

The Centrality of Engagement at MSU

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University Outreach and Engagement
Michigan State University
East Lansing, Michigan
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Learning Objectives

As a result of this session, participants should be able to:

1. Understand the defining components and core principles of Engagement Scholarship (ES)
2. Understand the functions of the Office of University Outreach and Engagement
3. Understand how Outreach and Engagement aligns with MSU Bolder by Design Imperatives
4. Provide examples of Engagement Scholarship in four key areas of faculty work
 - A. Research and creative activities
 - B. Teaching/learning
 - C. Service
 - D. Commercialized activities
5. Promote excellence in Engagement Scholarship
6. Know where to find Engagement Activities throughout MSU via MSU links

Community Engagement Scholarship is...

Scholarship-focused

Goal oriented toward change

Community-based

Systems oriented

Mutually beneficial

Capacity-building

Sustainable

As a public good

MSU Board of Trustees: Engaged Scholarship & MSU Mission Statement

- our mission is to **advance knowledge and transform lives** by:
- providing outstanding undergraduate, graduate, and professional education to promising, qualified students in order to prepare them **to contribute fully to society as globally engaged citizen leaders**
- conducting research of the highest caliber that seeks to answer questions and create solutions in order to expand human understanding and **make a positive difference, both locally and globally**
- **advancing outreach, engagement, and economic** development activities that are innovative, **research-driven**, and lead to a better **quality of life** for individuals and communities, at home and **around the world**

Presidential Leadership: Quotes from President Simon

“It is a call for **activism**, given that there is unprecedented potential for progress when colleges and universities work in collaboration and with local, regional, and international partners” LAK Simon http://worldgrantideal.msu.edu/_files/documents/LAKS_ACE.pdf

“Global engagement, at its essence, is about committing to meaningful relationships with partners in other parts of the world. It represents a movement beyond the mechanics of carrying out more traditional campus-based international activities and **implies dedication to a deeper and more prolonged commitment to international partnerships for mutual benefit.**” LAK Simon
<http://president.msu.edu/documents/International-Briefs-2012-November-Global-Engagement.pdf>

The articulation of **research questions** and development of **innovative solutions** through **evidence-based scholarship** requires embracing a full range of **community-based approaches** and integrating them into the **university's academic approach to engaged scholarship**, and vice versa. LAK Simon. <http://president.msu.edu/documents/SIMON-Chapter-SIX-Engaged-Scholarship.pdf>

MSU homepage: <http://www.msu.edu/>

“Engagement” is one of the main menu items on the MSU homepage, where it describes the unlimited ways to connect with MSU: <http://www.msu.edu/engagement/index.html>

The 6 entry points to the University that can be linked to from the **Engagement webpage** are:

University Outreach and Engagement: <http://outreach.msu.edu/>

Arts & Culture: <http://artsandculture.msu.edu/>

Governmental Affairs: <https://www.msu.edu/unit/vpga/>

MSU Extension: <http://msue.anr.msu.edu/>

MSU Business-Connect: <http://businessconnect.msu.edu/>

University Advancement: <http://advancement.msu.edu/>

Michigan State's greatness is defined by its values and the passion and talent of its people.

OUR CORE VALUES

QUALITY Continually striving to be among the best in all we do and to be the best in key areas.

INCLUSIVENESS Building a vibrant, diverse community that values and embraces a full spectrum of experiences, viewpoints, and intellectual approaches.

CONNECTIVITY Aligning our assets to reinforce and enhance one another, building vital partnerships, and collaborating locally, nationally, and globally.

We will stay true to who we are and what we do, while radically transforming how we do it.

BOLDER BY DESIGN

Our shared strategic framework: six imperatives that commit us to delivering distinctive, high-value impact and experiences in everything we do:

1. **ENHANCE THE STUDENT EXPERIENCE** by expanding opportunities for where, when, and how students learn and increasing the value of an MSU degree.
2. **ENRICH COMMUNITY, ECONOMIC, AND FAMILY LIFE** through research, outreach, engagement, entrepreneurship, innovation, diversity, and inclusiveness.
3. **EXPAND INTERNATIONAL REACH** through academic, research and economic development initiatives, and strategic alliances.
4. **INCREASE RESEARCH OPPORTUNITIES** by expanding funding to support high-impact scholarship and research.
5. **STRENGTHEN STEWARDSHIP** by nurturing the university's financial assets, campus environment, infrastructure, and people.
6. **ADVANCE OUR CULTURE OF HIGH PERFORMANCE** by elevating the quality and effectiveness of every product and process.

