

University Outreach and Engagement (UOE)

Kwesi Brookins, Ph.D. (he/sisi)

Associate Provost for University Outreach and Engagement

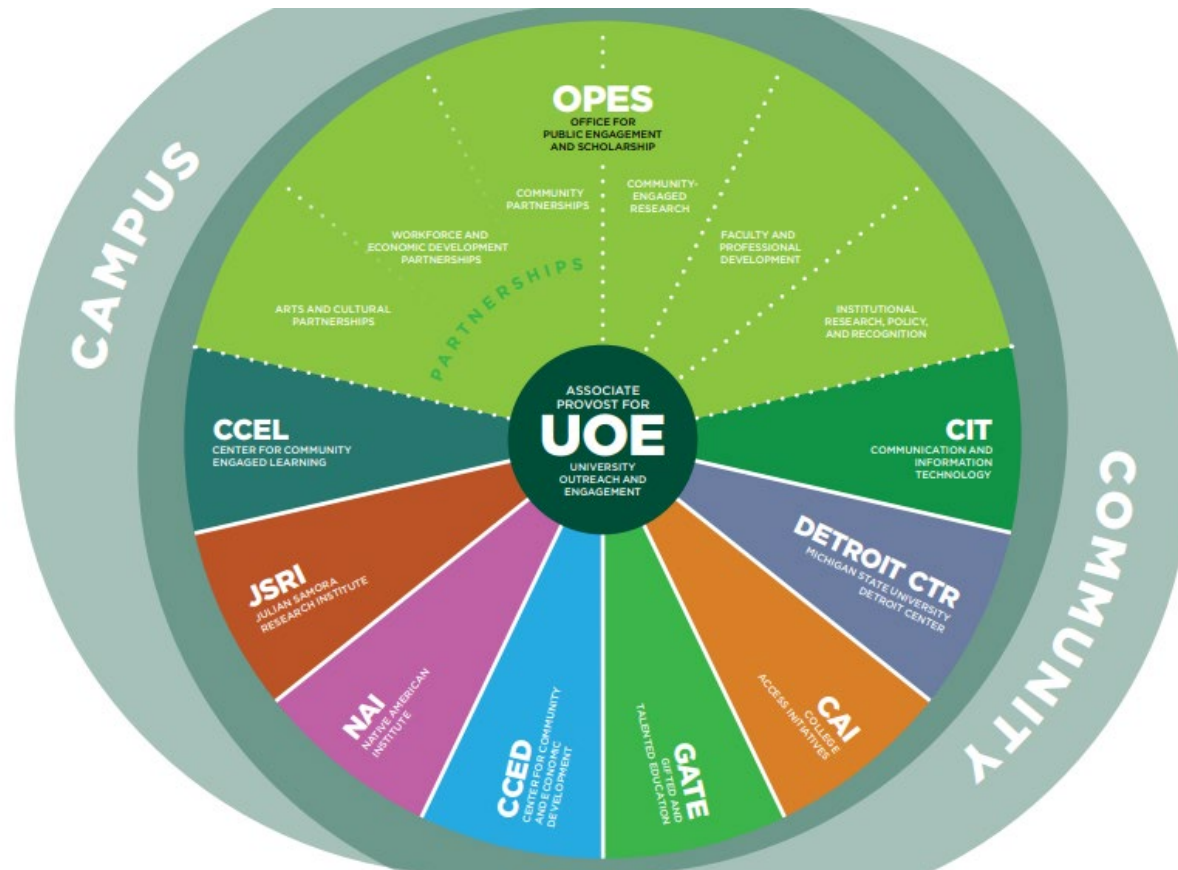
Professor, Ecological-Community Psychology

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engage.msu.edu

Faculty Senate

March 21, 2023



Overview

What We do
Our Impact
Our Future

MICHIGAN STATE
UNIVERSITY

University Outreach
and Engagement

UOE Mission

Facilitate the engaged scholarship of MSU faculty, staff, and students in partnership with communities to create societal *impact*.

