UW’s Engagement Task Force

Listening Session

November 6, 2017
Carnegie Foundation Definition of Community Engagement

“The collaboration between institutions of higher education and their larger communities (local, regional/state, national, global) for the mutually beneficial exchange of knowledge and resources in a context of partnership and reciprocity.

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.”

– Carnegie Foundation for the Advancement of Teaching
Centrality of Engagement in Higher Education

“... [T]he understanding that not all knowledge and expertise resides in the academy, and that both expertise and great learning opportunities in teaching and scholarship also reside in non-academic settings. By recommitting to their societal contract, public and land-grant universities can fulfill their promise as institutions that produce knowledge that benefits society and prepares students for productive citizenship in a democratic society.... [It] posits a new framework for scholarship that moves away from emphasizing products to emphasizing impact.”

- Association of Public and Land Grant Universities
UW’s Land Grant Mission & Commitment to the State

- **Morrill Act Purpose:** Enable all citizens of the US to participate in the nation’s economic and social progress; focus on practical public education for citizens

- **Engagement & Land Grant Mission of the 21st Century**
  - Embrace commitment to service to our community
  - Commitment to reciprocity, collaboration, and partnership

- **2016-17 - Strategic Planning Listening Sessions** showed a deep commitment to this at UW & need to better coordinate these efforts

- Engagement Task Force is the vehicle to articulate this mission
UW’s Engagement Task Force

- Develop a plan for strengthening UW’s mission as a land-grant university and to collaborate with constituents and partners to improve and enhance the health and well-being of the state’s communities and environments.
- Work with the UW community to think futuristically about engagement to create an environment of engaged education, student opportunities, scholarship, service, and faculty and staff development to build collaboration between UW and our constituents and to address the complex economic and social challenges facing UW and Wyoming.

**Task Force Charge:**

1. Use this year to create a plan for an Office of Engagement and Outreach

2. Work toward UW designation as a Carnegie Foundation “community engaged university”
UW’s Engagement Task Force

• Where are we now and what do we need to do?

  1. Discuss make up and structure of the task force
  2. Provide an update on where we are & next steps
  3. Discuss the Carnegie model
  4. Grab the opportunity we have now
Make Up of UW Engagement Task Force

- **Jean Garrison (chair)** – director of the Center for Global Studies
- **Anne Alexander**, associate vice provost in the Office of Academic Affairs
- **Chad Baldwin**, associate vice president for marketing and communications
- **Jordan Blazovich**, student senator representing the College of Health Sciences
- **Chris Boswell**, vice president for governmental and community affairs
- **Mary Burman**, dean of the Fay W. Whitney School of Nursing
- **Jo Chytka**, director of UW Advising, Career and Exploratory Studies
- **Tony Denzer**, head of the Department of Civil and Architectural Engineering
- **Shelley Dodd**, director of the Office of Admissions
- **Jeff Edgens**, associate dean and director of UW-Casper
- **Brent Ewers**, botany professor and director of Wyoming EPSCoR
- **Paul Flesher**, professor or religious studies and director of Saturday University
- **Keener Fry**, director of the UW Alumni Association
- **Bret Hess**, professor of animal science, associate dean for research and director of the Wyoming Agricultural Experiment Station
- **Richard Raridon**, coordinator of community engagement and service, Center for Service, Leadership, and Community Engagement
- **Kate Welsh**, associate professor in the School of Teacher Education and director of the Social Justice Research Center
Where is the Task Force to Date?

Meetings with constituent groups
• 5 Task Force Meetings – hosted guests from across campus to gain perspective on UW’s current engagement and outreach
• Chair reach out to groups on and off campus

Committee Structure
• Set up Structure with Steering Committee & 5 Committees Completing Reports
  1. Strategic Planning for Engagement and Awards
  2. Assessing Engagement Impacts
  3. Strategic Communication, Funding and Constituent Relations
  4. Curriculum and Professional Development
  5. Community Partnerships

Focused Meetings
• Co-hosted Workshop on Documenting Engagement with Service, Leadership + Community Engagement Office (SLCE) and Ellbogen Center for Teaching and Learning (ECTL)
• Task force group attended workshop on Carnegie process in Denver

Using Carnegie Model for our Work
Institutional Motivation for Carnegie Designation

- **Institutional self-assessment and self-study:** A way to bring the disparate parts of the campus together in a way that advances a unified agenda. At the same time it allows for the identification of promising practices that can be shared across the institution.