Engagement and Strategic Planning: Examples

College of Social Science (Strategic Plan):

<http://socialscience.msu.edu/about/plan.html>

Lyman Briggs College (Strategic Plan):

<http://www.lymanbriggs.msu.edu/faculty/planning.cfm>

College of Engineering (Strategic Plan 2009-14):

<http://www.egr.msu.edu/about/strategic-plan>

College of Arts and Letters (Dean's Corner):

<http://www.cal.msu.edu/deans-corner>

Residential College in the Arts and Humanities (Arts and Humanities for the Common Good):

<http://rcah.msu.edu/about-rcah/arts-humanities-common-good>

College of Agriculture and Natural Resources (Governance):

http://www.canr.msu.edu/faculty_staff/governance

College of Natural Science (Mission):

<http://ns.msu.edu/index.php/about-cns/>

College of Education (Mission):

<http://education.msu.edu/about/mission/>

College of Human Medicine (Mission):

<http://humanmedicine.msu.edu/About/Mission.htm>

Office of Planning and Budgets:

<http://opb.msu.edu/>

Michigan State University Extension (About/Mission):

<http://msue.anr.msu.edu/about>

Community Engagement Scholarship



MSU's Definition of Engagement Scholarship

At Michigan State University, Outreach [Engaged Scholarship] is defined as **“a scholarly endeavor that cuts across research [and creative activities], teaching, 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.”

Defining Engagement: Big Ten Academic Alliance

The purpose of community engagement is the partnership of college and university knowledge and resources with those of the public and private sectors to enrich scholarship, research, and creative activity; enhance curriculum, teaching and learning; prepare educated, engaged citizens; strengthen democratic values and civic responsibility; address critical societal issues; and contribute to the public good.

Big Ten Academic Alliance

Indiana University
Michigan State University
Ohio State University
Pennsylvania State University
Purdue University
Rutgers University
University of Illinois
University of Iowa
University of Maryland
University of Michigan
University of Minnesota
University of Nebraska
University of Northwestern
University of Wisconsin

Fitzgerald, H. E., Smith, P., Book, P., Rodin, K. (2005). *Engaged Scholarship: A Resource Guide. Report submitted to the Committee on Institutional Cooperation*. Available at: http://www.cic.net/docs/default-source/technology/engaged_scholarship.pdf?sfvrsn=2.

Fitzgerald, H. E., Bruns, K., Sonka, S. T., Furco, A., & Swanson, L. (2012). The centrality of engagement in higher education. *Journal of Higher Education Outreach and Engagement*, 16,7-27.

What Do We Mean by Community?

Geography: (shared a physical place, such as neighborhood, city, or region)

Identity: (shared race, gender, or other characteristics)

- **Affiliation or interest :** (shared a common set of values or concerns)
- **Circumstances:**(shared a common experience such as surviving a natural disaster or managing a specific disease)
- **Profession or practice:** (shared specific knowledge to occupation, skill, or trade)
- **Faith:** (shared belief system, customs, and religious or spiritual practice)
- **Kinship:** (shared relationships through family and/or marriage)

What Do We Mean By Scholarship?

1. Requires a high level of (trans)disciplinary expertise: problem and/or systems change focused
2. Conducted in a scholarly manner
3. Is appropriately and effectively documented and disseminated to (academic and community) audiences, with reflective critique about significance, processes, and lessons learned (including Broader Impacts)
4. Has significance beyond the individual context (Broader Impacts)
5. Is judged to be significant and meritorious by panel of peers (can include community)
6. Demonstrates consistently ethical practice, in research, teaching, and the discipline
7. Recognizes the dynamic relationships between indigenous, tacit and explicit knowledges

Engaged Research and Creative Activity Scholarly Approaches

Use-inspired basic research

Community-based research

Community-based participatory research/Participatory Action Research

Applied research

Contractual research (funded by government, non-governmental organizations, or businesses)

Demonstration projects

Needs and assets assessments

Program evaluations

Translation of scholarship through presentations, publications, and web sites


Exhibitions, performances, and other creative activities

Engaged Teaching/Learning Scholarly Activities

For-Credit

- Service-learning
- Community engaged research as part of university classes
- Study abroad programs with community engagement components
- Online and off-campus education

Not-for-Credit

- Pre-college programs for youth in K-12
 - Occupational short course, certificate, and licensure programs
 - Conferences, seminars, not-for-credit classes, and workshops
 - Educational enrichment programs for the public and alumni
 - Media interviews or “translational” writing for general public audiences
 - Materials made available to enhance public understanding
 - Self-directed, managed learning environments, such as museums, libraries, gardens
- 

Engaged Service Scholarly Activities

Technical assistance

Consulting

Policy analysis

Expert testimony

Legal advice

Diagnostic and clinical services

Human and animal patient care

Advisory boards and other disciplinary-related service to
community organizations

Engaged Commercialized Scholarly Activities

Copyrights

Patents

Licenses for commercial use

Innovation and entrepreneurship
activities

University-managed or sponsored
business ventures with community
partners

Assessing Excellence: Promotion, Tenure, Merit Awards & Rewards

Four Dimensions of Quality Outreach and Engagement

Significance

- Importance of issue/opportunity to be addressed
- Goals/objectives of consequence

Context

- Consistency with university/unit values and stakeholder interests
- Appropriateness of expertise
- Degree of collaboration
- Appropriateness of methodological approach
- Sufficiency and creative use of resources

Scholarship

- Knowledge resources
- Knowledge application
- Knowledge generation
- Knowledge utilization

Impact

- Impact on issues, institutions, and individuals
- Sustainability and capacity building
- University-community relations
- Benefit to the university

