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Advancing Knowledge.
Transforming Lives.

Enhancing Knowledge to Serve Society

*Scholarship-Focused Outreach
and Engagement*

**“Meet Michigan” Orientation
October 7, 2004**

L. Annette Abrams

Director, University-Community Partnerships

University Outreach & Engagement

What do we mean by the terms ...

“Engaged university”
“Engagement and service” } ?

- Kellogg Commission, 2002
- CIC Committee on Engagement
- North Central Association



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Characteristics of an Engaged University

- Make engagement a priority on every campus
- Develop plans for engagement
- Encourage interdisciplinary work
- Create new incentives to advance engagement
- Generate stable and secure funding

Renewing the Covenant
Kellogg Commission, 2000



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The Engaged University: Definition

Engagement is the partnership of university knowledge and resources with those of the public and private sectors

- To enrich scholarship and creative activities,
- 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.

– Adapted from the CIC Committee on Engagement



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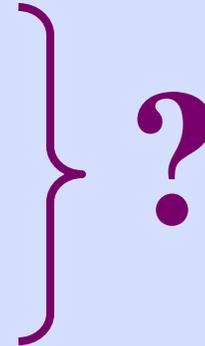
The North Central Association

Re-accreditation: Core Component 5

- 5A. The organization learns and analyzes the needs and expectations of the communities it serves
- 5B. The organization has the capacity and demonstrates the commitment to engage the communities it serves
- 5C. The organization connects with and engages those communities that depend on it for service
- 5D. Internal and external constituencies value the services the organization provides

What Does MSU Have to Say ...

- About being an “engaged university”
 - Its “outreach” activities?
- The MSU Promise
- MSU’s definition of “outreach”
- MSU’s outreach and engagement model





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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



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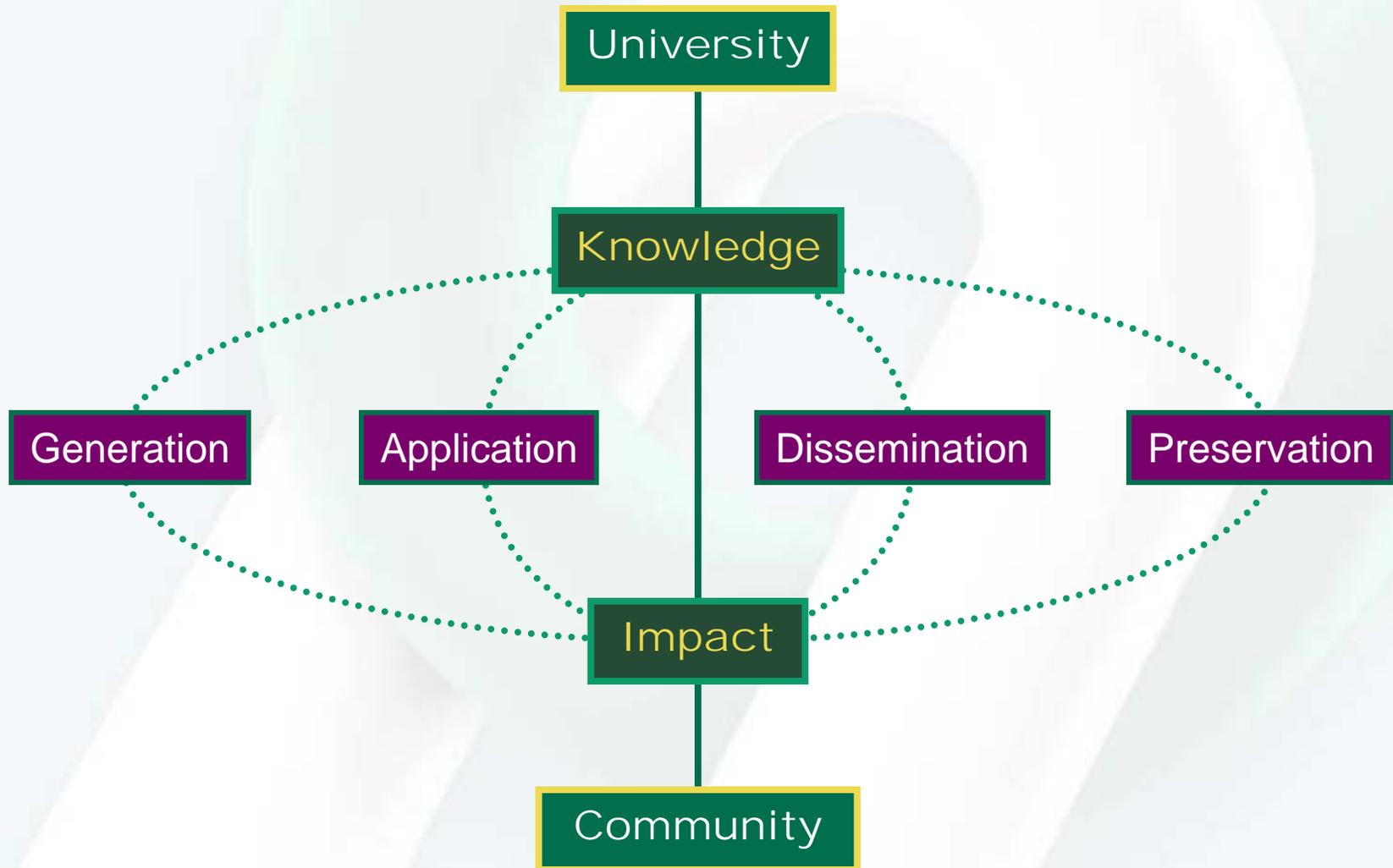
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Outreach

