Advocating & Modeling the Engaged University

An Applied Developmental Science Approach to Outreach Scholarship

Hiram E. Fitzgerald
Assistant Provost
University Outreach & Engagement
The Engaged University

Engagement is the partnership of university knowledge and resources with those of the public and private sectors to enrich scholarship and research, enhance curricular content and process, prepare citizen scholars, endorse democratic values and civic responsibility, address critical societal issues, and in general contribute to the public good.

Adapted from the CIC Committee on Engagement
An MSU Promise

MSU will be an exemplary “engaged university,” transforming and strengthening outreach partnerships to address key Michigan [community] needs and developing broadly applicable models.

M. Peter McPherson, 1999
Applied Developmental Science: A Conceptual Framework for University Outreach and Engagement

- **Developmental**
  Grounded in systems theory and long-term commitments to change

- **Diverse**
  Capitalizes on the strengths of diversity

- **Contextual**
  Recognizes the impact of environment and setting on outcomes

- **Participatory**
  Focuses on open communication and responsive operations

- **Shared Mission**
  Focuses on equality of partnership and commitment to change

- **Knowledge Based**
  Grounded in diverse research and evidence-based methodologies
Definition of Outreach

*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
University Outreach & Engagement

An Office of the Provost
University Outreach & Engagement

**PARTNERSHIPS**
- Outcome Accountability
- Asset Orientation

**ADVANCEMENT**
- Outreach Measures
- Resource Access

**CIVIC ENGAGEMENT**
- Model Partnerships
- Co-curricular & Student-led Initiatives
- Academic Service-Learning
What University Outreach & Engagement Does…

**Partners**
- With faculty teams as full members of research projects

**Consults**
- With faculty teams interested in developing outreach research projects that involve community groups

**Trains**
- Faculty in using asset- and evidence-based approaches to community change
What University Outreach & Engagement Does…

**Assists**
- Faculty in building Service-Learning/Civic Engagement into their courses

**Funds**
- Seed grants for pursuing outreach research strategic investment opportunities

**Develops**
- Measures for assessing and documenting faculty outreach and engagement activities
- Standards of practice for university-community partnerships
What University Outreach & Engagement Does...

**Markets**
- Outreach and engagement activities of MSU faculty through websites, publications, and conferences

**Advocates**
- Across the University for full recognition and implementation of the outreach and engagement mission
- Across higher education institutions for mission-related models and measurement instruments
- To policy-makers, funders, and community organizations about the mutual benefits of university-community collaborations
Engaged Learning Communities
sponsored by University Outreach & Engagement

Positive Outcomes for Children, Youth & Families
Community & Family Security
Community & Economic Development
Technology & Human Development
Scholarship of Engagement
Interdisciplinary Collaborations

Colleges & Academic Units

Departments  Schools  Institutes  Centers  MSU-Extension

1. Addressing major societal issues

- Needs of 0-5 year-old children
- K-12 reform: Literacy, math and science education
- Safe schools and communities
- Positive outcomes for youth and families
- Land use and built communities
- Community and economic development
- Sustainable agriculture and food safety
- Urban and regional development
- Environmental health
- Public policy
- Technology usability and accessibility
## Interdisciplinary Collaborations

### Colleges & Academic Units

<table>
<thead>
<tr>
<th>Departments</th>
<th>Schools</th>
<th>Institutes</th>
<th>Centers</th>
<th>MSU-Extension</th>
</tr>
</thead>
</table>

### 2. Fostering cross-disciplinary outreach research collaborations
- MSU FACT Coalition
- MSU Extension

### 3. Networking in major geographic areas across Michigan through AKTL Networks
- Detroit
- Lansing
- Flint
- Upper Peninsula
- Grand Rapids

### 4. Creating opportunities for the scholarship of outreach & engagement
- Outreach Scholarship Conferences and Speakers Series
- Committee on Institutional Cooperation: Committee on Engagement
- National Association of State Universities and Land Grant Colleges
- Peer Research Institutions
AKTL Networks
Lansing Area Example

Outreach Teaching
- Short courses on pavement design, rehabilitation and materials for city, county, state and consulting engineers
- Modeling and visualization of groundwater contamination
- K-12 science and social studies education for teachers
- Bug College summer institutes
- Planetarium and museum presentations
- Writing, theater, and dance workshops

Outreach Research
- Assets research in K-12 schools
- Neighborhood Network Center program evaluation
- Research in parent-child relationships, violence prevention, and effective teaching
- Evaluation of 0-5 prevention programs
- Learning outcomes evaluation of K-12 philanthropy curriculum

Outreach Service
- Helping parents, teachers, and caregivers use public television to help children love learning--WKAR-TV
- Literacy tutoring for children and adults
- Participation in community development teams around economic development and health issues
- Faculty and student-provided clinical services
University Outreach & Engagement

Hiram E. Fitzgerald,
Assistant Provost for University Outreach & Engagement

Advancement & Administration
- Diane L. Zimmerman, Director
- Robert L. Church, Vice Provost Emeritus
- Burton A. Bargerstock, Assistant Director, Research & Technology
- Nicole L. Blanken, Editorial Assistant
- Amy Byle, Editorial Assistant
- Lynne J. Devereaux, Administrative Assistant for Operations
- JoDee Fortino, Executive Staff Assistant
- Ghada Georgis, Instructional Designer
- Cindy Helms, Editorial Assistant
- Carla J. Hills, Public Relations Assistant
- Tina M. Houghton, Marketing Coordinator
- Linda Chapel Jackson, Editor
- Vivek Joshi, Information Technologist
- Jin Young Lee, Technology Assistant
- Jennifer Ann-Follett Stanuszek, Editorial Assistant
- Mark Szymczak, Technology Assistant
University Outreach & Engagement

Partnerships

- L. Annette Abrams, Director
- Robert E. Brown, Assistant Director
- Patricia A. Farrell, Associate Director, Families & Communities Together
- Glenda G. Gatewood, Office Services Coordinator
- David G. Knaggs, Engagement Specialist
- Keri M. Morris, Accounting Clerk
- Celeste Sturdevant Reed, Engagement Specialist
- Tricia Snedegar, Secretary, Families & Communities Together
- Betty Tableman, Fellow

Civic Engagement/Service-Learning

- Karen McKnight Casey, Director
- Mary Janet Look, Coordinator, The Young Spartan Program
- Kelly M. Malloy, Office Assistant, The Young Spartan Program
MSU Extension Regional Offices

- SOUTHEAST REGIONAL OFFICE
  Henry O. Allen, Director

- SOUTHWEST REGIONAL OFFICE
  Sara A. Stuby, Director

- EAST CENTRAL REGIONAL OFFICE
  Michael Kovacic, Director

- WEST CENTRAL REGIONAL OFFICE
  David J. Guikema, Director

- NORTH REGIONAL OFFICE
  Patrick Cudney, Director

- UPPER PENINSULA REGIONAL OFFICE
  Douglas R. Brahee, Director
How to Reach Us

Office of University Outreach & Engagement

Kellogg Center, Garden Level

- Voice: (517) 353-8977
- Fax: (517) 432-9541
- E-mail: outreach@msu.edu
- Web: http://outreach.msu.edu