UOE: University-Wide Awards

Recognitions of Partnerships

- MSU Community Engagement Scholarship Award
 - MSU Distinguished Partnership Award for Community-Engaged Research
 - MSU Distinguished Partnership Award for Community-Engaged Creative Activities
 - MSU Distinguished Partnership Award for Community-Engaged Teaching
 - MSU Distinguished Partnership Award for Community-Engaged Service

Recognitions of Faculty and Academic Staff

- MSU Community Engagement Scholarship Emergence Medal (early career faculty)
- MSU Community-Engaged Teaching Award
 - MSU Deans Community-Engaged Teaching Citation

UOE: University-Wide Awards (continued)

Recognitions of Students

- MSU Community Engagement Scholarship Graduate Leadership Medal
- MSU Community-Engaged Learning Scholar Award (undergraduates)
- MSU Community-Engaged Service Champion Award (undergraduates)

Recognition of Student Projects

- MSU Student Community Engagement Award

Recognition of Community Organizations

- MSU Community Partner of the Year Award

Linking University to Community through Place

Establishing Place-based Hubs for Engagement Activities



MSU Detroit
Research
Partnerships
Office at
YouthVille-Detroit



MSU Detroit
Center



Information
Technology
Empowerment
Center (ITEC) -
Lansing



Center for
Community and
Economic
Development
(CCED) in Lansing



Medical Centers in
Grand Rapids,
Detroit, and 34
sites Statewide

Mark Copier | The Grand Rapids Press



The mission of the University Corporate Research Park is to mutually benefit Michigan State University and tenants of the Research Park through the advancement of research, technology, development of new knowledge, and commercialization of intellectual property.

The Cultural Economy

Team (collaboration with Planning Design and Construction). A project partially funded by the Michigan Council for Arts and Cultural Affairs to examine the habits of creative people in their work place. Subjects were selected by their having received a Michigan Economic Development Corporation (MEDC) grant for being an innovative and entrepreneurial business.

MSU CCED Regional Export Strategies Project[\[External Link\]](#).

A collaboration with the East Michigan Council of Governments (EMCOG) to increase exporting to Canada and other foreign markets. Funded by the U.S. Economic Development Administration.

The Urban Core Mayors. A bipartisan, multi-regional coalition of Michigan's 13 central city mayors intended to address areas of mutual concern as well as develop and implement an agenda for local and state policy for cities. These thirteen cities anchor metropolitan regions that collectively include more than eight million of Michigan's ten million residents. Contact: Arnold Weinfeld

MSU EDA University Center for Regional Economic Innovation[\[External Link\]](#).

REI represents a unique new-economy development ecosystem for the support of: (1) regional commercialization efforts; (2) advancing entrepreneurship; and (3) cultivating a high-skilled regional work force. Student led faculty guided projects. To date, Student-Led, Faculty-Guided Projects have generated \$58,391,800 in public and private investment in the state



Connecting University to Community through Place

Michigan State Innovation Hub

- Spartan Innovations

MSU Technologies: marketing inventions to private sector

MSU Business Connect: helping private sector business to connect with MSU

MSU TRAC
Translational Research and Commercialization

msuENet: Entrepreneurial Network
MSU Hatch: Business accelerator for college students

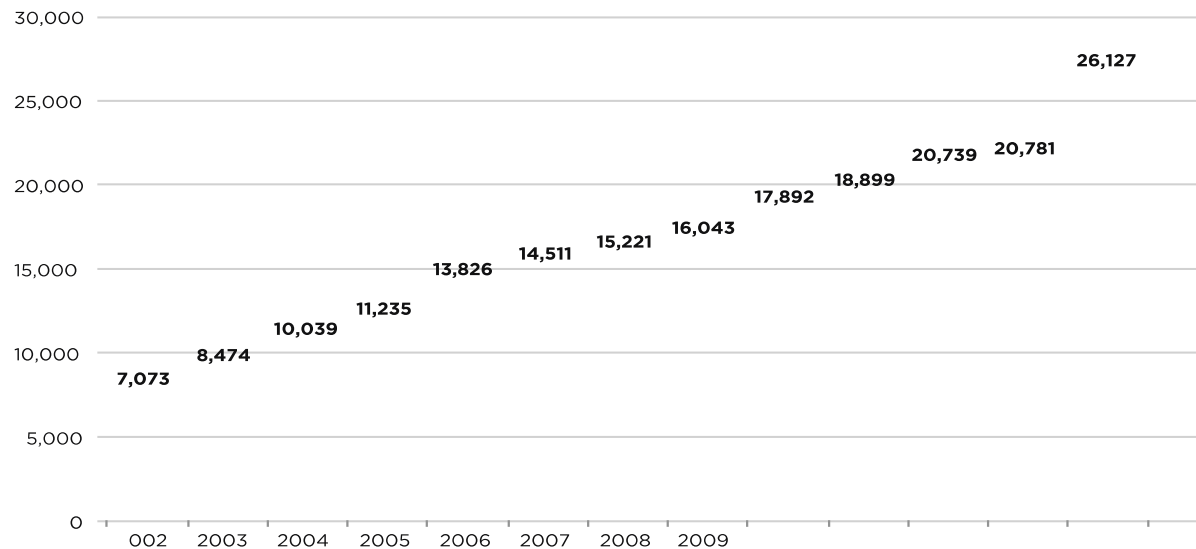


Center for Service-Learning & Civic Engagement (UOE and VP of Student Affairs & Services)

Intentional student engagement that combines community service with **academic instruction or co-curricular learning** that is focused on **critical, reflective thinking and civic responsibility**. Service-learning programs involve students in organized community service that addresses local needs, while developing their **academic skills, sense of civic responsibility and commitment to the community**.

