Advocating & Modeling the Engaged University

Outreach and Engagement in the 21st Century

Creating an Outreach and Engagement Scholarship Agenda to Transform Individuals, Families, Communities, and Environments

March 3, 2004
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
Engagement is the partnership of university knowledge and resources with those of the public and private sectors: to enrich scholarship and research, to enhance curriculum, teaching and learning, to prepare educated, engaged citizens, to strengthen democratic values and civic responsibility, to address critical societal issues, and to contribute to the public good.

CIC Committee on Engagement, Nov. 2003
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
The land-grant university has a special role to engage its students/faculty, instructional and research resources to …

... Improve workplace practice and economic strength

... Strengthen commitment to democracy/diversity

Educated Person

Student Focus/Campus

Educated Community/World

... Strengthen citizen participation and civic responsibility to improve outcomes for community members

... Globalize perspectives and contacts internationally

Community Focus

Educated Community/World

Values

Civic Engagement

Workplace Preparation

Global Knowledge

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
University Outreach & Engagement

An Office of the Provost
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
Interdisciplinary Collaborations

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

**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
Recent Collaborations: Funded

Michigan Institute for Safe Schools and Communities
(COE, UOE, CSS, CHE and numerous campus partners)

Multilevel Analysis of Medicaid Maternal and Infant Support Services in Michigan
CHM, CSS, UOE plus additional campus partners
Recent Collaborations: Proposals Under Review and In Development

- In-utero Exposures and Childhood Developmental Problems
  - CHM, CNS, CSS, ANR, UOE
- Center for Integrative Studies of Pregnancy, Child Health, and Development Proposal
  - (CHM-Epidemiology, UOE, CNS with campus, state and world partners)
- Food Safety Policy Center Proposal
  - (National Food Safety and Toxicology Center, CSS, CNR, UOE plus)
- PROM/SE Parents and Community Supplement
  - CNS, COE, UOE, CANR, CSS (and growing)
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
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
How to Reach Us

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Give’em 40 Youth Initiative

Community Foundation YAC

Pilot School Initiatives

Building Assets with Youth

Leadership Council

Community Sector Initiatives

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

County 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)

Conversations with MSU Outreach

Staff Build Resiliency & Assets with Individuals & Families

An Asset-based Teaching Agency Is Established

MSU School of Social Work

Individuals & Families Who Are Spiritually, Emotionally & Physically Healthy

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
# 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

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

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

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

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.

The Relationship between Outcomes & Impact
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