coach

Find out about what funds schools or districts use to pay for coaches.

ABCS is a collaborative effort of the following organizations:

- Kalamazoo Public Schools
- Michigan Association of School Administrators
- Michigan Association of School Boards
- Michigan Association of Secondary School Principals
- Michigan Business Leaders for Education Excellence
- Michigan Congress of Parents, Teachers, and Students
- Michigan Education Association

Home | [Find a Coach](#) | [How to Pay for a Coach](#)

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Funding provided by the Michigan Department of Education
Improving Teaching and Learning

Local Action Global Health > Home - Internet Explorer provided by Dell

http://localactionglobalhealth.org

Local Action Global Health > Home

CONTACT | ABOUT | REGISTER | LOGIN

Local Action Global Health

Better living where humans, animals & the environment connect

Home About Activities Key Challenges Resources Discussion

What's the Convergence?

Blog

Join our mailing list

Announcements

Check out summaries and photos from the Human & Animal Health & Disease Convergence Conference in Mozambique - [Read more](#)

View the convergence of humans, animals & disease in graphic form - Drawings by Diana Arsenian - [Click here](#)

Featured Profile

Improving community health through tourism - Laura Carrero and Steve Hodges - Divers eCo Cooperation... [More](#)

[View other profiles](#)

Featured Events

Interface of Human, Animal & Environmental Health
October 21 - 22, 2009
Mozambique Island
Sponsored by Technoserve

University of South Carolina
MATCH Project Capstone Event
July 2008 - Atlanta, Georgia

Local Action Global Health
Workshop - May 2008
Daily reports, presentations.

Michigan Fatherhood Co... x

http://michiganfatherhood.org/Home/tabid/74/Default.aspx

MICHIGAN FATHERHOOD COALITION

Home Register Login Friday, May 8, 2009

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](#)

According to 72.2% of the U.S. population, fatherlessness is the most significant family or social problem facing America.

Source: National Center for Fathering, Fathering in America Poll, January, 1999.

[Click here](#) to view our organization's brochure.

Quick Links

- [Make A Donation](#)
- [Become A Member](#)
- [Send Fatherhood Services](#)

Events / Trainings

May 19, 2009

"His Brain-Her Brain... And Your Approach"

9:00 am - 10:30 am
Ingham County Health Department, Room A
5303 S. Cedar St.
Lansing MI 48911

A FREE in-service training opportunity for those who provide direct services to fathers and families.

Offered by: The Michigan Fatherhood Coalition

Presented by: Mr. Duane Wilson, LMSW

MFC Meetings

Join Our Monthly Meetings!
Tuesday, 5/19/09

Location/Time:
Ingham County Health Department
2nd Floor, Room A
5303 S. Cedar St.
Lansing, MI 48911
10:45AM - 12:00PM
For Questions Contact:
Mike Kildee,

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



27th Annual World Usability Day • 27th Annual MSU Conference on Usability and Accessibility

at Michigan State University
World Usability Day 2008
 13 November 2008 • Making life easy!

This year's theme: **TRANSPORTATION**

the point is to make things easier through better design

Usability in transportation is the interaction of people and vehicles, signs and issues of infrastructure and planning around in our environment.

Thursday
November 13
 9:00 a.m. - 5:00 p.m.

MSU Union
 Michigan State University - East Lansing, MI

World Usability Day provides the value of usability engineering, user centered design, and every user's responsibility to ask for things that work better.

Conference Program
usability.msu.edu/conf/2008

Communication and Information Technology
Events Registration System

Select an Event - Home

Title of Event	Event Form	Database Records	Configuration
John Duley Celebration			
Franklins Colloquium			
CCED New Office Opening			
World Usability Day			
FACT Advisory			
Test Event Form			
Unused Event			
Michigan Presentation			
MSU Phi Kappa			
Credit Card			
This system is for modification			



THE ENGAGED SCHOLAR Speaker Series
 NCSUE
 NATIONAL CENTER FOR THE STUDY OF UNIVERSITY ENGAGEMENT

Forty Years in the Academy
Service-Learning's Pioneers, Programs, and Promise

Tuesday, April 1, 2008
 Kellogg Hotel & Conference Center
 Michigan State University

2:30 - 4:30 p.m. • Kellogg Hotel & Conference Center • Big Ten Room C
 Reception to follow

Dr. Dwight Giles, a leading expert on service-learning, will review service-learning's evolution from obscure pedagogical practice to institutional priority. Dr. Giles will reflect on the journey from the margins to the mainstream as service-learning has matured, both nationally and at MSU.