... 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*

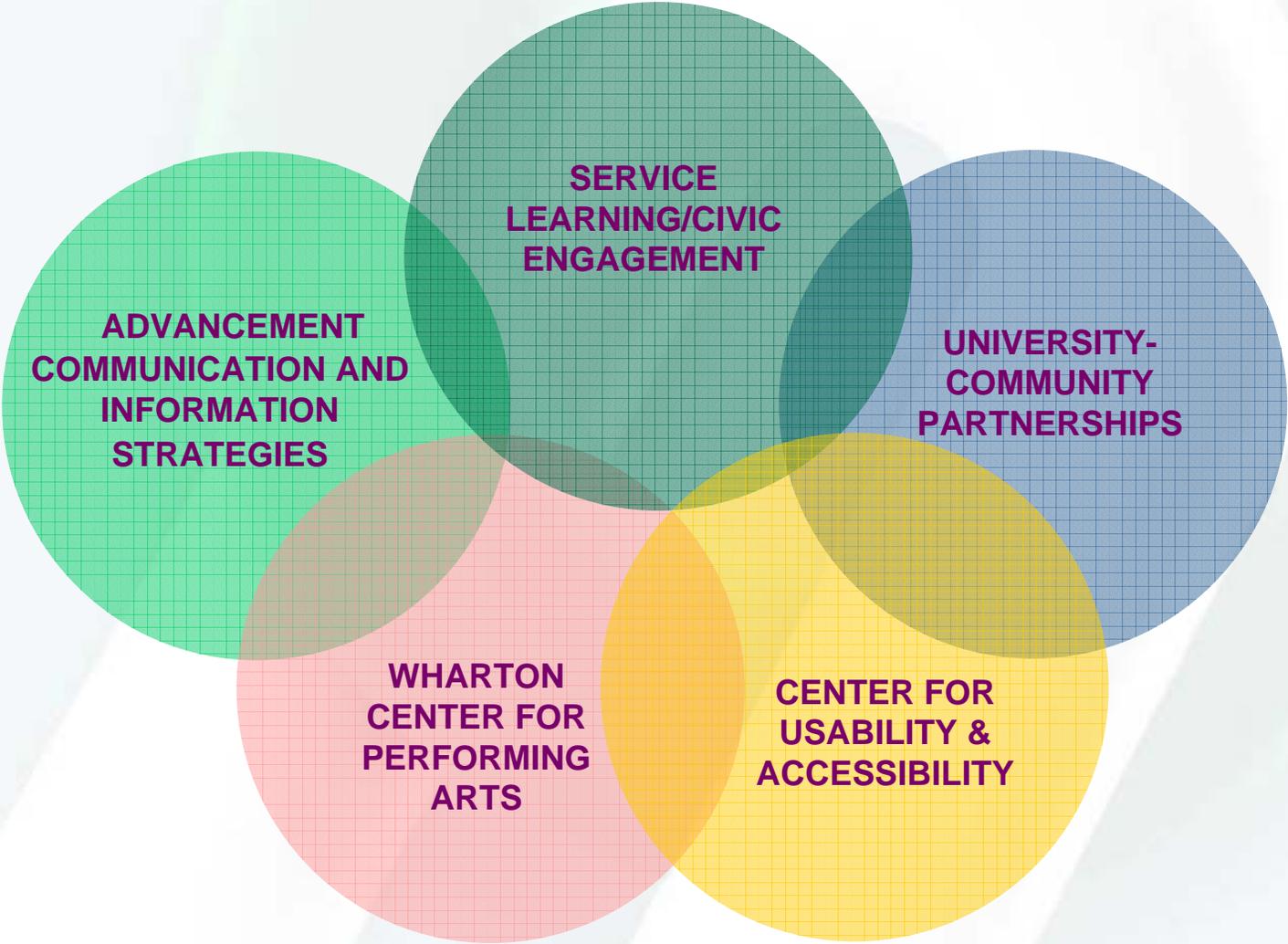
University Outreach & Engagement Scholarship Model



