Advocating and Modeling the Engaged University

A Systems Approach to Outreach Scholarship

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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
Knowledge Model

- Outreach
  - Knowledge
    - Generation
    - Application
    - Dissemination
    - Preservation
  - Impact
  - Community

ADVANCING KNOWLEDGE • TRANSFORMING LIVES
What Outreach Does…

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

- Outreach Measures
- Resource Access
- Outcome Accountability
- Asset Orientation
- Model Partnerships
- Academic Service-Learning
- Co-curricular and Student-led Initiatives

Partnerships

Advancement

Civic Engagement
Engaged Learning Communities

sponsored by Outreach

Positive Outcomes for Children, Youth & Families

Community & Family Security

Community & Economic Development

Technology & Human Development

Scholarship of Engagement

Outreach Measures

Resource Access

ADVANCEMENT

PARTNERSHIPS

CIVIC ENGAGEMENT

Outreach Measures

Asset Orientation

Outcome Accountability

Model Partnerships

Academic Service-Learning

Co-curricular and Student-led Initiatives
Major Linkages with Outreach

- Small Business Development
- Land Use
- Community & Organization Collaboratives
- Outreach Research Collaboratives
- Social Capital
- Zero to Five
- Asset Studies
- Positive Outcomes for Children, Youth & Families
- Community & Family Security
- Community & Economic Development
- Technology & Human Development
- Scholarship of Engagement
- Outreach Measures
- Resource Access
- Model Partnerships
- Academic Service-Learning
- Co-curricular and Student-led Initiatives
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## Spectrum of Outcomes

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

**Initial Outcomes**
- Young person understands the concepts of non-violent conflict resolution.
- Young person learns non-violent conflict resolution techniques and strategies.
- Young person understands that it is important to resolve conflict non-violently.
- Young person uses non-violent conflict resolution strategies when confronted with conflict.

**Intermediate Outcomes**
- These are the practices or behavior that help consumers realize the building blocks.
- Young person uses non-violent conflict resolution strategies when confronted with conflict.

**Long-Term Outcomes**
- These statuses and conditions are the building blocks that consumers need to achieve the desired impact. (What evidence would suggest we’ve identified appropriate building blocks? Searches Institute 40 Developmental Assets. Young person seeks to resolve conflict non-violently.

**Impact**
- The ultimate status or condition that we are seeking with our consumers.
- Young who are mentally, emotionally, physically, and socially healthy.
Give ’em 40 Youth Initiative

Building Assets with Youth

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

- Community Foundation YAC

- Leadership Council

- Pilot School Initiatives
  - Leelanau County
  - Benzie County
  - Grand Traverse Bay County
  - Kalkaska County
  - Antrim County

- Media Campaign
Catholic Social Services of Lansing • St. Vincent Home

Establish Asset-based Programs (Sudanese Project)

Staff Build Resiliency & Assets with Individuals & Families

An Asset-based Teaching Agency Is Established

MSU School of Social Work

Conversations with MSU Outreach

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

Outcomes Evaluation Indicators Are Established

Individuals & Families Who Are Spiritually, Emotionally & Physically Healthy

Staff Measure & Report Client Outcomes

Staff Measure & Report System Outcomes

Back to Main Show
Model Partnerships

Utilize service-learning and civic engagement as key elements in meeting expressed community needs.

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

Integrating service with classroom and curricular learning

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

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

Traditional models of students engaged in service:

• Self-initiated, independent volunteering

• Groups organized around service:
  – Alternative Breaks
  – “Into the Streets”

• Joint initiatives with
  – Student Life
  – Residence Life
  – Governmental Affairs
  – Student Government
Measuring Outreach Engagement

• Developing Measurement Instruments
• Crediting Faculty & Staff Performance
• Using Data for Planning & Resource Allocation
• Providing Public Accountability
• Making Cross-Institutional Comparisons
• Establishing Best Practices
Measuring Impact Indicators

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

- Statewide Resources Network Website
- Spartan Youth Programs Website
- Best Practice Briefs
- Capable Communities Website
- Outreach Website