The history of service-learning over the past 40 years provides a richly woven tapestry with many strands including pedagogy, educational reform, and social concerns. While service-learning and, more recently, civic engagement have emerged as national and international phenomena, the true history of this movement is found in local programs on specific campuses.

As one of the oldest continuous service-learning programs in the country, the Center for Service-Learning and Civic Engagement at Michigan State University is an instructive case study for understanding the broader landscape of university and community relationships and for milestones for where this journey might go in the future.

Please register online at ncsue.msu.edu by Tuesday, March 25, 2008.

This event is free and open to the public. Seating is limited. Michigan State University is committed to providing equal opportunity for participation in all programs, services, and activities. Accommodations for persons with disabilities may be requested as part of the registration by March 25, 2008. Requests received after this date will be honored whenever possible.

This NCSUE event is co-sponsored by:

- Center for Service-Learning and Civic Engagement
- Office of the Vice President for Student Affairs and Services
- Office of Faculty and Organizational Development
- College of Agriculture and Natural Resources
- Bailey Scholastic Program
- Dr. Milton B. Erickson Distinguished Chair in Higher, Adult, and Lifelong Education
- Department of Teacher Education
- MSU Public Humanities Collaborative
- Michigan Campus Compact

Web: ncsue.msu.edu
 E-mail: ncsue@msu.edu • Phone: (517) 353-8977

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40 YEARS
 CENTER FOR SERVICE-LEARNING AND CIVIC ENGAGEMENT

This session is part of the 40th anniversary celebration of Michigan State University's Center for Service-Learning and Civic Engagement (CSLCE). To learn more about service-learning and civic engagement at MSU visit servicelearning.msu.edu.

Michigan State University's Center for Community and Economic Development

Advancing MSU's land-grant mission, the Center for Community and Economic Development (CCED) was established, in 1969, as an off campus unit of MSU in downtown Lansing, Michigan. Since that time, the CCED has developed its outreach and scholarship throughout Michigan and has a statewide capacity to initiate and support innovative problem-solving strategies to improve the quality of life in communities throughout the state.

CCED is a division of University Outreach and Engagement (outreach.msu.edu)

You Are Invited!

Michigan State University's **Center for Community and Economic Development** invites you to join in celebrating their new office location—

1615 E. Michigan Avenue, Lansing, Michigan 48912
 on Wednesday, October 1, 2008 - 10:30 a.m. - 12:00 noon

Remarks by honored guests, including:
Lou Anna K. Simon, Ph.D. - President, Michigan State University
The Honorable Virg Bernero - Mayor, City of Lansing
Kim A. Wilcox, Ph.D. - Provost, Michigan State University
Hiram E. Fitzgerald, Ph.D. - Associate Provost, University Outreach and Engagement, MSU
Joan Allen - Allen Neighborhood Center, Lansing, Michigan
Rex LaMore, Ph.D. - Director, MSU Center for Community and Economic Development

Please RSVP online at outreach.msu.edu/events/cced or by phone (517) 353-9555 by September 26, 2008.

Light refreshments, free parking (behind building)