- **Legitimacy:** Seeking a new level of legitimacy and public recognition and visibility for your work.

- **Accountability:** A way to demonstrate that the institution is fulfilling its mission to serve the public good.

- **Catalyst for Change:** A tool for fostering institutional alignment for community-based teaching, learning and scholarship.

- **Institutional Identity:** The classification is a way to clarify institutional identity and mission that distinguishes the institution from peers.
## 2015 Carnegie First-Time Classification

<table>
<thead>
<tr>
<th>Classification</th>
<th>Count</th>
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<tbody>
<tr>
<td>Public</td>
<td>47</td>
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<tr>
<td>Private not-for-profit</td>
<td>36</td>
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<td>4 or more years</td>
<td>80</td>
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<td>At least 2 but less than 4 years</td>
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<tr>
<td>Assoc/Pub-U-MC: Associate's--Public Urban-serving Multicampus</td>
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<tr>
<td>Bac/A&amp;S: Baccalaureate Colleges--Arts &amp; Sciences</td>
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<tr>
<td>Bac/Assoc: Baccalaureate/Associate's Colleges</td>
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<td>Bac/Diverse: Baccalaureate Colleges--Diverse Fields</td>
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<tr>
<td>Master's L: Master's Colleges and Universities (larger programs)</td>
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<td>Master's M: Master's Colleges and Universities (medium programs)</td>
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<td>Master's S: Master's Colleges and Universities (smaller programs)</td>
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<tr>
<td>DRU: Doctoral/Research Universities</td>
<td>9</td>
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<tr>
<td>RU/H: Research Universities (high research activity)</td>
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<tr>
<td>RU/VH: Research Universities (very high research activity)</td>
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<tr>
<td>Spec/Arts: Special Focus Institutions--Schools of art, music, and design</td>
<td>1</td>
</tr>
<tr>
<td>Spec/Health: Special Focus Institutions--Other health professions schools</td>
<td>2</td>
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<tr>
<td>Spec/Med: Special Focus Institutions--Medical schools and medical centers</td>
<td>2</td>
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Carnegie Community Engagement Classification

UW Close Peers and Stretch Peers

**UW’s Close Peers - Carnegie Designation**
- Montana State University - 2010
- **New Mexico State University** - 2015
- Oklahoma State University - 2006, 2015
- University of Idaho - 2010
- University of Maine - 2008, 2015
- The University of Montana - 2008

**Not Carnegie Designated**
- South Dakota State University
- University of Nevada-Reno
- University of Rhode Island
- Utah State University

**UW’s Stretch Peers - Carnegie Designation**
- Clemson University - 2008, 2015
- **Colorado State University** - 2008, 2015
- Kansas State University - 2010
- Texas Tech University - 2006, 2015
- University of Utah - 2010
- Washington State University - 2008, 2015
- West Virginia University - 2010

**Not Carnegie Designated**
- University of Nebraska-Lincoln
- University of New Mexico

**Others of Interest**
- Oregon State University - 2010
- Ohio State University - 2008, 2015
- University of Northern Colorado - 2015
Carnegie Classification Application as a Best Practice Model for Engagement

• Foundational Indicators
  – Institutional Commitment
  – Institutional Identity and Culture

