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
What Outreach Does…

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

- ADVANCEMENT
- PARTNERSHIPS
- CIVIC ENGAGEMENT
Approaches of Outreach Office

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

Outcome Accountability
Asset Orientation
Model Partnerships
Academic Service-Learning
Co-curricular and Student-led Initiatives
AKTL Networks

Departments

Schools

MSU Collaboratives

Centers

Small Business Development

Institutes

MSU-Extension

Community & Organization Collaboratives

Community & Economic Development

Grand Rapids

Flint

Detroit

Lansing

Outreach Research Collaboratives

Zero to Five

Social Capital

Asset Studies

Outreach Measures

Resource Access

PARTNERSHIPS

OUTREACH

ADVANCEMENT

CIVIC ENGAGEMENT

Positive Outcomes for Children, Youth & Families

Community & Family Security

Technology & Human Development

Model Partnerships

Outcome Accountability

Asset Orientation

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><strong>Individual</strong></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><strong>Group or Family</strong></td>
<td>Shared Group/Family: culture, norms, values, beliefs, morals, ethics, world views, Mutual understanding, Mutual agreement</td>
<td>Group/Family relationships, Group/Family practices, Group/Family interaction</td>
<td>Status, Condition</td>
</tr>
<tr>
<td><strong>Agency</strong></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><strong>Delivery System or Neighborhood</strong></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><strong>Community</strong></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

**Program Activities**

These are the interventions that we do with our consumers to get to the outcomes.

**Conflict Resolution Classes/Interventions**

Young person understands the concepts of non-violent conflict resolution.

Young person learns non-violent conflict resolution techniques and strategies.

Initial Outcomes

These are the beliefs, understandings, and skills that are needed to enact the practice.

Young person believes that it is important to resolve conflict non-violently.

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?)

Search 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.

Youth who are mentally, emotionally, physically, and socially healthy.

Back to Main Show
Catholic Social Services of Lansing • St. Vincent Home

Establish Asset-based Programs (Sudanese Project)

Conversations with MSU Outreach

Staff Build Resiliency & Assets with Individuals & Families

An Asset-based Teaching Agency Is Established

Individuals & Families Who Are Spiritually, Emotionally & Physically Healthy

MSU School of Social Work

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

Outcomes Evaluation Indicators Are Established

Staff Measure & Report Client Outcomes

Staff Measure & Report System Outcomes
Give ’em 40 Youth Initiative

Building Assets with Youth

Community Foundation YAC

Media Campaign

Pilot School Initiatives

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

Leadership Council

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

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

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