(Definition adapted from Campus Compact, <http://compact.org>.)

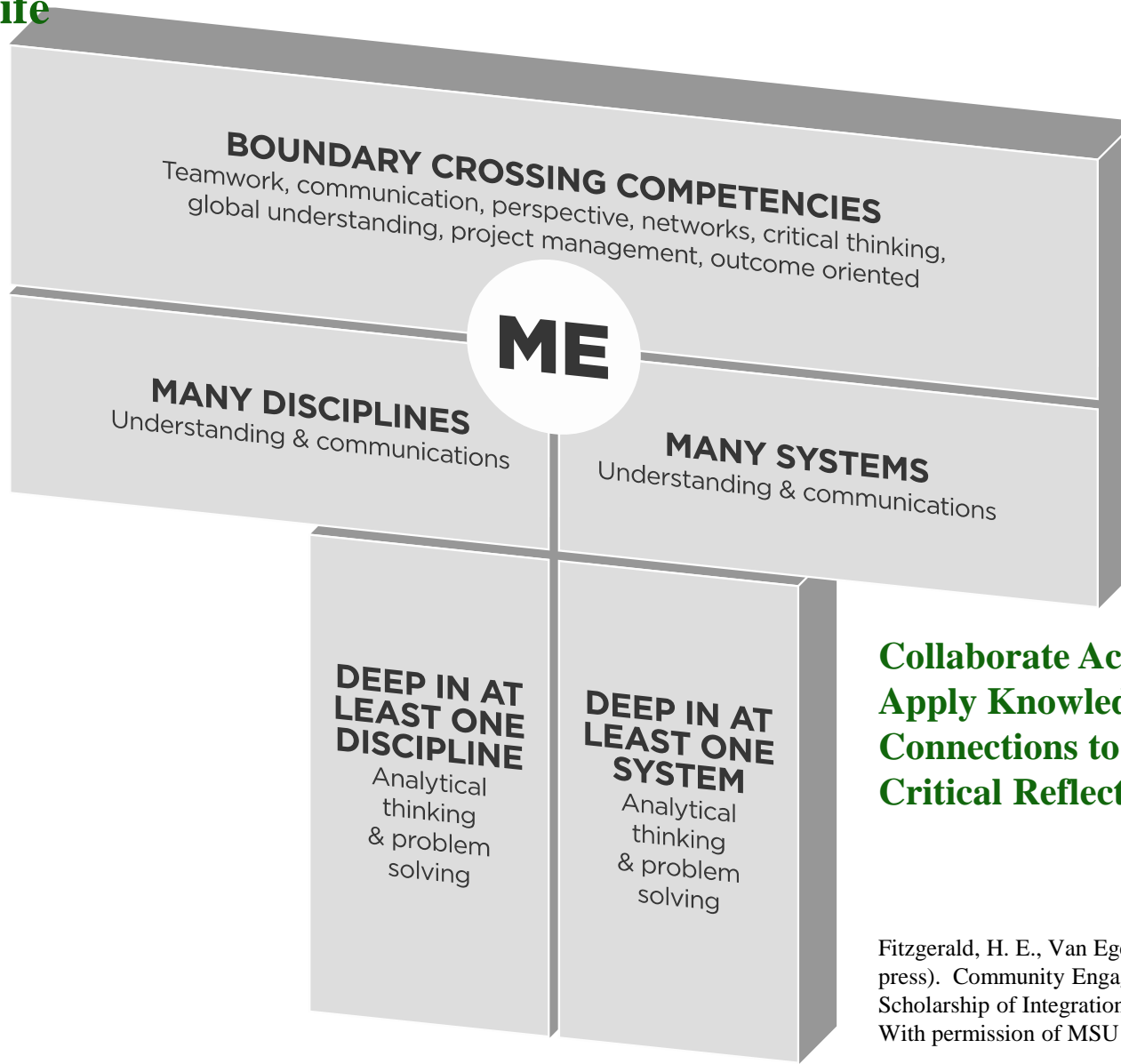
Community Engaged Learning: 2016: 32,000 students



27,475

Number of student registrations for community-engaged learning accommodated by the Center for Service-Learning and Civic Engagement during 2015-16, an overall increase of more than 5% from 2014-2015. Of those students, 39% were registered in community engaged learning as part of an academic course or program, and 61% participated in co-curricular community service.