CONTACT | Phone: (517) 353-9555 • E-mail: ced@msu.edu • Web: ced.msu.edu



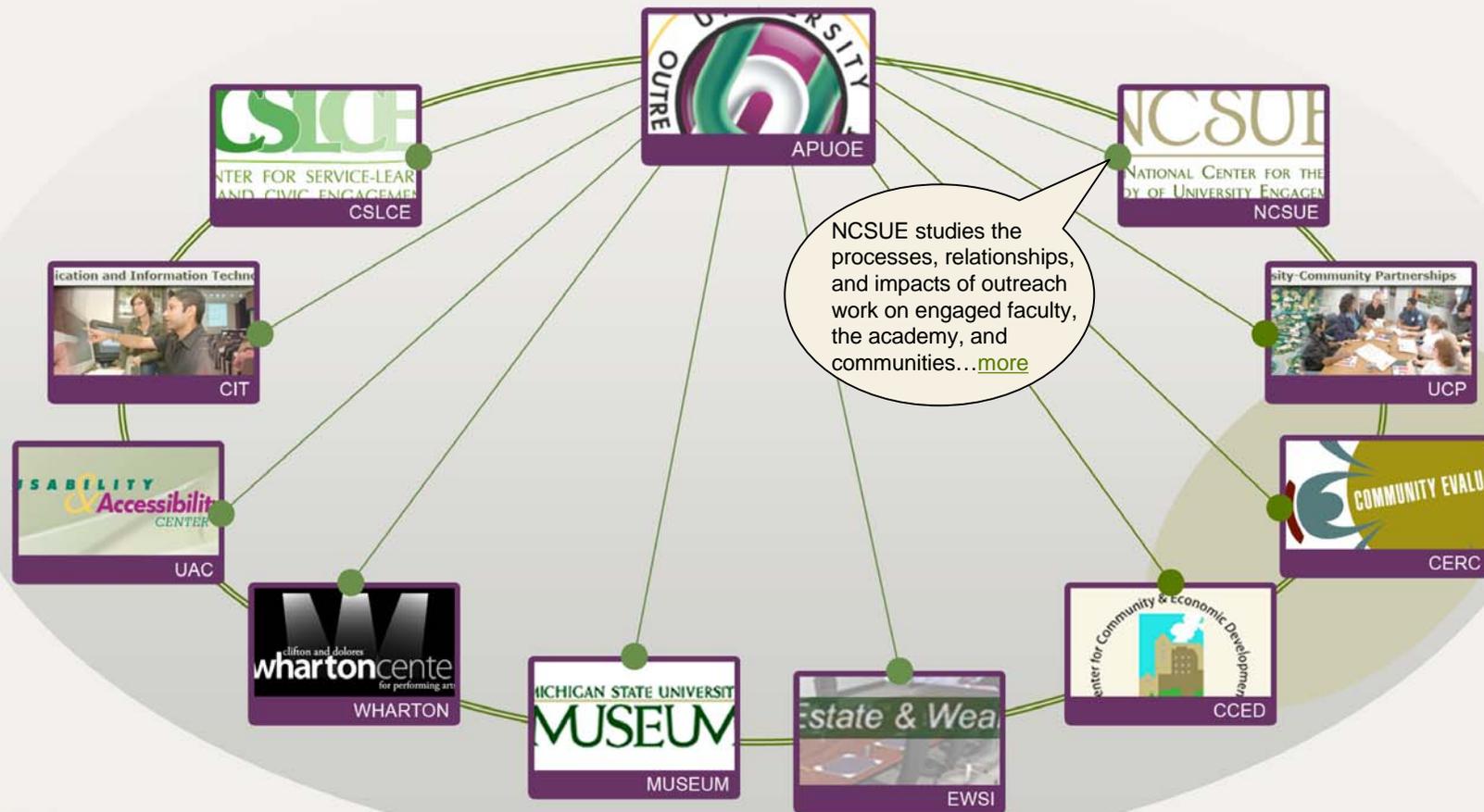
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MICHIGAN STATE UNIVERSITY



University Outreach and Engagement Departments



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?



National Center for the Study of University Engagement (contd.)



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



National Center for the Study of University Engagement (contd.)



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



MICHIGAN STATE UNIVERSITY

Survey of MSU Faculty and Academic Staff
Essential: Asked Questions

Outreach and Engagement Measurement Instrument (OEMI)

Engagement activities from January 1 2008, through December 31, 2008

What is Outreach and Engagement?

Outreach occurs when a person's research, teaching, or service activity significantly engages that person's scholarly or professional expertise with communities and/or organizations outside the academy with the direct goal of improving outcomes for those who live and work in them. That is, outreach is scholarly activity conducted for the direct benefit of audiences external to the academy: for example, non-traditional students, government agencies, industrial firms and associations, health and welfare organizations, preK-12 schools, labor organizations, and the like. Outreach occurs in formats different from those most often found on campus: for example, by scheduling instruction at times and in places convenient to the working adult, or by communicating research results in ways that the external audience finds both understandable and usable. At its best engagement involves shared goals, expertise, resources and results in mutually identified benefits.

