SOME THOUGHTS ON ENGAGEMENT

January 8, 2013 Presentation to the Academic Outreach and Engagement Council (AOEC)

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Overview

- Delighted to have this opportunity to visit with you
- I look forward to continuous engagement with all of you
- I am interested in first sharing some background
- I would like to update you on my thinking, get your input, keep you apprised
- I would like to look to the future with you
Agenda for Presentation

- Some background
- Looking to the future
- The absolute need for engagement
- Engagement as an evolving area of my focus
- Some definitions
- MSU as one exemplar of a fully engaged research university
- Our current engagement portfolio at UTK
- APLU and community engagement
- NOSC and engaged scholarship
- Carnegie Classification
- Our 2010 submittal to Carnegie
- 2010 reviewers comments on our Carnegie application
- Ideal components
- What is needed for our 2014 submittal
- NERCHE as a resource
- The role of the Office of Vice Chancellor for Research in engagement
- The Research Council model as an advisory body to the VCR
- Possible role for the AOEC in advising the VCR
- Looking ahead to 2014 and beyond
Some Background: The First Three Months Have Been Informative

- Met with Cabinet, UT System, UTRF, ORNL, ORAU, and Y-12 senior leadership
- Met with Deans and senior staff in all colleges
- Met with all the center directors and institutes reporting to the VCR
- Held two listening sessions relative to an OR strategic action plan:
  - October 23, 2012 with many internal and external constituencies (121 invited, 84 attended)
  - November 30, 2012 with deans, directors and department heads (144 invited, 67 attended)
- Third listening session will be January 14, 2013 with faculty (about 200 will be invited)
Some Background: Just a Few UTK Matters I Have Enjoyed Learning About

Living Light on the Mall in D.C.

Dr. Carol Tenopir, one of seven new AAAS Fellows

Undergraduate Research FB Page

Dr. Stefan Spanier and the CMS pixel tracker

Dr. Dan Simberloff wins the 2012 Ramon Margalef Prize for Ecology

Dr. Tom Burman, Our newest NEH Fellowship recipient
Some Background: The Evolving National Dialogue on the Value of New Knowledge, Discovery, and R&D

- National Academies 2007 Report
- National Academies 2010 Report
- White House OSTP/PCAST 2012 report
Some Background: What is a Great Public Research University?

“But what has made our universities the greatest in the world is not the quality of our undergraduate education--- as important as that is--- but our ability to fulfill one of the other central missions of the leading universities: the production of new knowledge through the discoveries that change our lives and the world.”

Some Background: Why A New Public Research University for the 21st Century is Needed!

- Association of Public And Land Grant Universities (APLU)
- Association of American Universities (AAU)
- National Research Council (NRC) of the National Academies,
- National Science Board (NSB) of the NSF
Looking to the Future: A New Public Research University for the 21st Century

Agora

*Agora: “market,” commercial district, place for debating and voting*

Acropolis & Parthenon

*Acropolis: “(high) city on the extremity,” sacred to Athena (Goddess of Wisdom), close to Aristotle’s Lyceum

Knoxville, TN 2012

*Clark Kerr (1988) “Mostly it (higher education) lived in tension, at one in the same time at the bottom of the hill, at the top of the hill, and on many pathways in between.” Perhaps things do come full circle...
Looking to the Future: The New Public Research University for the 21st Century

- Place-based mission
- Mission-based discovery
- Basic and applied discovery research
- Experiential learning
- Life-long learning
- Knowledge hubs
- More than just Land- and Sun-Grant... we are a “City-Grant” institution
- This right critical mass* of opportunity
- Diverse learning environment
- Culture and knowledge economies
- Social and global engagement critical to societal needs

*Critical mass: prospective students, alumni, employers, K-12 school systems, community colleges, neighborhoods, communities, fine art space, non-profits, NGOs, culture, venture capital, corporations, foundations, hospitals, federal R&D, corporate R&D, transit systems, IT infrastructure
The Absolute Need for Engagement

- How do we reclaim our essential purpose?
The Absolute Need for Engagement

• Using one example, we are one of many focused on the “centrality of engagement”
Evolving Areas of My Focus:

5. Engagement & Outreach

- Creation of an exemplary integrated system of systems for community engagement at UTK
- General focus on Carnegie Classification in 2015 (unsuccessful in 2010) as a vehicle for integration and coalescence; involving UTK and UTIA, UT System
- Desire to have engaged outreach become part of the fabric of discovery, scholarship, service and teaching
- This needs to be a system of systems... UTK (Provost, VC Student Life, Vice Chancellor for Communication, VCR, Colleges), UTIA, UT Institute of Public Service, etc.
- Necessary strong central leadership and support
- Closely integrate with the Academic Outreach and Engagement Council (AOEC) to deeply establish the culture of engaged outreach in the UTK community
- Close coordination with UTIA (Cooperative Extension), Institute for Public Service, UT System is essential
- Close coordination with VC Nichols around communications is essential
Some Definitions

- APLU “Engagement:”
  - Based on Kellogg Commission
  - Redesign of teaching, research, extension and service to be more sympathetically and productively involved in their “communities.”
  - Sharing and reciprocity with “community” partners
  - Two way streets defined by mutual respect, for what is brought to the table
Some Definitions

- Carnegie “Community Engagement:”
  - Between institutions of higher learning and their larger communities (local, regional/state, national, global)
  - Mutually beneficial exchange of knowledge and resources
  - Context involves partnership and reciprocity
Some Definitions