Creating the T-Shaped Student for a 21st Century Workforce: Collaborative with Associate Provost and Dean for Undergraduate Education & Residence Life



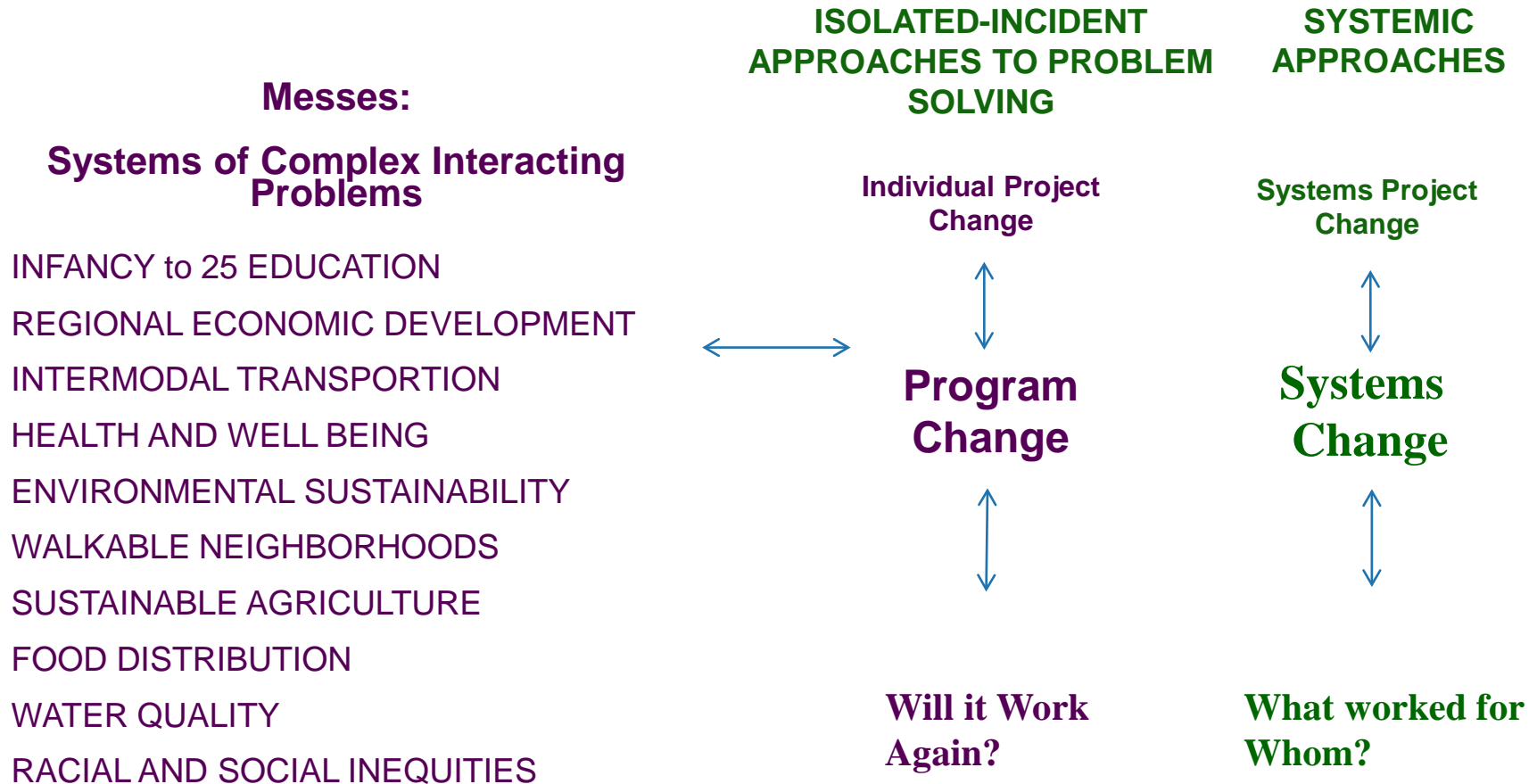
Collaborate Across Disciplines
Apply Knowledge from Other Disciplines
Connections to Community Contexts
Critical Reflection

Fitzgerald, H. E., Van Egeren, L. A., Bargerstock, B. A., & Zientek, R. (in press). Community Engagement Scholarship, Research Universities, and the Scholarship of Integration. In J. Sachs & K. Clark (Eds). Springer
With permission of MSU and IBM

Aligning Graduate Student Educational Experience Certificate in Community Engagement: 14 Core competencies, 2 cross-cutting themes

- Foundations of community engaged scholarship
 - Variations in community engaged scholarship
 - Initiating community partnerships
 - Navigating community partnerships
 - Techniques for community engagement
 - Community engaged research and creative activities
 - Community engaged teaching and learning
 - Capacity building for sustained change
 - Systems approaches to community change
 - Evaluation of engaged partnerships
 - Critical reflections on identity and culture
 - Communicating with public audiences
 - Scholarly skills—grant-writing and peer reviewed publishing
 - Strategies for successful engagement careers
-
- Ethics and community engaged scholarship (cross-cutting seminar theme)
 - Working with diverse communities (cross-cutting seminar theme)