What is the OEMI?

In order to help increase public understanding of Michigan State University's outreach and engagement effort, the Provost's Office collects data annually on faculty engagement activities. Sections 1 - 3 of the OEMI gather numerical data about your outreach activities along seven dimensions:

- Time spent
- Social issues
- Boldness By Design imperatives
- Forms
- Locations
- Non-university participants
- External funding and in-kind support

Section 4 asks for descriptive information about purposes, methods, disciplinary and interdisciplinary perspectives, impacts on ongoing research, and impacts on the external audiences. This information enables the University to showcase its faculty's contributions to the public that supports it.

Who should complete the OEMI?

All faculty and academic staff should complete the oemi. If you were not engaged in outreach and engagement activities during this period, please indicate "I did not participate in any outreach and engagement activity during this time period" in Section 1.

What to report?

Because outreach is an aspect of many different kinds of scholarly work, not a separate sphere of activity distinct from teaching or research, nor identical with "service," most outreach and engagement activities will be an aspect of the faculty member's teaching, research or creative activities. **It is very likely that you will include on the OEMI data on activities that you may have reported in other places as instruction, research or creative activities. Thus, the first question on this survey asks you to identify the percentage of your total outreach effort across all the categories of your academic work** (i.e., instruction, advising, research and creative activity, service, and administration). This work can take the form of [Outreach Research and Creative Activity](#), [Technical or Expert Assistance](#), [Outreach Instruction: Credit Courses and Programs](#), [Outreach Instruction: Non-Credit Classes and Programs](#), [Outreach Instruction: Public Events and Understanding](#), [Experiential/Service-Learning](#), [Clinical Service](#). (Click on any of these terms for fuller definition.)

Adapted from the CIC Committee on Engagement, 2005

Enter your MSU Net ID and password below to log in. Leave the Authenticator field set to MSU Net. **Note:** your web browser must accept cookies to log into this site. See the [troubleshooting](#) page for more information.

Login

NetID: vanegere @msu.edu
Password: ●●●●●● Login
Authenticator: MSU Net
For Authorized Use Only

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Institutional Studies, Measurement, and Benchmarking (contd.)



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.)



[Main Menu](#) | [View Detailed Report](#) | [Print this page](#) | [Log out](#) Survey of MSU Faculty and Academic Staff

Outreach and Engagement report for HIRAM E FITZGERALD

Printed on Tuesday, December 04, 2007
January 1, 2006 to December 31, 2006

Overall Effort

77% 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 effort) primarily took the form of **Outreach Research and Creative Activity** addressing **Children, Youth, and Family (non-school related)** as the social issue.

This work enriched **community, economic and family life**.

This work increased **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 **Hillsdale, and Lenawee**.

198 people participated in this **Outreach Research and Creative Activity** activity. This work was instrumental in securing **\$300,000** in gifts, grants, contracts, tuition and/or fees for the University.

Data about my Outreach and Engagement work in Health and Health Care

40% of my outreach and engagement activities (that is, 31% of my professional effort) primarily took the form of **Outreach Research and Creative Activity** addressing **and Health Care**.

This work enriched **community, economic and family life**.

This work increased **research opportunities**.

This work strengthened **stewardship**.

2,500 people participated in this **Outreach Research and Creative Activity** activity. This work was instrumental in securing **\$120,000** in gifts, 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)**.

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Faculty Respondent Reports

Briefing Material Examples of MSU Outreach and Engagement in Detroit and Southeast Michigan (Prepared at the request of University Development)

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 referrals from University Outreach and Engagement staff. Attempts were made to confirm that examples reflect current or very recent activities. Contact information is provided for each.