Support

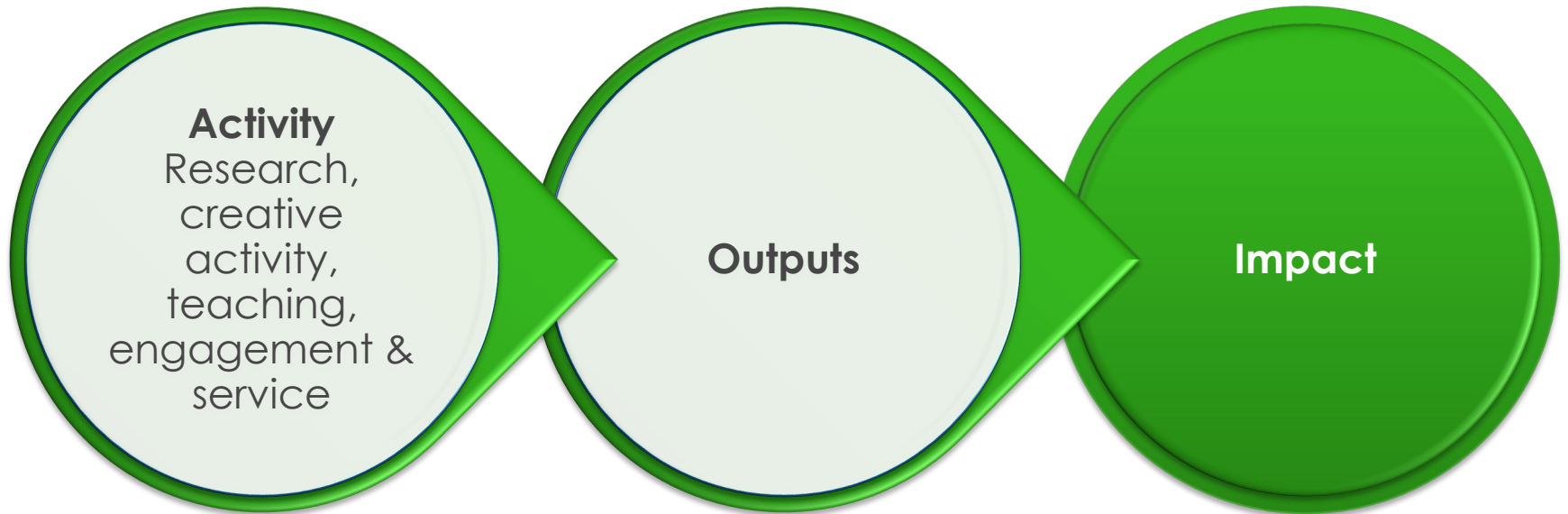
Advocate

Foster

Innovate

Connect

Scholarship and Research Intentionality and Reciprocity



outreach and engagement

An aerial, dark-toned photograph of a university campus. A winding road with a few cars is visible on the right side. The campus is filled with trees and several buildings, including a prominent white building with a portico on the right. The sky is overcast with dark clouds. The overall mood is serious and academic.

MSU Outreach and Engagement

1. Student community-engaged learning
2. Funding proposals
3. Faculty and academic staff engaged scholarship

Center for Community-Engaged Learning (CCEL)

Academic Programs

- Faculty CEL Workshop Series and Consultations
- Faculty CEL Learning Communities
- Classroom/Course CEL Orientations, Supports, and Reflection