About the Office of the Assistant Provost for University Outreach & Engagement

- Led by Dr. Hi Fitzgerald
- How is the Office structured?
- What does the Office do?
- What are its interdisciplinary collaborations?
- What are its focal areas?
- Describe its funding programs.
- Examples of multidisciplinary grants awarded

Divisions of University Outreach & Engagement



University Outreach & Engagement

Enhancing Knowledge to Serve Society



**Engaged
Faculty**

**Scholarship
Focus**

Partners

With faculty
research teams

Consults

Develop
community projects

Trains

Asset-based
approaches to
community change

Assists

Building Service-
Learning/Civic
Engagement
models

Funds

Seed grants for
outreach research

Develops

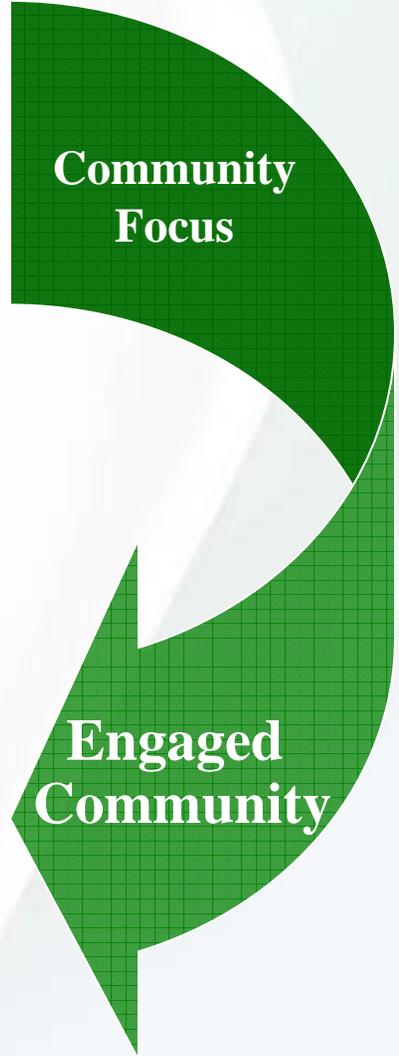
Outreach measures
and standards of
practice

Markets

Outreach and
engagement
activities

Advocates

– For the
engagement
mission
– For cross
institution
benchmarks
– For measurement
standards



**Community
Focus**

**Engaged
Community**



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Measuring Outreach and Engagement

- A faculty-institution approach to documenting outreach and engagement research, teaching, and service
- Developing measurement instruments to:
 - Credit faculty and staff performance
 - Use data for planning and resource allocation
 - Provide public accountability
 - Benchmark cross-institutional comparisons
 - Establish best practices



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Interdisciplinary Collaborations

Colleges & Academic Units

Departments

Schools

Institutes

Centers

MSU-Extension

1. Addressing major societal issues

- K-12 reform: Literacy, math and science education
- Needs of 0-5 year-old children and their families
- 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



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Interdisciplinary Collaborations

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MSU-Extension

2. Fostering cross-disciplinary outreach research collaborations

- MSU FACT Coalition and UO&E/Extension grants
- Cultural Engagement Council
- Community Based Scholarship Team

3. Networking in major geographic areas across Michigan through AKTL Networks

4. Creating opportunities for the scholarship of outreach & engagement

- Outreach Scholarship Conferences and Speakers
- Cultural Engagement Council
- Centers and Institutes Directors' Council
- CIC and NASULGC Committee Involvement



