Scholarship-Focused Outreach and Engagement
Public Scholarship, Civic Engagement, and Campus-Community Partnerships

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TECOM Investments
Dubai International Academic City
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Michigan State University: A Public Research Intensive, Land Grant University

- Research Intensive University
- Land Grant University
Michigan State University 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…
Outreach and Engagement are Embedded in MSU Mission

Strategic Imperatives:

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

President Lou Anna K. Simon
Definition of Outreach/Engagement

“Outreach/engagement is a form of scholarship that cuts across teaching, research, and service. It involves generating, transmitting, applying, and preserving knowledge for the direct benefit of external audiences in ways that are consistent with university and unit missions.”

Provost’s Committee on University Outreach
1993
Outreach and Engagement Knowledge Model

- Knowledge Generation
- Knowledge Application
- Knowledge Preservation
- Knowledge Dissemination
- University
- Community
- Impact
# Outreach and Engagement are Embedded in Scholarship

<table>
<thead>
<tr>
<th>Examples of Traditional Academic Activity</th>
<th>Scholarly Engagement Activity</th>
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<tbody>
<tr>
<td>University faculty provide instruction to undergraduate and graduate students in campus classrooms and laboratories.</td>
<td>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.</td>
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<tr>
<td>University faculty members pursue research studies according to their various professions and interests, and publish results in academic books and journals.</td>
<td>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.</td>
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<tr>
<td>University faculty and students undertake departmental or college administrative duties and serve on committees.</td>
<td>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.</td>
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MSU University Outreach and Engagement (2006)  
*The Engaged Scholar Magazine*
Engaged Research/Discovery/Creative Works

- Applied research
- Community-based research
- Contractual research
- Demonstration projects
- Exhibitions/performances
- Needs assessments/program evaluations
- Knowledge transfer and research
- Technical assistance
- Publications/presentations
Engaged Teaching and Learning

- Service-learning
- Study abroad programs
- Distance education and off-campus instruction
- Continuing education
- Contract courses or programs designed for specific audiences
- Conferences, seminars and workshops
- Educational programs for alumni
- Participatory curriculum development
Engaged Service

- Clinical services
- Consulting
- Policy analysis
- Service to community-based institutions
- Knowledge transfer and workshops
- Expert testimony
- Technical assistance
- Contributions to managed systems
- Leadership of professional societies and associations
- Commercialization of discoveries
- New business ventures
MSU Approach to Community Engagement

- **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
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
Birth-to-Work Initiative

Power of We Consortium and Michigan State University
System Level Community-Campus Connections

**Power of We** – connecting through a community collaborative of collaboratives (49 agencies, 11 affiliates)

- A unique, sustainable model for capacity building and community improvement
- Committed to transforming the Lansing metropolitan area
- Co-transforming the linkages between community and campus
- Collaborative to improve 33 indicators of community well-being
Systemic Perspective on Birth-to-Work Developmental Pathway

- **Birth**
- **Our Intellectual and Social Development**
- **Our Economy**
- **Our Health**

- **Supportive Factors**
  - **Positive transition through early childhood**
  - **Positive transition through early adolescence**
  - **Positive transition through late adolescence**
  - **Work**
  - **Supportive Factors**
  - **Our Safety**
  - **Our Environment**
  - **Our Community Life**

Power of We structure and community framework, MSU engagement structure, iterative dialogue processes, and cross-discipline understandings.
Assessing Proximal and Distal Causal Forces

Proximal Influences
- Partner Selections
- Workplace
- Society

Proximal Influences
- Peers
- School
- Community

Proximal Influences
- Parents
- Family (Kin)
- Neighborhood

Prenatal

Early Childhood Stage (0-5)

Early Adolescence Stage (10-14)

Late Adolescence Stage (18-25)

Distal Influences

Risk

Resilience

Transitional State, Relationship Impacts
Power of We

MSU

BTW

LEAP (business)

State & Regional Government
Transforming Dynamics of Community Collaboration

Community collaborations including the University-in-Community partnership

Organizing propositions
- From iterative dialogue
  - emerges

Evidence-based practices
- From cross-discipline understandings
  - emerges

Working together strategies and practices
- that transform
The Process of Engagement: Community Initiated

Community Neighborhood Association Leader
[has aspirations and ideas]

- Abandoned school building
- Underprivileged neighborhood
- Underperforming children
- Pressure for community to use building for substance abuse program
- Community declines substance abuse program
- Private company Spartan Internet bought building

MSU Dept. of Computer Science and Engineering

MSU Researchers
[performing research – issues related to the use of IT]

Disparities in Internet access and use
Media training centers
Computer science/software development and technologies

Educational computer games

Associate Provost for University Outreach and Engagement

assembles

Interdisciplinary Team of Researchers

Takes action!
(see next slide)

ENGAGEMENT OCCURS
Result: ITEC

Partners
[From community, business, education, and government]
Interdisciplinary Team of Researchers

**Steps Taken by the Interdisciplinary Team**

- **Team decides how to organize**
  - Involves community, MSU units, Spartan Internet, Prima Civitas
  - Choices:
    - Set up as a university research laboratory?
    - Set up as an independent nonprofit corporation?

