Engaged Scholarship at Michigan State University

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WKAR
November 6, 2009
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…
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

Impact

University

Community
Outreach and Engagement are Embedded in Scholarship (contd.)

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<th>Engaged Research and Creative Activity</th>
<th>Engaged Teaching and Learning</th>
<th>Engaged Service</th>
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<td>• Community-based research</td>
<td>• Online and off-campus education</td>
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<td>• Contractual research</td>
<td>• Occupational short course, certificate, and licensure programs</td>
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<td>• Demonstration projects</td>
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<td>• Needs and assets assessments</td>
<td>• Participatory curriculum development</td>
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<td>• Program evaluations</td>
<td>• Non-credit classes and programs</td>
<td>• Commercialization of discoveries</td>
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<td>• Translation of scholarship through presentations, publications, and web sites</td>
<td>• Conferences, seminars, and workshops</td>
<td>• Creation of new business ventures</td>
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<td>• Exhibitions and performances</td>
<td>• Educational enrichment programs for the public and alumni</td>
<td>• Clinical services</td>
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<td>• Service-learning</td>
<td>• Human and animal patient care</td>
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<td>• Study abroad programs with engagement components</td>
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<td>• Pre-college programs</td>
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MSU Approach

- **Becoming Embedded in Communities**: working in long-standing partnerships that are embedded in communities to identify the needs of families, businesses, neighborhoods and community organizations

- **Stressing Evidence-Based Solutions**: focusing on evidence-based solutions that build on the strengths and advantages of those we serve

- **Building Community Capacity**: building capacity within individuals, families, businesses and communities to address the challenges and build on the opportunities they face

- **Creating Collaborative Networks**: building networks among communities and organizations that lead to regional collaborations and innovations that are sustainable
Engaged Scholarship

• Focuses on the development of competencies in recognizing diversity across people, places, socioeconomic status, and settings
A patient’s mother (left) discusses treatment issues with Monica Sapuwa, R.N. (center), of Queen Elizabeth Central Hospital, Blantyre, Malawi, and Gretchen Birbeck (right).
Sam Worland-Esquith, Stephen Esquith, and Chris Worland (back row) pose with Sam’s host family in Diokeli, Mali, where Sam was a Peace Corps volunteer in 2001.
Twenty-five students from the mid-Michigan area took part in Summer Jazz Camp through MSU’s Community Music School in 2008. The week long camp, led by Professors of Jazz Rodney Whitaker and Diego Rivera, culminated in a performance at the East Lansing Summer Solstice Jazz Festival on June 20, 2008.
Engaged Scholarship

• Recognizes the unique contextual features of the setting as important in shaping evaluation plans and strategies, and as fundamental to applying the results for improved performance.

• Needs to be in touch with the community and responsive to the changing nature of issues and responses.
WRA 135 students work on a brochure for the Refugee Development Center in Lansing.
Ellen Cushman and WRA 417 students prepare for a videoconference with members of the Cherokee Nation to discuss building the Web site.
Engaged Scholarship

Stresses the importance of shared
- mission statements,
- outcome-oriented work plans,
- and resource development
Charting progress: Reds/yellows indicate presence of carbon tetrachloride. After 392 days it had all but disappeared.
Engaged Scholarship

Fosters participation

- Focuses on participation as a way to maintain open communications and responsive operations
Promoting emergent literacy helps give children the foundation they need for success in school.
Engaged Scholarship

Is knowledge based

- Grounded in diverse research/evaluation strategies and evidence-based qualitative and quantitative methodologies
A telehealth videoconference at Marquette General Health System, Marquette, Michigan.
Barbara Given and colleagues developed the Partners in Care Web site to provide information, assistance, and support to family caregivers.

[partnersincare.msu.edu]
Yong Zhao • Department of Counseling, Educational Psychology and Special Education, COE

Yong Zhao with his online video game.
William Davidson • Department of Psychology, CSS

Engaged Scholarship

- Builds community capacity for self sufficiency
- A capable community applies the strengths (assets) of its members to improve the overall well-being of the community. It mobilizes community members and groups to begin an informed and purposeful journey from at-risk, to safe, and ultimately to thriving.*

*Creating Capable Communities: UOE Campus Community Partnerships, MSU
Students in Igor Vojnovic’s Metropolitan Environments class employ designs that encourage non-motorized travel. They prepared these development proposals pro bono for Lansing- and Detroit-area municipalities. The proposals were presented as 3-D computer-aided design models.
Community members decided this bus stop had the potential to be a friendlier and more inviting space...