SYSTEMS CHANGE, PROGRAM PROJECTS, BUILDING IMPACT, AND EVIDENCE-BASED PRACTICE: From isolated-incident approach, to systems approach



Innovations in Collaborative Modeling

Trans-disciplinary modeling (e.g., system dynamics modeling, agent-based modeling, social network analysis)

Integration of knowledge and practice across the natural and social sciences, public health, and other related disciplines

Participatory modeling

Involvement of stakeholders from a wide range of sectors in conceptualizing, representing, and managing complex problems



Community Research and
Evaluation Collaborative
University Outreach and
Engagement

Sustainable Michigan
Endowed Project

Environmental Science
and Policy Program

Community Evaluation Research Collaborative, Miles McNall, UOE mcnall@msu.edu



Gifted and Talented Education
MICHIGAN STATE UNIVERSITY

Preparing Future Spartans



CHAMP

Cooperative Highly
Accelerated Mathematics
Program

[Learn More](#)



ISHALL

Intensive Studies in
Humanities, Arts,
Language and Literature

[Learn More](#)



LEAF

Langue pour Etudiants
Avances de Francais

[Learn More](#)



CSI

Crime Scene
Investigation (CSI)
Forensics Camp

[Learn More](#)



MST

Math, Science, and
Technology (MST@MSU)

[Learn More](#)



DOCS

Future Docs

[Learn More](#)

Susan Sheth, Director

- Research and evaluation on social, economic, educational, and political conditions of Latino communities;
- Transmission of the research findings to academic institutions, government officials, community leaders, and private sector executives, through publications, public policy seminars, workshops, and private consultations;
- Provision of technical expertise and support to Latino communities for the purpose of developing policy responses to local problems;
- Development of Hispanic human capital, including leadership development, empowerment, and education.



Improve Your Products!

Increase user engagement and satisfaction.

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Add UX expertise to your research team.

Ensuring that your products are easy to use and accessible is critical in the digital world. From desktop to mobile, from websites to applications, UARC can help you improve your product's usability and accessibility!

[Learn More](#)



World Usability Day

UARC hosted Michigan's 13th annual World Usability Day event on **November 12, 2015**. For the first time in MiWUD history, the lineup featured all women presenters, each of whom embodies the spirit of **Innovation** (the 2015 global theme).

[Learn More](#)



Featured Project

Workforce Background Check Online System

A team of MSU researchers received funding from the U.S. Department of Health and Human Services, Centers for Medicare and Medicaid Services (CMS), to develop the Michigan Workforce Background Check system.

[Learn More](#)

Sarah J. Swierenga, Director



MSU Science Festival

Michigan Science Olympiad

Summer Solstice Jazz Festival

Great Lakes Folk Festival

MSU Museum:
Cultural and
Natural History
(1857)



Eli and Edythe Broad Art
Museum
(2007; opened 2010)

Wharton Center for Performing Arts



- Four theatres – Cobb Great Hall (2400), Pasant Theatre (750), MSU Concert Auditorium (3400), Fairchild Theatre (400)

MSUFCU Institute for



Kennedy Center Partners in Education

Professional Development Series;

Take it From the Top;

Young Playwrights Festival;

Act One Family Series performances;

Broadway Workshop

Programs that integrate performing arts into K-12 curriculum for almost 29,000 children each year and touch the lives of countless adults.



Outreach and Engagement Measurement Instrument

The OEMI is a survey that collects data on faculty and academic staff outreach and engagement activities

- **Process**

- Conducted annually
- Institution-wide
- Online, open 24x7, January-March
- Reporting on effort in the previous calendar year

- **Respondents**

- Individuals, not units
- Faculty and academic staff

<http://oemi.msu.edu/requestguestaccount.aspx>

Outreach & Engagement Measurement Instrument
OEMI

For help with the survey or how to complete it, see our [Frequently Asked Questions](#). Contact us at oemi@msu.edu or call 517-353-8977.

Michigan State University Survey 2015
Engagement Activities from January 01, 2015 through December 31, 2015

MICHIGAN STATE
UNIVERSITY

What is outreach and engagement?
Outreach/engagement occurs when a person's research, teaching, or service activity significantly engages that person's scholarly or professional expertise with communities and/or organizations outside the academy with the direct goal of improving outcomes for those who live and work in them. That is, outreach/engagement is scholarly activity conducted for the direct benefit of audiences external to the academy: for example, non-traditional students, government agencies, industrial firms and associations, health and welfare organizations, pre-K-12 schools, labor organizations, and the like.
Outreach/engagement is often like other faculty work that occurs on campus, but may differ in format; for example, by scheduling instruction at times and in places convenient to a working adult, or by communicating research results in ways that an external audience finds both understandable and usable. At its best engagement involves shared goals, expertise, resources, and results in mutually identified benefits.

