Advocating & Modeling the Engaged University

A Conceptual Framework for University Outreach & Engagement: Applications to Undergraduate Education

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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
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,
• to enhance curricular content and process,
• to prepare citizen scholars,
• to endorse democratic values and civic responsibility,
• to address critical societal issues,
• and in general to contribute to the public good.

Adapted from the CIC Committee on Engagement
The Engaged University
*A Conceptual Framework for Outreach and Engagement*

**Systemic**
- Grounded in systems theory and change models

**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 and equality of partnerships

**Knowledge based**
- Grounded in evidence-based methodologies and scholarly outcomes
The Engaged University

Outreach and engagement:

• Involves generating, transmitting, applying, and preserving knowledge

• For the direct benefit of external audiences

• In ways that are consistent with university and unit missions.

• Across teaching, research and service

Provost’s Committee on University Outreach, 1993

*University Outreach at Michigan State University: Extending Knowledge to Serve Society*
Outreach & Engagement Scholarship Model

University

Knowledge

Generation Application Dissemination Preservation Impact

Community
The land-grant university has a special role to engage its students/faculty, instructional and research resources to engage its students/faculty, instructional and research resources to:

- Strengthen commitment to democracy/diversity
- Improve workplace practice and economic strength
- Strengthen commitment to democracy/diversity
- Strengthen citizen participation and civic responsibility to improve outcomes for community members
- Globalize perspectives and contacts internationally

Educated Person

Student Focus/Campus

Educated Community/World

Community Focus

Values

Civic Engagement

Workplace Preparation

Global Knowledge
University Outreach & Engagement

An Office of the Provost
University Outreach & Engagement

ADVANCEMENT
- Resource Access
- Outreach Measures

PARTNERSHIPS
- Outcome Accountability
- Asset Orientation

CIVIC ENGAGEMENT
- Model Partnerships
- Co-curricular & Student-led Initiatives
- Academic Service-Learning

Co-curricular & Student-led Initiatives
- Outreach Measures
- Academic Service-Learning

Advancement Partnerships Civic Engagement
University Outreach & Engagement

Extending Knowledge to Serve Society

Partners
With faculty research teams

Consults
With faculty to develop community projects

Trains
Faculty in asset-based approaches to community change

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

Funds
Seed grants for outreach research

Develops
Outreach measures and standards of practice for university-community partnerships

Markets
Outreach and engagement activities of MSU faculty

Advocates
– Across the University for the engagement mission
– Across higher education institutions for models and measurements
– To communities about the mutual benefits of collaboration
Focal Areas of Engagement

Children, Youth & Families

Community & Family Security

Community & Economic Development

Technology & Human Development

Scholarship of Engagement
Interdisciplinary Collaborations

1. Addressing major societal issues
   - Needs of 0-5 year-old children and their families
   - K-12 reform: Literacy, math and science education
   - Safe schools and communities
   - Positive outcomes for children, youth and families
   - Land use and built environments
   - Community and economic development
   - Sustainable agriculture, food and water safety
   - Urban and regional development
   - Environmental health
   - Public policy
   - Technology usability and accessibility
Early Head Start Evaluations

MSU researchers teamed up with the Jackson Community Action Agency to evaluate the impact of Early Head Start in Jackson, Lenawee, and Hillsdale counties. One of 17 chosen to participate in a national research consortium, the partnership has played a major role over the past six years, including a longitudinal follow-up that is tracking EHS children as they make the transition from preschool to kindergarten. Independent evaluations of Early Head Start programs are being conducted in Greenville (EightCAP, Inc.), and in Clare County.

**Campus partners:** Nursing; Psychology; Family and Child Ecology; Food Science and Human Nutrition; UO&E

**Community partners:** Jackson Community Action Agency; EightCAP, Inc., Greenville; Clare County Early Head Start

**Funding:** Administration for Children, Youth, and Families; National Institute for Child Health and Human Development

**Location:** Jackson, Lenawee, and Hillsdale counties; Greenville; Clare County

**Schools:** Preschool/school readiness
How does MSU work with schools?

**Evaluation**
- Professional development for teachers/staff
- Coaching for principals

**Research**
- Literature reviews focused on best practices

**Data analysis**

**Consultation**

**Service-learning**

**Long-term community engagement**

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**21st Century Community Learning Centers Statewide Evaluation**

This comprehensive evaluation of 21st Century Community Learning Centers (after-school programs) is evaluating effectiveness of the program, developing white papers on key after-school issues, and designing a state-of-the-art data collection system. UO&E provides technical assistance regarding storage and retrieval of the project’s large database.