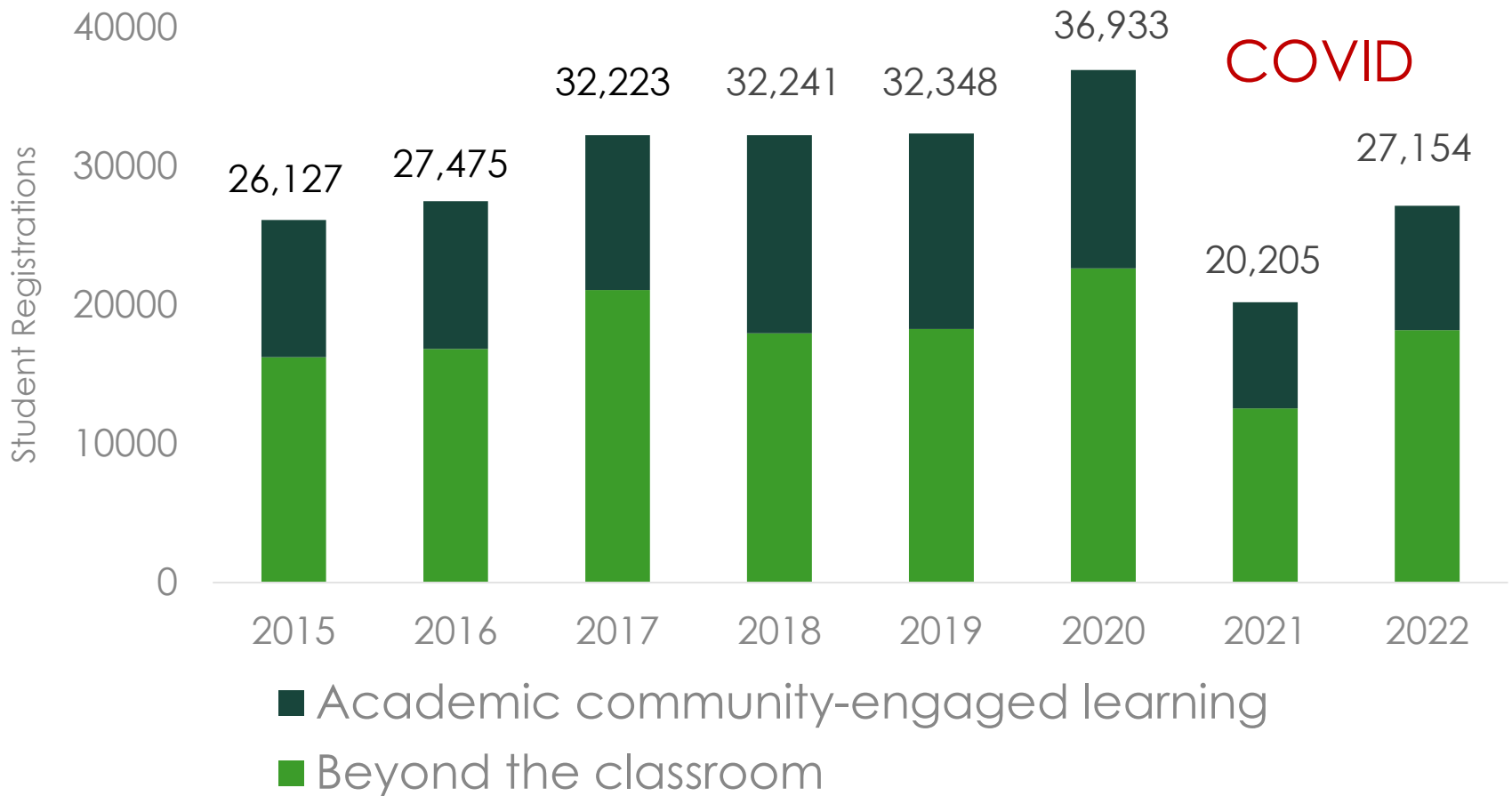
Co-curricular Programs

- MSU Community Engagement Scholars
- Spartan Volunteer Service Awards
- Student Volunteer Programs
- Days of Service
- Support for Service-focused RSOs
- Pre-professional Student Service
- America Reads/Counts Student Tutors



Co-directs democratic engagement at MSU and the MSUvote Initiative

1. Student Community-Engaged Learning Experiences have increased



Note: From Center for Community Engaged Learning Index.