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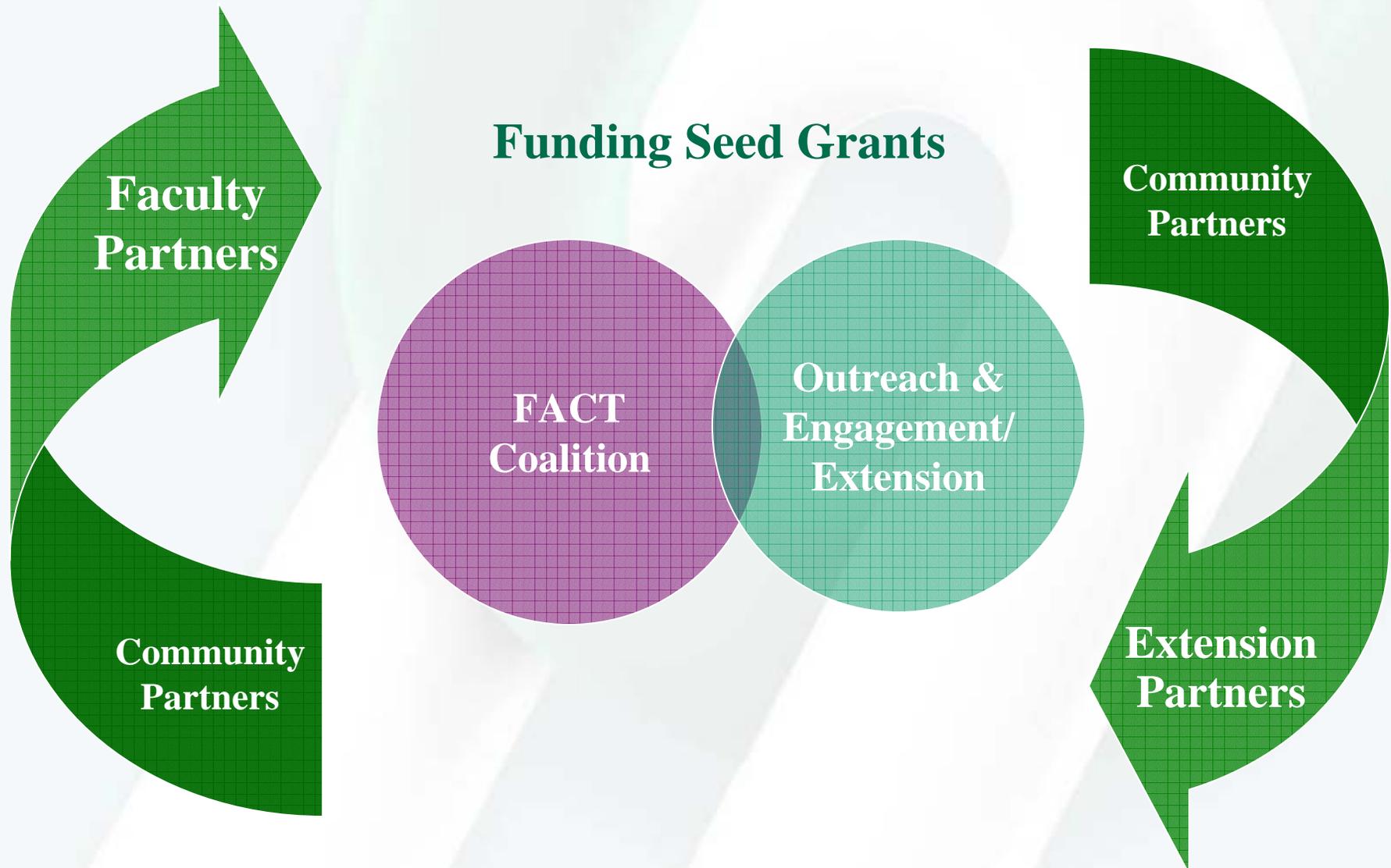
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Outreach & Engagement Focal Areas

- Children, youth & families
- Community & family security
- Community vitality & economic development
- Technology & human development
- Scholarship of engagement

Faculty-Extension-Community Partnerships

Creating Evidence-Based Approaches to Community Change





Nutrition Education Aimed at Toddlers (NEAT)

- **Partners**
 - Mildred Horodynski, College of Nursing
 - MSU Department of Food Science and Human Nutrition
 - MSU Extension Family and Consumer Sciences
 - Mid-Michigan Community Action Agency
 - The Women, Infants, and Children (WIC) program
 - Early Head Start
- **Major aims**

Teaching parents healthy choices and skills for feeding finicky tots.
- **Major findings/results**

A three-part curriculum for parents was developed to increase their knowledge of food and kitchen safety, educate them about proper portion sizes and foods for toddlers, and help them develop strategies for planning family meals. The program has been spotlighted on local news broadcasts and was featured in Michigan Agricultural Experiment Station's *Futures* magazine. Project leaders hope to expand the program to EHS sites statewide before becoming a national model of nutrition intervention for preschoolers.
- **External funding achieved**

Three-year, \$375,000 grant from U.S. Administration for Children, Youth, and Families.