City of Detroit

ABCS Coaches Institute

Provisions of the federal No Child Left Behind Act of 2001 require schools that are "adequate yearly progress" criteria to hire outside assistance to help with school improvement plans. In order to increase the state's capacity to provide such assistance, the Michigan Department of Education issued a competitive grant to MSU's Office of K-12 Outreach and Academic Coaches Institute. The MSU team partnered with the Alliance for Building Capacity in Schools (ABCS) to develop the curriculum, then recruited, selected and cohort of coach candidates over a three-month period, culminating in a detailed candidate assessment process using outside evaluators who had experience working in and with priority schools. The result is a registry of over 90 coaches who are available to work in priority schools across the state. The development phase of the project was completed but the MSU team continues to give technical support to the coaches. Primary target areas include Detroit, Flint, Lansing, and Kalamazoo. Contact: Christopher Reimann, College of Education. Phone: (517) 353-8950. E-mail: reimannc@msu.edu.

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 highly trained urban educators for service in Detroit schools. Broad Foundation has committed \$6 million to funding this initiative. The Broad Partnership offers three program opportunities:

- **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 precollege preparation and reading experiences and in-depth academic skill development, with a focus on a career in education.
- **Broad Future Teachers Award.** Available only to graduates of the Detroit Public Schools who pursue a bachelor's degree and teacher certification at MSU, this award provides a forgiveness opportunity that provides financial support to cover the full cost of attendance at MSU's highly regarded College of Education. Students who are

Targeted Briefing Materials

College Level Analyses

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 myriad ways it serves the public which supports it. The survey is designed to collect both quantitative data and narrative description.

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 informativeness.

Results of the Pilot Survey

Return on Investment

Responses to the spring 2003 pilot survey revealed that in nearly 32% of their overall effort, faculty and academic staff in these departments were engaged with organizations and groups outside the academy in applying their scholarship to address pressing issues facing those organizations and communities and/or offering credit and non-credit instruction to non-traditional audiences. That effort constitutes an investment of approximately \$2.2M salary dollars that the University is making to insure that the University's knowledge resources are used fruitfully by the community. In addition, faculty and academic staff report that their outreach work brought in \$11,375,250 to the University to support that work and, further, that their outreach work contributed to the generation of \$12,403,000 in grants and contracts awarded to their community.



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

University Outreach and Engagement
Michigan State University

July 2005

MICHIGAN STATE
UNIVERSITY



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; 737 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%

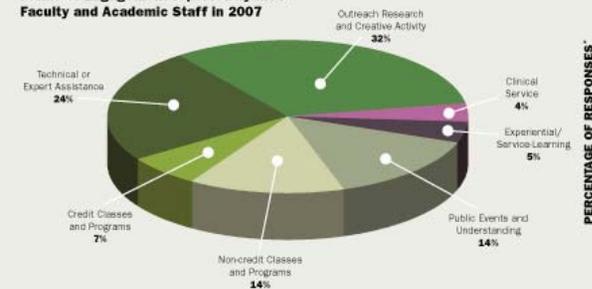
Respondents whose outreach contributed to achieving Boldness by Design (BBD) imperatives:

- 77%** = Enhanced the student experience
- 79%** = Enriched community, economic, and family life
- 48%** = Expanded international reach
- 67%** = Increased research opportunities
- 53%** = Strengthened stewardship

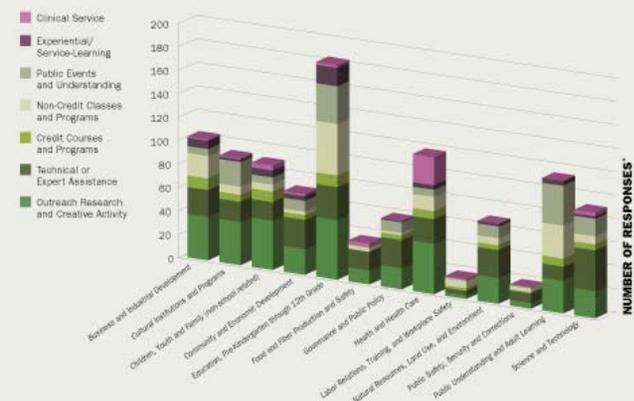
1,068

Number of specific projects/activities reported

Forms of Engagement reported by MSU Faculty and Academic Staff in 2007



Forms of Outreach Cross-Tabulated with Societal Concerns for 2007



*The number of "responses" is greater than the number of "respondents." Respondents were given the opportunity to describe their engagement activities for up to ten areas of social concern; each description was counted as a separate response.