Pre-College Initiatives

College Access Initiatives

- Awarded 5-year \$1.5M Upward Bound grant
- In 2022, CAI programs served 2,569 middle- and high-school students through mentoring, tutoring, skill-building, and other college prep activities

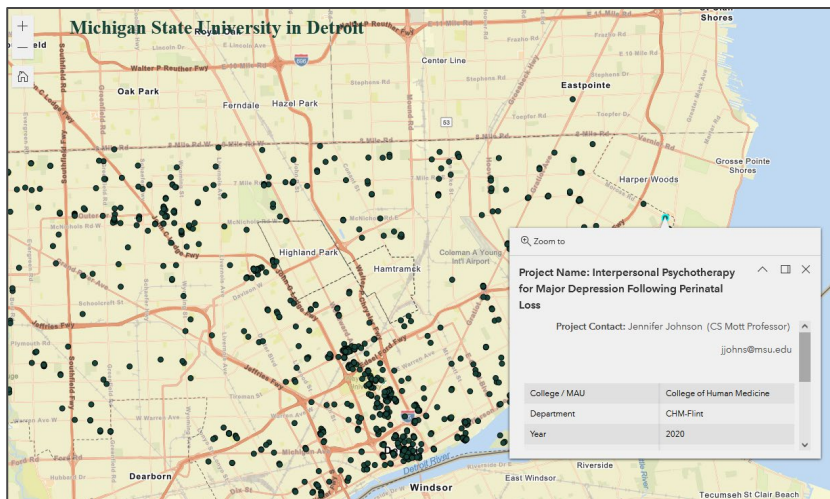
Gifted and Talented Education

- In 2022, served 295 students with advanced academic programming.
- Initiatives underway to improve pipeline to Honors College and to identify gifted students in Detroit Public Schools.
- Created new dual enrollment system.

Supporting Institutional Research on Community Engagement Scholarship

Collecting data about faculty and academic staff outreach and engagement since 2004

- Data used for many purposes
- Recent changes to shorten the survey have improved numbers of responses
- Current efforts focus on developing self-serve access to data through maps and a searchable catalog



MICHIGAN STATE UNIVERSITY

Search by Project Name or Contact Last Name

Filter by Area of Interest: All

Filter by College: All

Filter by Department: All

21st Century Community Centers Evaluation Project Contact: James Wu Location: Eastpointe High School Click for Project Report	Food Safety Project Contact: Cheryl Eschbach Location: (ACC) Arab American and Chaldean Council Click for Project Report	SNAP-Education programming Project Contact: Rebecca Henne Location: (ACC) Arab American and Chaldean Council Click for Project Report
SNAP-Education programming Project Contact: Rebecca Henne Location: 2 Day's Child Learning Center Click for Project Report	313 Reads Evaluation Table for Equity and Impact Project Contact: Julia Kruse Location: 313 Reads Click for Project Report	Social Justice Partnership - Wayne RESA Project Contact: Jia Hamrick Location: 313 Reads Click for Project Report
InnovateGov Project Contact: Joshua Sproetche Location: 313 Circuit Court Click for Project Report	Detroit Law Enforcement Assisted Diversion Program (LEAD) Project Contact: Julia Kruse Location: 4th Precinct Detroit Click for Project Report	Detroit Community-Based Crime Reduction (CBCR) Project Contact: Julia Kruse Location: 5th Precinct Detroit Click for Project Report
Detroit Project Safe Neighborhoods Project Contact: Julia Kruse Location: 6th Precinct Detroit Click for Project Report	Detroit Community-Based Crime Reduction (CBCR) Project Contact: Julia Kruse Location: 9th Precinct Detroit Click for Project Report	Detroit Project Safe Neighborhoods Project Contact: Julia Kruse Location: 9th Precinct Detroit Click for Project Report
Community Food Systems Project Contact: David Iann Location: A & W Learning Center Click for Project Report	10 Cents a Meal Evaluation Project Contact: Mason McManus Location: A & W Learning Center Click for Project Report	Michigan Farm to Early Care and Education (ECE) Network Project Contact: Mason Sheld Location: A & W Learning Center Click for Project Report

3a. Faculty and Academic Staff Engaged Scholarship

Engaged research

Engaged creative activities

Engaged teaching and learning

Engaged service

Engaged commercialized activities

- \$10 million investment FTE
- 898 (53% of respondents) FAS reported engaged scholarship, describing 1,216 outreach and engagement projects
- Estimated reach: 309K in-person, 2.6M remote
- 81% of projects were reported as having created intellectual property and scholarly/public products
- 48% reported that their outreach and engagement work impacted their scholarly or teaching practices

Note: 2021 Outreach and Engagement Survey, sent to 5,434 FAS, 32% response rate.