Kid Curator

- **Partners**
 - Norman Lownds, MSU Department of Horticulture
 - Michigan 4-H Children's Garden
 - Head Start
- **Major aims**

Encouraging preschoolers to think scientifically and ecologically through participation in learning activities in the 4-H Children's Garden. Immersion field trips bring students to the garden for three days for hands-on learning. A new partnership with Head Start teachers is training instructors on how to incorporate scientific inquiry into their daily lessons.
- **Major findings/results**

This pioneer approach to teaching science and developing environmental stewardship has become a model for other programs in the U.S., the U.K., and Canada, and has consistently received high approval ratings in Michigan.
- **External funding achieved**

\$873,295 in recently awarded grants, including \$429,000 from the Dow Foundation.



Grandparents Raising Grandchildren

- **Partners**

- Teresa Jones, Director, MSU Kinship Care Project
- MSU School of Social Work

- **Major aims**

Collecting descriptive information about grandparent-led households and assessing their needs for support, services, and other resources as they raise children for a second time.

- **Major findings/results**

This study of kinship care providers revealed several areas of concern, including the need for respite care, the need for affordable and accessible legal services, and the impact of caregiving on grandparents' health. Unlike many national studies of families in urban centers, the MSU research looked also at families in rural and suburban areas. The initial pilot study has grown into a long-term project that includes building a knowledge base about kinship care in Michigan and establishment of a resource center in Lansing.

- **External funding achieved**

More than \$500,000 in grants from public and private sources to support further efforts.



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Early Head Start Evaluation

- **Partners**

- Jackson Community Action Agency
- College of Nursing; Departments of Psychology, Family & Child Ecology, and Food Science & Human Nutrition; UO&E

- **Major aims**

To evaluate the impact of Early Head Start within the context of a national RCT and to assess relationship between EHS participation and school performance during transition from preschool to kindergarten.

- **Major findings/results**

This study of kinship care providers revealed several areas of EHS participation led to significant impacts on children's cognitive skills and behavior regulation. Home based programs also enhanced parenting skills.

- **External funding achieved**

Over \$1,000,000 to date from

- Administration for Children, Youth, and Families
- National Institute for Child Health and Human Development



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Learning to Give

- **Partners**

- Council of Michigan Foundations
- College of Education, IPPSR, and UO&E

- **Major aims**

To enhance students' understanding of and commitment to philanthropy, political participation, and volunteering. MSU faculty advise the project leaders and evaluate the program's curriculum development process and impact on student knowledge, attitudes, and behavior related to citizenship and a civil society.

- **Major findings/results**

Curriculum development has led to enhanced understanding about issues related to civic engagement, philanthropy, and volunteerism among elementary, middle, and high school students.

- **External funding achieved**

Council of Michigan Foundations; Kellogg Foundation; Lilly Endowment; Mott Foundation (9-year contract to MSU for ongoing evaluation, now in beginning stages of a national roll-out). Over \$1,000,000 to date

What has Outreach learned about working in support of faculty?

1. Three levels of involvement with community partners
2. Appreciate Outreach functioning as their agent in negotiating projects with community partners
3. Appreciate Outreach staff who:
 - Serve as backup for faculty
 - Carry out all non-research (support) functions
 - See that research is applied and disseminated
 - Have a trusting, productive relationship with current and future partners
 - Can aid in instruction of graduate students

Principles of Partnership

1. Parity of participation
2. See that everyone “wins”
3. Output must be scholarly and applied
4. Long-term relationships are richer
5. Continual assessment of outcomes
6. Assure accountability among partners



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University Outreach & Engagement

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Diane L. Zimmerman, Director of Administration

Advancement Communication & Information Strategies

Diane L. Zimmerman, Director

University-Community Partnerships

L. Annette Abrams, Director

Civic Engagement/Service Learning

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Wharton Center for Performing Arts

Michael Brand, Executive Director

Usability & Accessibility Center

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How to Reach Us

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