• Curricular Engagement

• Outreach and Partnerships
## Foundational Indicators

<table>
<thead>
<tr>
<th>Institutional identity &amp; culture</th>
<th>Institutional Commitment</th>
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<tbody>
<tr>
<td>○ Mission/vision</td>
<td>○ Infrastructure</td>
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<tr>
<td>○ Recognition</td>
<td>○ Budget/fundraising</td>
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<tr>
<td>○ Assessment/data</td>
<td>○ Tracking/documentation</td>
</tr>
<tr>
<td>○ Marketing materials</td>
<td>○ Assessment/data</td>
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<td>○ Leadership priority</td>
<td>○ Strategic plan</td>
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<td></td>
<td>○ Professional development</td>
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<td></td>
<td>○ Community voice</td>
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<tr>
<td></td>
<td>○ Recruitment/promotion</td>
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<td>○ Student leadership</td>
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Foundational Indicators

• Does the institution indicate that community engagement is a priority in its mission statement (or vision)? (Yes)
  
  – **Relevant Mission in Breaking Through**: Cultivate a community of learning energized by collaborative work among students, faculty, staff and external partners.
  – **Values: Engagement and Communication**: Engagement with local, state, tribal, national and global constituencies inspires our daily work. We are committed to active outreach and clear communication with our extensive communities.

• Is community engagement defined and planned for in the strategic plans of the institution? (Yes)
  
  – **Breaking Through Goal 3**: Impacting Communities: Improve and enhance the health and well-being of our communities and environments through outreach programs and in collaboration with our constituents and partners.
Curricular Engagement

• Curricular Engagement describes teaching, learning, and scholarship which engage faculty, students, and community in mutually beneficial and respectful collaboration.

• Their interactions address community identified needs, deepen students’ civic and academic learning, enhance the wellbeing of the community, and enrich the scholarship of the institution.
Outreach & Partnerships

Outreach and Partnership describe two different but related approaches to community engagement.

1. **Outreach** focuses on the application and provision of institutional resources for community use benefiting both campus and community.

2. **Engagement** focuses on collaborative interactions with community and related scholarship for the mutually beneficial exchange, exploration, discovery, and application of knowledge, information, and resources (e.g., research, economic development, capacity building, etc.) and related scholarship.

Outreach and Partnerships around Wyoming

1. View of UW around the state
2. Plethora of examples at UW
Survey on Statewide Engagement

Fall 2016 Survey by WySAC of 722 Wyoming residents; margin of error of plus or minus 3.6 percentage points.

- 36% of respondents gave UW an “A,” and 42% offered a “B” rating, with the average of all responses equating to 3.24 on a 4.0 scale. That “grade-point average” is the third highest since polling on UW’s performance began in 1984. It is down from the all-time high of 3.31 in 2012.

- On the issue of “being responsive to the needs of the state and its citizens,” 66% responded excellent or good (14 percent rated UW’s performance as excellent and 52 percent as good).

- On whether UW has “a strong level of engagement with your community,” 61% responded excellent or good (19 percent said excellent, 42 percent good, 20 percent fair and 9 percent poor).
UW Strategic Planning Process and UW’s Engagement Commitment

- Fall 2016 statewide listening sessions with President Laurie Nichols that informed Breaking Through
- Ongoing statewide engagement & outreach from the top down including colleges/schools, departments, and individuals
- Formation of the Engagement Task Force
Carnegie & Engagement Opportunity at UW Now

• Coordinate and streamline engagement efforts to achieve enhanced consistency, follow-through, communication, marketing, and impact
• Provide a portal of access to UW for the citizens of Wyoming (and beyond)
• Strengthen UW’s culture of engagement with enhanced recognition and reward
• Whenever possible, integrate engagement with other institutional initiatives and offices (e.g. admissions, distance education, community college/regional centers, Extension, entrepreneurship, etc.)
• Become a Carnegie designated engagement university and use this designation in university marketing efforts
What’s coming next for the task force?

• Nov/Dec 2017 – Committee tasks and draft reports
• December – website launch page
• December-February - Inventory exercise – Dean/Dept. Head survey
• January-February – Focus groups in 13 Wyoming communities
• Late March-Early April - Report to the President and Provost and Campus Community for comment
• May 2018 – Revised report submitted to President and Provost
Questions and Discussion?