Capacity-Building for Engaged Scholarship

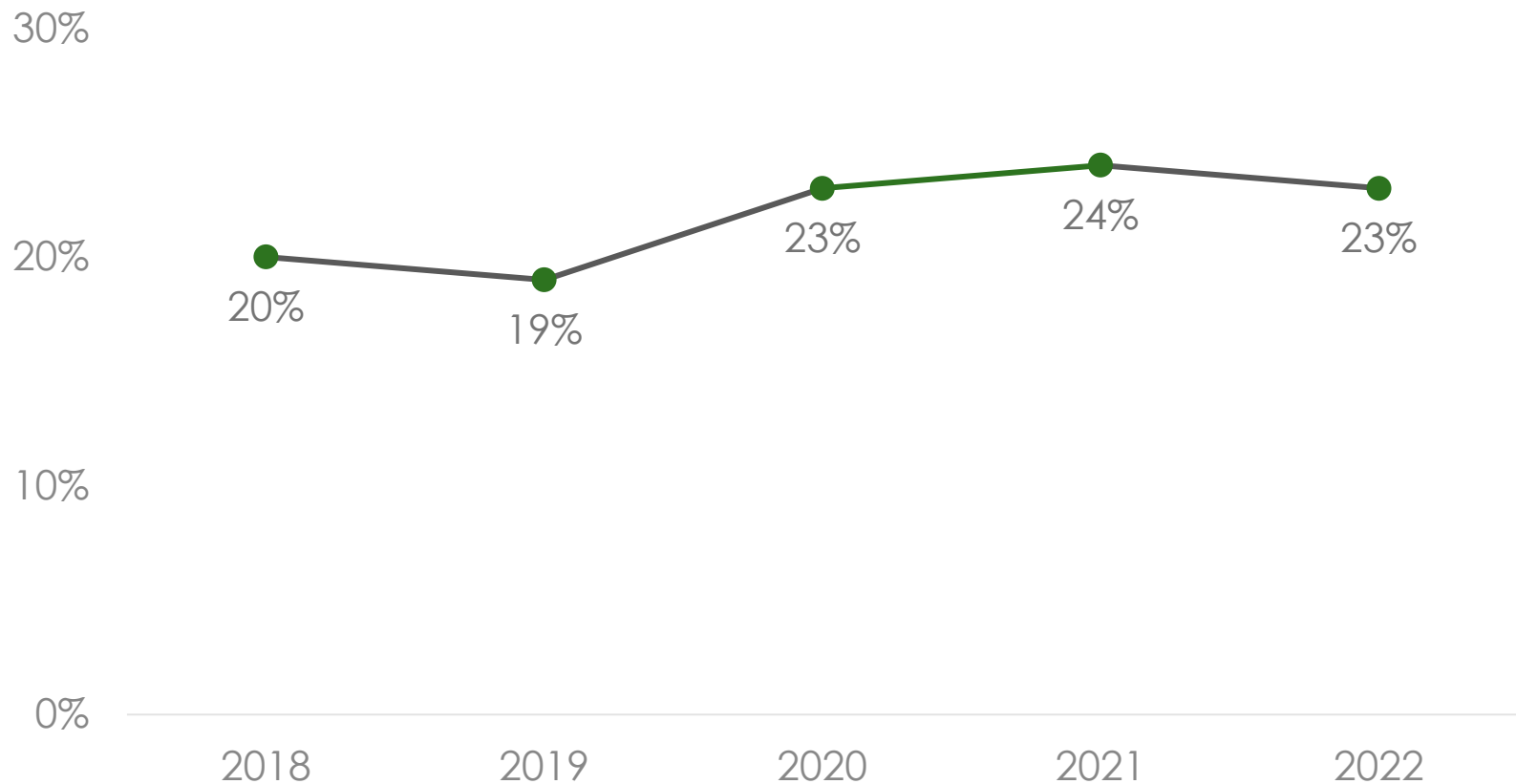
Faculty and Professional Development

- In 2022, served 2,693 FAS from all colleges to build capacity for engaged scholarship and broader impacts – a 45% increase from 2021
- MSU hosts National Engaged Scholarship Conference in 2023