What is the OEMI?
In order to help increase public understanding of Michigan State University's outreach/engagement effort, the Provost's Office collects data annually on faculty activities. The OEMI gathers numerical data about your outreach/engagement along seven dimensions:

- Time spent
- Societal issues
- Bolded by Design Imperatives
- Forms of activity
- Locations
- Non-university participants
- External funding and in-kind support

The survey also asks for descriptive information about purposes, methods, impacts on scholarship, and impacts on the external audiences for individual projects/activities. This information enables the University to showcase its faculty's contributions to the public that supports it.

Who should complete the OEMI?
All faculty, academic specialists, research associates, campus-based extension specialists, and visiting faculty should complete the OEMI. Adjunct faculty, graduate assistants, administrative professionals, and other MSU employees are not included at this time.
If you did **NOT** participate in any outreach/engagement activities during this period, please log in and select "I did not participate in any outreach/engagement activity during this period." in the first question.

What to report?
Outreach/engagement is an aspect of many different kinds of scholarly work, neither a separate sphere of activity distinct from teaching or research nor identical with "service." **It is very likely that you will include activities on the OEMI that you may have reported in other places as instruction, research, or creative activities. Thus, the first question on this survey asks you to identify the percentage of your total outreach effort across all the categories of your academic work (i.e., instruction, advising, research and creative activity, service, and administration). This work can take the form of:**

- Outreach Research and Creative Activity [?](#)
- Technical or Expert Assistance [?](#)
- Outreach Instruction: Credit Courses and Programs [?](#)
- Outreach Instruction: Non-Credit Classes and Programs [?](#)
- Outreach Instruction: Public Events and Understanding [?](#)
- Experiential/Service-Learning [?](#)
- Clinical Service [?](#)

Note: Throughout the survey, use the help icons [\(?\)](#) for definitions and examples.

How to begin the survey?
To start the survey, proceed to the [login page](#).
You will need your MSUNetID and password to log in. If you have trouble logging into the survey, contact the Administrative Information Services (AIS) Help Desk at 517-353-4420, ext. 311.