**Campus partners:** Education; Park, Recreation, and Tourism Resources; Family and Child Ecology; UO&E

**Community partners:** Michigan Department of Education; 21st Century Community Learning Centers in 134 schools and community-based organizations

**Funding:** Michigan Department of Education

**Location:** Michigan statewide

**Schools:** Elementary, middle, and high schools

**Contact:** Laurie Van Egeren & Celeste Sturdevant Reed, UO&E
Learning to Give is a K-12 curriculum that enhances students’ understanding of and commitment to philanthropy, political participation, and volunteering. MSU faculty advise the project leaders on structure and dissemination strategies; they evaluate the program’s curriculum development process and impact on student knowledge, attitudes, and behavior related to citizenship and a civil society. The project was recently re-funded for a multi-state implementation and evaluation.

**Campus partners:** Education; Institute for Public Policy and Social Research; UO&E

**Community partners:** Council of Michigan Foundations

**Funding:** Council of Michigan Foundations; Kellogg Foundation; Lilly Endowment; C. S. Mott Foundation (nine-year contract to MSU for ongoing evaluation, now in beginning stages of a national roll-out)

**Location:** Michigan statewide

**Schools:** Elementary, middle, and high schools

**Contact:** Diane L. Zimmerman, UO&E; Robert Floden, Education
Michigan Institute for Safe Schools and Communities

MISSC is a “virtual institute” designed to build capacity among school administrators and teachers. The goal is a drug free, safe, and salutary environment for learning. The project is located in MSU’s College of Education. MISSC parents include faculty and staff from 12 MSU schools and departments. UO&E is developing the Web site for the program.

Campus partners: Education K-12 Outreach; Criminal Justice; Communication; Family and Child Ecology; Geography and Geographical Information Systems; Psychology; FACT Coalition; MSU Extension; UO&E

Community partners: Michigan Office of Drug Control Policy; Michigan Department of Education; Alliance for Building Capacity in Schools; Detroit Public Schools

Funding: Michigan Office of Drug Control Policy

Location: Web-based

Schools: Preschool through high school

Contact: Laurie Van Egeren & Hiram Fitzgerald, UO&E; Barbara Markle, Education K-12 Outreach
Network for Young Children Evaluation

The Network for Young Children (NYC) was developed through All Students Achieve Program – Parent Involvement in Education (ASAP-PIE) funding. At the end of the ASAP-PIE funding period, most children had yet to enter school. This evaluation will follow the children until 2006 to assess the contributions of the ASAP-PIE program to school readiness.

Campus partners: UO&E
Community partners: Calhoun County Intermediate School District
Funding: Calhoun County ISD
Schools: Preschool/school readiness
Contact: Laurie Van Egeren, UO&E
Through a W. K. Kellogg Foundation grant to the Capital Area Youth Alliance (CAYA), faculty from Family and Child Ecology and the Child Development Lab are identifying and testing strategies to strengthen the transition of children from pre-school settings into kindergarten. A program called “Leap Frog” provides teachers an opportunity to strengthen literacy and social competency skills of high-needs pre-kindergarten children.

**Campus partners:** Family and Child Ecology; Child Development Laboratory; UO&E

**Community partners:** Capital Area Youth Alliance; Lansing School District; Capital Area Community Services Head Start; City of Lansing

**Funding:** Kellogg grant to Capital Area Youth Alliance

**Location:** Lansing

**Schools:** Preschool/school readiness

**Contact:** Patricia Farrell, UO&E
Off to a Great Start

MSU Families and Communities Together (FACT) Coalition is funding two efforts to assist Michigan’s Great Start initiative. An easy-to-use booklet is being produced to give families tools they can use to promote early literacy. A second effort is to assist the state in training licensed child care providers in effective ways to meet the 30 minutes a day requirement for emerging literacy activities with children.

Campus partners: Michigan Agricultural Experiment Station; MSU Extension; Family and Child Ecology; Education; WKAR; UO&E

Community partners: Michigan Family Independence Agency

Funding: MSU FACT Coalition

Location: Michigan statewide

Schools: Preschool

Contact: Patricia Farrell, MSU FACT Coalition
Head Start on Science

Head Start on Science is a science-teacher training program designed to promote children’s exploration, reasoning, and problem-solving ability through hands-on science activities. A family component is included to promote science interest at home as well as in school. In conjunction with the MSU Children’s Garden, which conducts guided field trips for the children, UO&E is conducting a pilot study of 4 Head Start classrooms to assess changes in teachers’ and parents’ attitudes about science, their teaching strategies, and children’s scientific reasoning ability and socioemotional functioning.

