Advocating & Modeling the Engaged University

A Conceptual Framework for University Outreach & Engagement

Hiram E. Fitzgerald
Assistant Provost
University Outreach & Engagement
Engagement is the partnership of university knowledge and resources with those of the public and private sectors to enrich scholarship and research, enhance curricular content and process, prepare citizen scholars, endorse democratic values and civic responsibility, address critical societal issues, and in general contribute to the public good.

Adapted from the CIC Committee on Engagement
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
A Conceptual Framework for University Outreach & Engagement

• **Developmental**
  Grounded in systems theory and long-term commitments to change

• **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

• **Shared Mission**
  Focuses on equality of partnership and commitment to change

• **Knowledge Based**
  Grounded in diverse research and evidence-based methodologies
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 ...
University Outreach & Engagement

ADVANCEMENT

PARTNERSHIPS

CIVIC 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 and Student-led Initiatives

Outcome Accountability

Academic Service-Learning
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
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
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
   - 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
University Outreach & Engagement

Hiram E. Fitzgerald
Assistant Provost for University Outreach & Engagement

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- Kelly M. Malloy, Office Assistant, The Young Spartan Program
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Office of University Outreach & Engagement

Kellogg Center, Garden Level
- Voice: (517) 353-8977
- Fax: (517) 432-9541
- E-mail: outreach@msu.edu
- Web: http://outreach.msu.edu
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

Leadership Council

Community Foundation YAC

Pilot School Initiatives

Building Assets with Youth

Media Campaign

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
- MSU School of Social Work
- Staff Build Resiliency & Assets with Individuals & Families
- Establish Asset-based Programs (Sudanese Project)
- Conversations with MSU Outreach
- 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
- An Asset-based Teaching Agency Is Established
## 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>Individual practice and behavior</td>
<td>Status, Condition</td>
</tr>
<tr>
<td><strong>Group or Family</strong></td>
<td>Shared Group/Family: culture, norms, values, beliefs,</td>
<td>Group/Family relationships, Group/Family practices</td>
<td>Status, Condition</td>
</tr>
<tr>
<td><strong>Agency</strong></td>
<td>Shared agency culture, norms, values, beliefs, ethics,</td>
<td>Inter-departmental relationships, Agency management practices</td>
<td>Status, Condition</td>
</tr>
<tr>
<td><strong>Delivery System or Neighborhood</strong></td>
<td>world views, Mutual understanding, Mutual agreement</td>
<td>Service delivery practices</td>
<td>Status, Condition</td>
</tr>
<tr>
<td><strong>Community</strong></td>
<td>Shared community social norms, culture, values, beliefs,</td>
<td>Relationships among groups, neighborhoods</td>
<td>Status and condition: social, economic, environmental</td>
</tr>
<tr>
<td></td>
<td>values, beliefs, morals, ethics, world views, Community interests, Mutual understanding, Mutual agreement</td>
<td>Civic action, Community dialogue</td>
<td>Community structures/infrastructure</td>
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<tr>
<td></td>
<td></td>
<td></td>
<td>Community governance structure, laws</td>
</tr>
</tbody>
</table>
The Relationship between Outcomes & Impact

**Program Activities**

**Conflict Resolution Classes/Interventions**
- Young person understands the concepts of non-violent conflict resolution.
- Young person learns non-violent conflict resolution techniques and strategies.
- Young person uses non-violent conflict resolution strategies when confronted with conflict.
- Young person believes that it is important to resolve conflict non-violently.

**Initial Outcomes**
- These are the beliefs, understandings, and skills that are needed to enact the practice.

**Intermediate Outcomes**
- These are the practices or behavior that help consumers realize the building blocks.
- Search Institute 40 Developmental Assets. Young person seeks to resolve conflict non-violently.

**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?)
- Youth who are mentally, emotionally, physically, and socially healthy.

**Impact**
- The ultimate status or condition that we are seeking with our consumers.
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
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
Website Portals, Resources, & Online Publications

- Statewide Resources 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