MICHIGAN STATE
UNIVERSITY

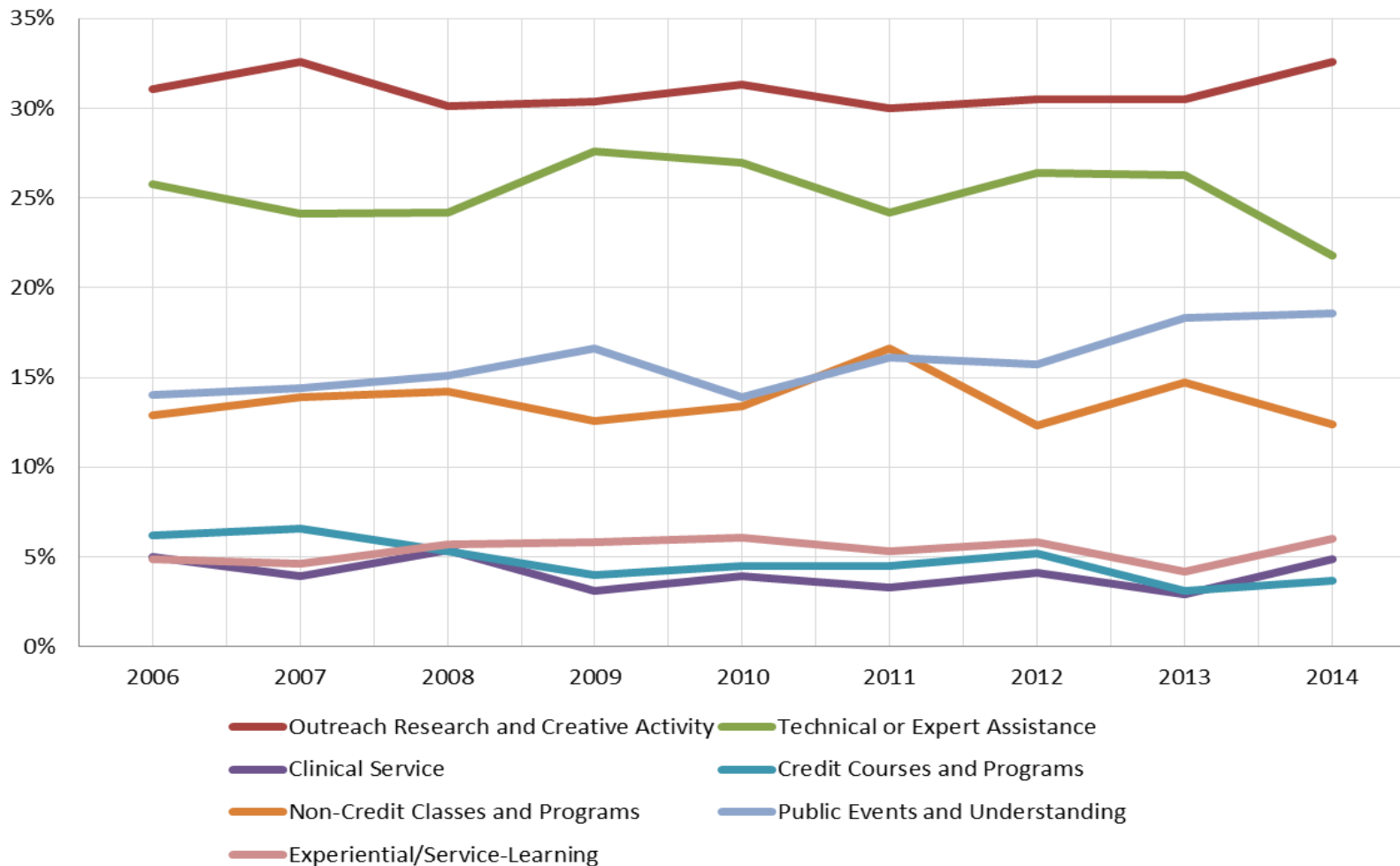
University Outreach
and Engagement

National Collaborative for the Study of University Engagement
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Kellogg Center • 219 S. Harrison Road, Room 92 • East Lansing, MI 48824
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Data Collection with the OEMI at MSU: 2004-2015

- **3,935 distinct (non-duplicative) respondents have completed the survey**
 - During this period the size of the faculty and academic staff has remained relatively stable (approximately 4,950)
- The work reported by these respondents represents a collective investment by Michigan State University of \$177,178,204 in faculty and academic staff time devoted to addressing the concerns of the state, nation, and world through engaged scholarship (based on the actual salary value of time spent, as reported by respondents)
- Respondents have submitted **9,371 project reports**

Percentage of Responses for Forms of Engagement by Year



MI SPARTAN IMPACT

MSU works side by side for a stronger Michigan.

REGION 8

Barry, Clinton, Eaton, Gratiot, Ingham, Ionia, Montcalm



ENROLLED MICHIGAN STUDENTS

4,883



VETERINARY MEDICINE STUDENTS

49



ENROLLED MEDICAL STUDENTS

204



ALUMNI RESIDING IN REGION

67,041

Show Details by Degree ▼



SPENDING WITH LOCAL BUSINESSES

\$199,719,860



TOTAL ECONOMIC IMPACT

\$3,008,962,468*



STAFF/FACULTY RESIDING IN REGION

9,362



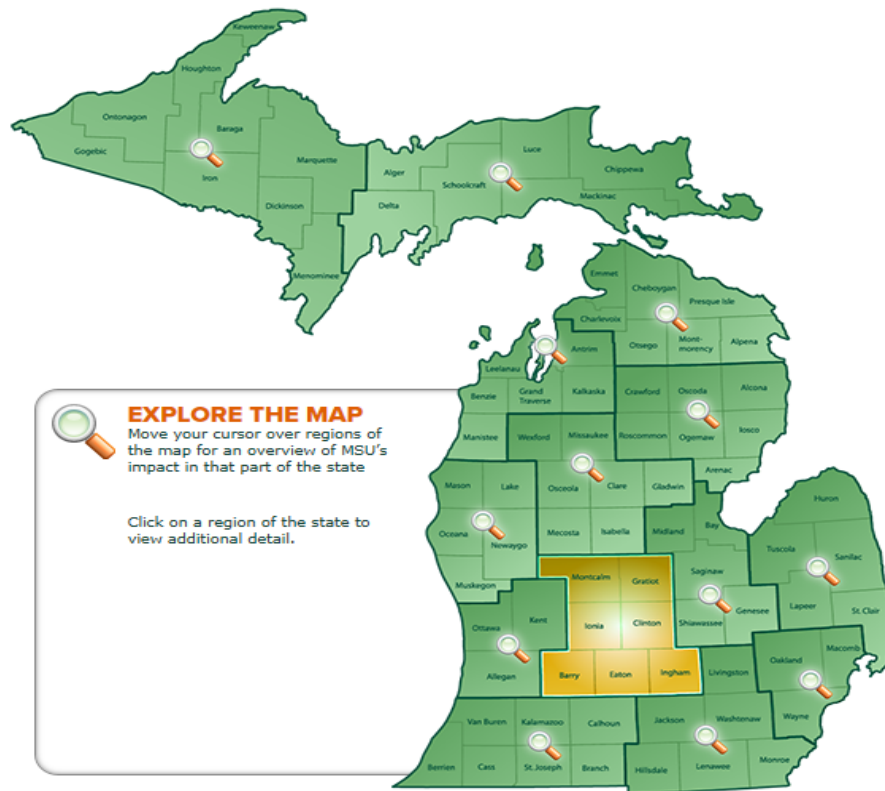
FINANCIAL AID DISBURSED

\$74,340,102



4-H YOUTH PARTICIPANTS

9,519



EXPLORE THE MAP

Move your cursor over regions of the map for an overview of MSU's impact in that part of the state

Click on a region of the state to view additional detail.



STATEWIDE IMPACT

Click the button below for highlights of MSU's overall impact in Michigan

[Read overview.](#)



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Michigan State University

State Land Grant Public University
February 12, 1855

Morrill Act Land Grant Public University
March 13, 1863

American Association of Universities 1964
and

Carnegie Engagement University 2006



Office of University Outreach and Engagement

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Director, Urban and Policy Initiatives

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