Campus partners: Horticulture; Statistics; UO&E

Community partners: Capital Area Community Services Head Start (CACS-HS); Grand Valley State University

Funding: MSU FACT Coalition

Location: Greater Lansing area

Schools: Preschool

Contact: Laurie Van Egeren, UO&E
In October 2002 University Outreach, in collaboration with public and private human services leaders, co-sponsored a community asset development conference, “Building UP to Success,” in Houghton. One hundred participants from the Western Upper Peninsula subsequently agreed to engage MSU in a long-term partnership focused on evidence-based ways to improve school climate, strengthen the character of students, and engage adults in the lives of teenagers.

**Campus partners:** UO&E  
**Community partners:** Kellogg Youth Foundation, Marquette  
**Location:** Upper Peninsula  
**Schools:** Middle and high schools  
**Contact:** Laura Bates & L. Annette Abrams, UO&E
Early Childhood Initiatives Project

A newly awarded (January 2004) grant from the W. K. Kellogg Foundation extends our work to improve children’s school readiness in Ingham County to the larger community. The grant will focus on systems integration and alignment of early childhood services and programs, and education and leadership training of community members including underrepresented populations, as well as the business and faith communities.

**Campus partners:** UO&E

**Community partners:** Capital Area Youth Alliance; City of Lansing; Zero to Five Subcommittee of the Human Services Advisory Council

**Funding:** Kellogg grant to Capital Area Youth Alliance

**Location:** Ingham County

**Schools:** Preschool/school readiness

**Contact:** Patricia Farrell, UO&E
Young Spartan Program

This partnership with the Lansing School District promotes academic achievement and career awareness through service-learning. MSU student volunteers partner with teachers, parents, and community leaders to create new learning opportunities for school-age children. Six program models deliver services throughout the year: special events, clubs, academic incentives, tutoring and classroom interaction, MSU course-based service-learning, and professional consultations. Other aspects of the partnership include professional development for teachers, joint MSU/LSD curriculum development, and yearly evaluation of the partnership.

Campus partners: YSP is a campus-wide program based in UO&E with support from about 50 academic departments and other units

Community partners: Lansing School District; State of Michigan; Lansing Regional Chamber of Commerce; City of Lansing

Schools: Elementary, middle, and high schools

Contact: Jan Look, UO&E
Interdisciplinary Collaborations

Colleges & Academic Units

| Departments | Schools | Institutes | Centers | MSU-Extension |

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

3. Networking in major geographic areas across Michigan through AKTL Networks
   - Detroit
   - Lansing
   - Upper Peninsula
   - Flint
   - 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
Network Building

Center & Institute Directors Council (CIDC)
To enhance networking and infrastructure connections among centers and institutes

Cultural Engagement Council (CEC)
To link performing arts, public radio and television, museums, school of music, department of theater with academic programs and community
University Outreach & Engagement

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Advancement & Administration
  Diane L. Zimmerman, Director

Partnerships
  L. Annette Abrams, Director

Civic Engagement/Service-Learning
  Karen McKnight Casey, Director

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How to Reach Us

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Give’Em 40 Youth Initiative

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

Media Campaign

Community Foundation YAC

Pilot School Initiatives

Leadership Council

County Initiatives
- Leelanau County
- Benzie County
- Grand Traverse Bay County
- Kalkaska County
- Antrim County
Catholic Social Services of Lansing/St. Vincent Home

Individuals & Families Who Are Spiritually, Emotionally & Physically Healthy

Establish Asset-based Programs (Sudanese Project)

An Asset-based Teaching Agency Is Established

Conversations with MSU Outreach

Staff Build Resiliency & Assets with Individuals & Families

MSU School of Social Work

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

Outcome Evaluation Indicators Are Established

Staff Measure & Report Client Outcomes

Staff Measure & Report System Outcomes
# 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, Understanding, Emotions, Self-expression, Spiritual Awareness</td>
<td>Individual practice and behavior, Spiritual practice</td>
<td>Status, Condition</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>Group/Family relationships, Group/Family practices, Group/Family interaction</td>
<td>Status, Condition</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>
Conflict Resolution Classes/Interventions

Program Activities

Initial Outcomes

Intermediate Outcomes

Long-Term Outcomes

Impact

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

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

These are the practices or behavior that help consumers realize the building blocks.

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?)

The ultimate status or condition that we are seeking with our consumers.

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

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

Young person uses non-violent conflict resolution strategies when confronted with conflict.

Search Institute 40 Developmental Assets. Young person seeks to resolve conflict non-violently.

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

Young person learns non-violent conflict resolution techniques and strategies.
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
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
Service-Learning in Integrative Studies in Social Science

Using service as an option to provide “real world” immersion in social issues
Integrative Studies in Social Science

Required: General/liberal education
Large lecture course; service offered as option & viewed as alternative assignment
Service placements underscore course themes:
• Diversity
• Education
• Stratification
• Marginalization
• Ecological issues
Evidence of learning provided through written reflection, using ANGEL
Website Portals, Resources, & Online Publications

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