- ESC “Community Engagement Scholarship:”
  - Serves the public good
  - Recognition and contribution of high quality scholarship
  - Active collaboration with participating community scholars
  - Positive impact on complex societal needs and issues
Some Definitions

- Michigan State University and “Capable Communities:”
  - Applies strengths (assets) of its members to improve overall well-being of the community

- UTIA “Extension:”
  - Research-based education supporting the State of Tennessee
Some Definitions

- Michigan State University “Outreach:”
  - Scholarship that cuts across teaching, research and service
  - Generating, transmitting applying and preserving knowledge for the direct benefit of external audiences
Some Definitions

- NSF New “Broader Impacts:”
  - Advance discovery and learning
  - Broaden participation
  - Enhance infrastructure
  - Broaden dissemination
  - Benefit to society

- “Society desires solutions, not silos” (Dr. Cameron Wake, Office of Engagement & Outreach, UNH, 2007)
Michigan State University as an Exemplar

A true exemplar:

- Major focus of President Lou Anna Simon
- Long standing program
- True exemplar
- National thought leader
- Necessity relative to the situation in Michigan
- Many integrated components (e.g., fully integrated)
- Culturally-embedded
Michigan State University as an Exemplar

- Many components:
  - Statewide resource network
  - Spartan Youth Program
  - Extension
  - Communities of Science
  - Summer Study
  - On-line and Off-campus programs
  - Capable Communities
  - Notion of “World-Grant” institution
Our Current Engagement Portfolio at UTK

Generally, we have many excellent components:

- Office of the Provost (e.g., service learning partnership portal)
- Office of the Vice Chancellor for Student Life (e.g., student leadership and service)
- Office of the Vice Chancellor for Research and Engagement (e.g., STEM community engagement)
- AOEC
- UTIA Cooperative Extension
- UT System Institute for Public Service
APLU and Community Engagement

- Ties to Land Grant roles
- Based on Kellogg Commission efforts like “Returning to Our Roots---The Engaged Institution” from 1996 and 2000
- Early focus of CIC/CECEPS
- 2005 Kellogg Commission impact review
- C. Peter McGrath awards focus
- 2009 review of the effectiveness of the C. Peter McGrath award
- 2011 CEO white paper on the “centrality of engagement”
ESC and Engaged Scholarship

- National thought leader
- NOSC conferences
- Close coordination with APLU and AAU
ESC and Engaged Scholarship

- ESC 2013 meeting at Texas Tech University
- Academy of Community Engagement
- Emerging Engagement Scholars Workshop
- Outreach and Community Engagement Staff Network
Carnegie Classification as Community Engaged

- Accreditation cycle to be implemented
- 2015 accreditation call
  - January 2013 announcement
  - May 2013 registration
  - September 2013 release of applications
  - April 2014 applications due
  - December 2014 notice
  - January 2015 classification announced
- Next call 2020
Carnegie Classification as Community Engaged

- Significant resources available
- Opportunity to visit other institutions
- Invite Amy Driscoll to campus
Our 2010 Submittal to Carnegie

Components included:

- Ready for the World QEP (C. Peter McGraw)
- Significant external partnerships
- Robust mission statement
- Hiring of the community engagement campus coordinator (Elizabeth Burman in the Office of the VCR)
- Hiring of a service learning coordinator in the Provost’s Office (Craig Beleakney in Office of the Provost)
2010 Reviewer Comments

Generally:

- Lack of centralized coordination for engagement
- Absence of engagement in the strategic plan
- Lack of assessment mechanisms
- Lack of ability to measure community impact and perceptions
Ideal Components

- Engagement scholarship and its integration with teaching, research and service
- Integral component of strategic plan and SACS accreditation
- Faculty reward system for engagement scholarship
- Helpful focus on NSF “broader impacts”
- Curricular engagement, service learning, community partnerships, faculty engagement
- Institutional commitment
- Assessment
- Reciprocity with “community” partners
What Is Needed for our 2014 Submittal

Generally:

- Centralized coordination
- Inclusion in the strategic plan
- Cultural change around community engagement; part of the academic enterprise
- Outreach and extension growing into full engagement
- Assessment mechanisms; including ability to measure community impact and perceptions
NERCHE as a Resource

- NERCHE will administer the review of the 2014 Carnegie submittals
- Invite Dr. John Saltmarsh to UTL to further advise
- Coordinate with NERCHE on review of our Carnegie application
The Current Role of the Office of the Vice Chancellor for Research

Generally:
- Carnegie application
- Coordinating STEM K-12 engagement
- UT REACH newsletter
- Community engagement portal (partnerships & STEM)
- National engagement with APLU (CEO), ESC (Outreach and Engagement Staff....)
- C. Peter McGraw competition
- OR incentive grants
- ESC/NOSC scholarships
The Research Council Model as an Advisory Body

- Standing committee of the Faculty Senate
- Various subcommittees
- Membership includes OR staff, SPA staff
- OR administrative “staffing” support
- Promote and support the research mission of the university
- Advisory body to the VCR
- Co-administer certain activities of the OR
- Facilitate communication between faculty and grad students with those who guide, fund and administer research
Possible Role for the AOEC as an Advisory Council

- Expanded membership?
- OR administrative “staffing” support?
- Facilitate communication between faculty and grad students with those who guide, fund and administer engaged outreach; specifically enhancing the culture around community engagement
Looking Ahead to 2014 and Beyond

- Develop a system of systems independent of Carnegie outcome; this is essential to our future regardless
- Focus on change in culture
- Greatly expand communications around societal benefit
Thank You for Your Support, Your Willingness to Share Ideas, & Your Interest in Collaborating!

If you have questions, then please feel free to contact me:

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