- **Major objectives**
  - Innovative research
  - Enhancing users’ skills in technology and technology disciplines
  - Develop applications for community business partners

- **Decide what to do? What programs?**
  - Emphasize afterschool programs that promote science, technology, engineering and math skills in children
  - Delivery system to use? Educational computer games (Alice)

- **Develops business plan to become self-sustaining**
  - Involve government, workforce development agencies, community foundations, Lansing School District, Capital Area IT Council, etc.
Basic Research

Applied Research

Technology Transfer

Community Benefits
- Skilled workforce
- Stimulate innovation
- Afterschool activities

University Benefits
- Contracts and grants
- Better relationship with partners
- Community valuing MSU
- Fulfills land-grant mission

Carried out by the interdisciplinary team of faculty researchers

- Spin-off to private company
- Develops marketable product
- Delivers to school for implementation

innovation new products
new ideas new processes
Goals of the publication:

- Encourage faculty to do outreach/engagement work, with emphasis on CBPR
- 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)
What the Magazine Covers in the 2007 Issue

**FAMILIES**
- Making the Rounds: Child Welfare Learning Collaborative
- Giving Kids a Chance at Childhood
- A Few of MSU’s Resources for Families

**WORK**
- Balancing Work and Family Life
- How Does MSU Stack Up as an Employer?
- Women and Work in a Rural Community
- Spotlight on Engaged Student Scholarship

**HEALTH**
- Building Walkable Communities
- Telehealth Networks: Combining Information Technology and Medical Expertise
- Reducing Ethnic Disparities in Health Care
- Family Home Care for Cancer
- Partnership with Angel Notion Clinic

**OUTREACH AND ENGAGEMENT AT MSU**
- Restoring Community Self Determination
- SNAPSHOT: Outreach and Engagement at Michigan State University, 2006
- 2007 Outreach Scholarship Community Partnership Award
- News & Notes from UOE
- About University Outreach and Engagement
Tools of Engagement Learning Modules

- Increase student competency and understanding of outreach and engagement
- Cover the scholarly, community-based, collaborative, responsive, capacity-building aspects of outreach and engagement
- Are delivered at introductory, intermediate, and advanced levels
- Contain background information; pre-class, in-class, and post-class lesson plans; lecture notes; and background materials
- Employ multiple learning techniques
Applications of Tools of Engagement

- Residential College in Arts & Humanities
  - As one of the four cornerstones of the College, "engagement" is a core value throughout the design of the RCAH
  - Tools content will be used in RCAH's basic engagement course

- Graduate Certificate in Engagement
  - Tools modules are a resource for colleges as they design their portion of the certificate
  - Advanced Tools content will help inform the required graduate seminars
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
Evaluation of International Service-Learning and Student Engagement

Program Evaluation
- Participatory
  - Customized, program-informed process evaluation and student outcome assessment
- Mixed methods
  - Pre- and post-survey student outcome assessment
  - Onsite observations, activity participation
  - Staff, student, community member interviews
  - Student focus groups

Developmental Science Research
- Reliable and valid measurement
  - Character development, academic and civic engagement, internationalization
- Multivariate longitudinal approach
  - Time-series, latent variable, growth-curve modeling
- Theoretically-driven
  - Contextual, dynamic systems theory, life-span development, asset-based
University Outreach and Engagement Departments
University Outreach and Engagement

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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.
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 facilitating a network of community partnerships 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 partnerships that address 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

UCP increases the capacity of MSU faculty and communities to address a wide variety of important societal issues.
University-Community Partnerships

UCP promotes and facilitates University and community engagement by:

• Creating campus-community partnerships where knowledge is co-created and applied to address a wide variety of important societal issues

• Continually improving the connections among MSU faculty, students and staff and community agencies and organizations
University-Community Partnerships

Internally, we connect by:

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

• Promoting collaborative/multidisciplinary partnerships with community groups

• Providing a link with faculty members at the unit level to inform them of the availability of resources and assistance that can help them connect with community partners

• Developing curriculum modules designed to train the next generation of engaged scholars and to enhance service learning experiences

• Evaluating faculty experience with community engagement
University-Community Partnerships

Externally, we facilitate connection by:

- Linking community requests for research, evidence-based practices, and models to appropriate faculty
- Developing, supporting, and nurturing system level community connections that facilitate partnerships
- Evaluating community experience with engagement efforts and using that information to inform practice
- Participating in multidisciplinary campus-community partnerships
- Promoting the development and use of strength- and evidence-based models and interventions to improve the capacity of those working on issues related to individuals, families, groups, neighborhoods, and communities
UAC evaluates new interface technologies to ensure they are useful, usable, accessible, and appealing to a broad audience.
Usability & Accessibility Center

Objective
Help you to develop easy-to-use products that increase user satisfaction and meet your 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 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 testing (Assistant Director)

Clients include:
- State and local government
- 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.
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
  – “Greening” Nonprofit Management Research

• Urban and metropolitan development
  – Lansing Master Planning Partnership
  – Michigan Urban Core Mayors and Bipartisan Urban Caucus
  – Michigan Higher Education Land Policy Consortium
  – State of Michigan Cool Cities Initiative
Center for Community and Economic Development

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
CSLCE provides beyond-the-classroom learning opportunities that are active, service-focused, community-based, mutually beneficial, and integrated with students’ academic programs.
Center for Service-Learning and Civic Engagement

Mission

The Center for Service-Learning and Civic Engagement at Michigan State University provides active, service-focused, community-based, mutually beneficial, integrated, learning opportunities for students focused on the public good, building and enhancing their commitment to academics, personal and professional development, and civic responsibility.

Services

The CSLCE assists faculty, students and community partners in creating and managing academic, curricular and co-curricular service-learning and community and civic engagement opportunities.
Student Applications for Service-Learning Received and Accommodated
(Note: All applications received are accommodated.)
CIT helps MSU faculty and their partners to develop communication strategies for outreach initiatives.
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
University Outreach and Engagement Departments

NCSUE studies the processes, relationships, and impacts of outreach work on engaged faculty, the academy, and communities.
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

• The Center seeks to answer such questions as:
  – How do scholars engage most effectively with their communities?
  – How does such engagement enhance faculty scholarship?
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