MSU Publications and Reports

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



Conducting and Disseminating Original Research and Inquiry (contd.)



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



Conducting and Disseminating Original Research and Inquiry (contd.)



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.)

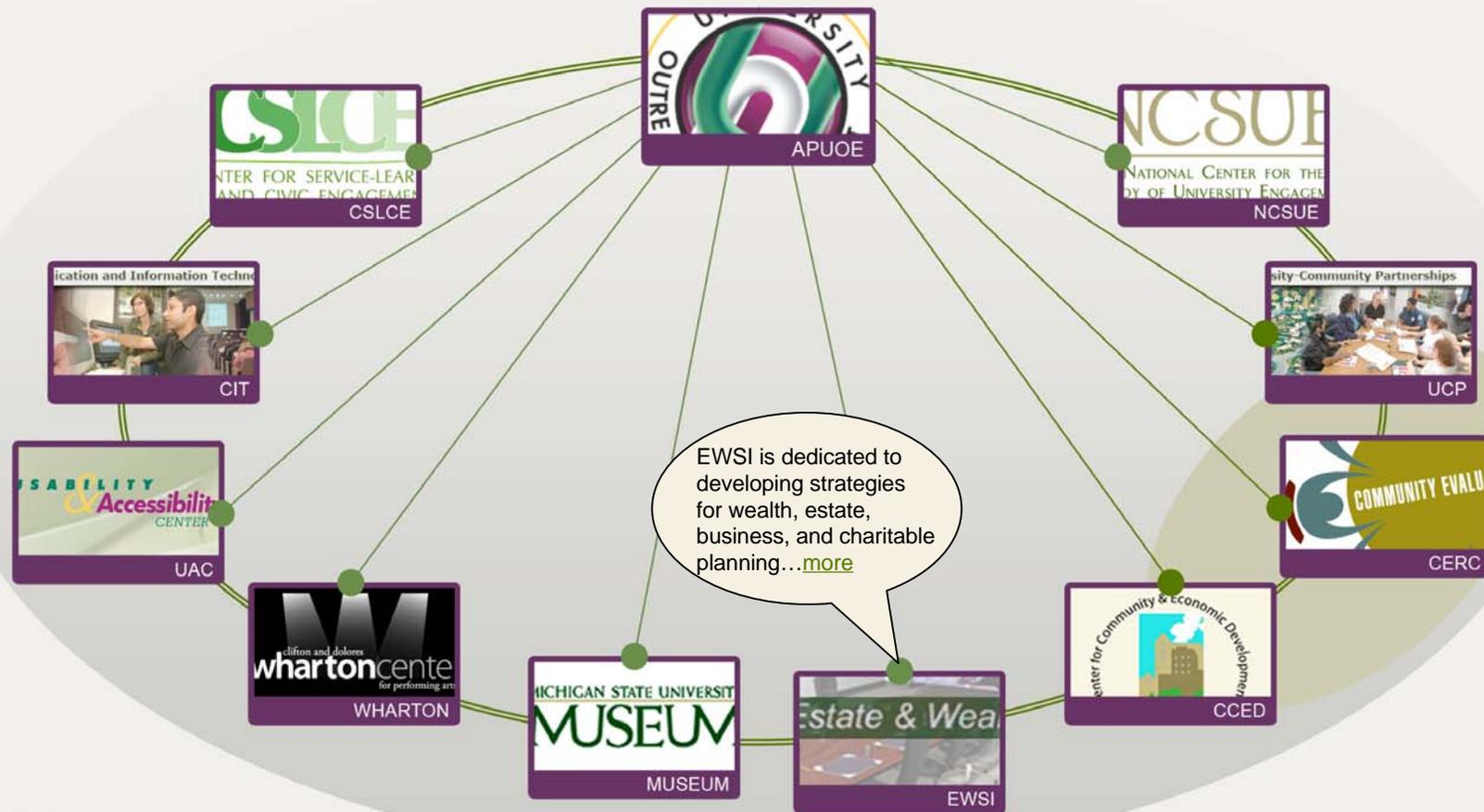


Additionally NCSUE Research is Presented at:

- 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)



University Outreach and Engagement Departments



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



University Outreach and Engagement Departments