Students prepared illustrations to present options for change...

A full-scale overhaul of the site might look like this.

Source: The Engaged Scholar Magazine, Volume 1, 2006
University-Community Partnerships

Internally, we connect by:

• Bringing MSU faculty and staff together in 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

• Documenting faculty experiences with community engagement
Tools of Engagement Online 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
Graduate Certificate in Community Engagement

An educational program, in partnership with the MSU Graduate School

- The Scholarship of Engagement and Engaged Scholarship
- Community-Based Participatory Evaluation and Research
- Co-Building Effective Partnerships
- Capacity Building for Mutual Benefit
- Logic Models: Understanding Relationships Between Actions and Outcomes
- Retrospective, Portfolio Review, and Career Perspectives
# Outreach Scholarship Community Partnership Award

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<tr>
<th>Year</th>
<th>Recipient Details</th>
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| 2006 | Cris Sullivan, Department of Psychology  
       Suzanne Coats, Turning Point, Inc., Mt. Clemens |
| 2007 | Randi Nevins Staulis, Department of Teacher Education  
       E. Sharon Banks, Lansing School District |
| 2008 | Janet Swenson, Writing, Rhetoric and American Studies  
       Red Cedar Writing Project Team |
| 2009 | Pamela Whitten, Department of Telecommunication, Information Studies, and Media  
       Sally Davis, Marquette General Health System |
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)
A Quick Glance at Past Speakers and Topics

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)
University-Community Partnerships

Externally, we facilitate connections 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
Linking with Community Based Initiatives
Power of We Consortium Structure

The Power of We Consortium and its 12 Coalitions

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

Community Economic Development Network

Community Coalition for Youth

Ingham Substance Abuse Prevention Coalition

Strong Families / Safe Children

Asset Independence Coalition

Impact

Data Committee (information)

Investors Steering Committee (resources)

Leadership & Practice Committee (capacity)

Ingham County Health Department and Capital Area United Way (staff support)
Six Outcome Focal Areas

- Intellectual and Social Development
- Health
- Environment
- Economy
- Safety
- Community Life
Power of We

MSU

BTW

State & Regional Government

LEAP (business)
Birth-to-Work Framework

- Providing Conceptual Framework to Guide Program Interventions within CBIs
Transitional State, Relationship Impacts

Assessing Proximal and Distal Causal Forces

**Proximal Influences**
- Partner Selections
- Workplace
- Society

**Proximal Influences**
- Peers
- School
- Community

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

**Risk** — **Resilience**

Late Adolescence Stage (16-25)
Early Adolescence Stage (10-14)
Early Childhood Stage (0-5)

Prenatal
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
University Outreach and Engagement Support Units
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
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.
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
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
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.
Division of 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
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
Michigan State University Museum

Michigan's natural history and culture museum and the state's first Smithsonian Institution affiliate

Serving
Students - Faculty - Staff - Alumni - Scholars - Educators - Residents - Regional, State, National, and International Visitors

Major University Partners
College of Agriculture & Natural Resources - College of Arts & Letters -- College of Communication Arts & Sciences -- Michigan State University Extension -- International Studies and Programs - MATRIX-The Center for Humane Arts, Letters & Social Sciences Online -- College of Music -- College of Natural Science -- University Outreach & Engagement -- Residential College in Arts & Humanities -- College of Social Science -- Wharton Center for Performing Arts

museum.msu.edu
Wharton Center for Performing Arts
—msufcu Institute for Arts and Creativity

- Act One School & Family Series
- Jazz Kats — Jazz For Kids
- Young Playwrights Festival
- World View Lecture Series
- Wharton Center Cultural Exchange

- Master Classes
- Evening College
- Seats 4 Kids
- Community Advisory Panels

University Outreach and Engagement

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