Enhancing Knowledge to Serve Society
Scholarship-Focused Outreach and Engagement

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Meet Michigan Orientation
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An MSU Promise

MSU will be an exemplary "engaged university," transforming and strengthening outreach (community) partnerships to address key Michigan (community) needs and developing broadly applicable models

President Peter McPherson
MSU Core Values

- Quality
- Inclusiveness
- Connectivity
MSU Strategic Imperatives: Boldness by Design

- Enhance the student experience
- Enrich community, economic, and family life
- Expand international reach
- Increase research opportunities
- Strengthen stewardship

President Lou Anna K. Simon
Outreach and Engagement at MSU 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
The MSU Model of Outreach

- Teaching
- Research
- Service
OUTREACH AND ENGAGEMENT KNOWLEDGE MODEL

- Knowledge Generation
- Knowledge Application
- Knowledge Preservation
- Knowledge Dissemination

Impact

University

Community
Engaged Research/Discovery/Creative Works

- Applied research
- Community-based research
- Contractual research
- Demonstration projects
- Exhibitions/performances
- Needs assessments/evaluation
- Knowledge transfer and research
- Technical assistance
- Publications/presentations
Engaged Teaching and Learning

- Service learning
- Study abroad programs
- Distance education and off-campus instruction
- Continuing education
- Contract courses or programs designed for specific audiences
- Conferences, seminars and workshops
- Educational programs for alumni
- Participatory curriculum development
Engaged Service

• Clinical services
• Consulting
• Policy analysis
• Service to community-based institutions
• Knowledge transfer and workshops
• Expert testimony
• Technical assistance
• Contributions to managed systems
• Leading professional societies and associations
• Commercialization of discoveries
• New business ventures
From Discovery to Application to Discovery…

Inreach
Disciplinary questions

Government
Business
Industry
Schools
Human services
Agriculture
Community

Tech Transfer

Basic Research

Applied Research

Training and Instruction

Outreach
External audience questions

Government
Business
Industry
Schools
Human services
Agriculture
Community
University Outreach and Engagement

Office of the Associate Provost for University Outreach and Engagement

National Center for the Study of University Engagement

University-Community Partnerships

Community Evaluation and Research Center

Communication and Information Technologies

Center for Service-Learning and Civic Engagement

MSU Usability & Accessibility Center

Wharton Center for Performing Arts

Michigan State University Museum
Assessing Engagement

Outreach and Engagement Measurement Tool

- Annual assessment of Michigan State University as an engaged institution
- December through February
Why Measure Engagement Activities?

- A management and planning tool for ensuring that academic units contribute to the institution’s overall engagement commitment
- Evidence of organizational support for engagement
- A means of assessing an institution’s fulfillment of its engagement/public service mission
- Economic development and technology transfer data
- A basis for telling the engagement story and building support for higher education among legislators, donors, and the public
- A new engagement rubric for comparing peer institutions nationally
Evidence Provided by Benchmarks of Engagement

Benchmarks of engagement show that:

• Reward systems for faculty and staff include an engagement dimension
• Student engagement experiences have an impact on classroom performance
• The institution disseminates research findings and attends to the transfer of knowledge
• Meaningful engagement with communities occurs
• There is evidence of partnership impacts
A Fully Engaged University is a Fully Aligned System

• How well do the parts of the system align with each other and with the inputs to the system?
• Good alignment promotes high organization effectiveness
Outreach and engagement is:

- Across the mission
  - Teaching
  - Research/scholarly/creative activities
  - Service
- Anchored in knowledge model
  - Generation
  - Application
  - Dissemination
  - Preservation
- Assessed and benchmarked
Supporting Interdisciplinary Collaborations

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
Interdisciplinary Collaborations

2. Fostering cross-disciplinary outreach and engagement research collaborations
   – UOE Grants, MSU FACT Coalition, Community Vitality Initiative

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

4. Creating opportunities for the scholarship of outreach and engagement
   – Benchmarking Scholarship of Engagement
   – Cultural Engagement Council
   – Outreach and Engagement Senior Fellows
   – Outreach and Engagement Community Fellows
Contact Information

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