Graduate Certification in Community Engagement Since 2009

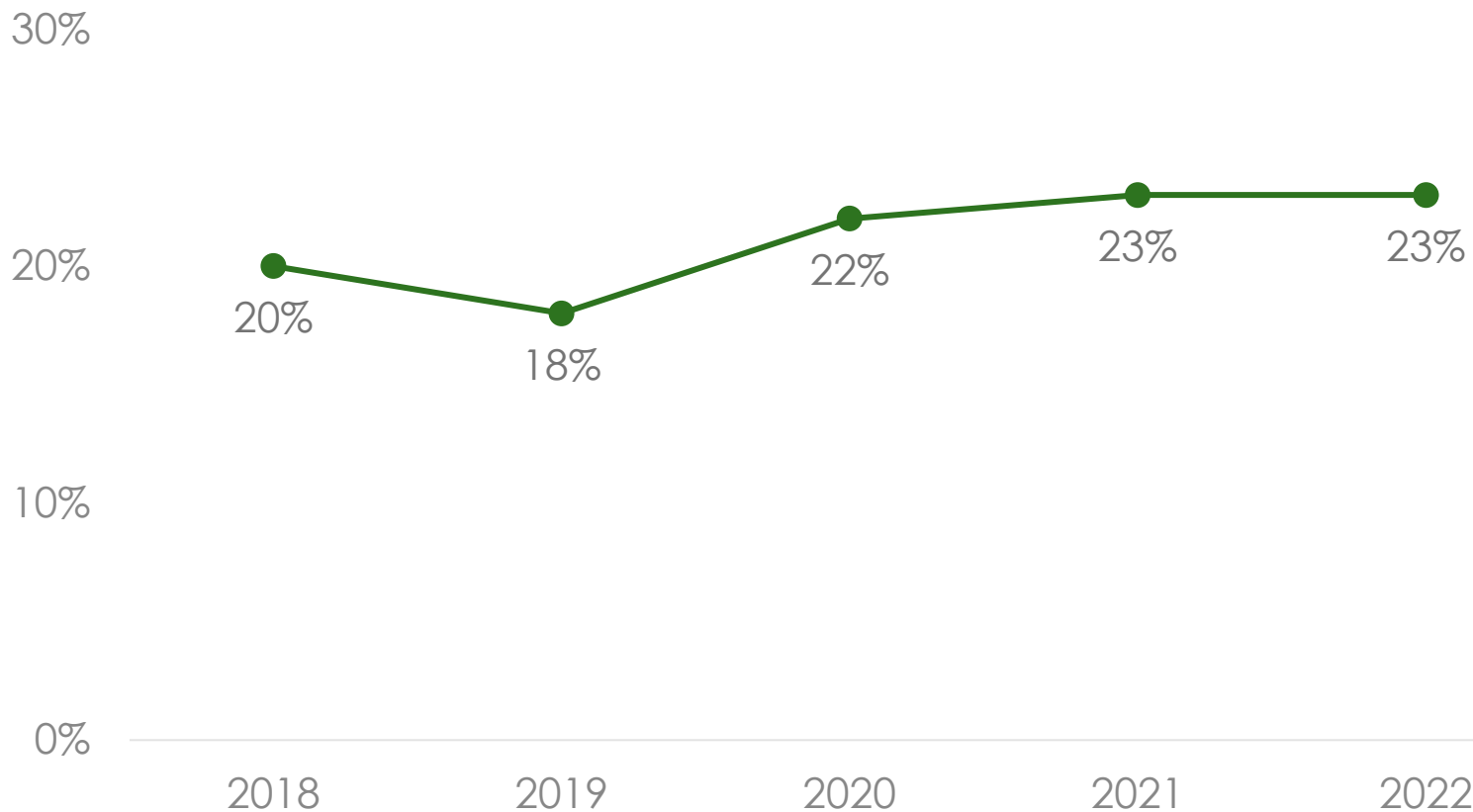
- 446 graduate and professional students
- 90 have passed portfolio defense
- Reported to be important in job search

2a. Funding: The percent of proposals that includes outreach and engagement has been fairly steady.



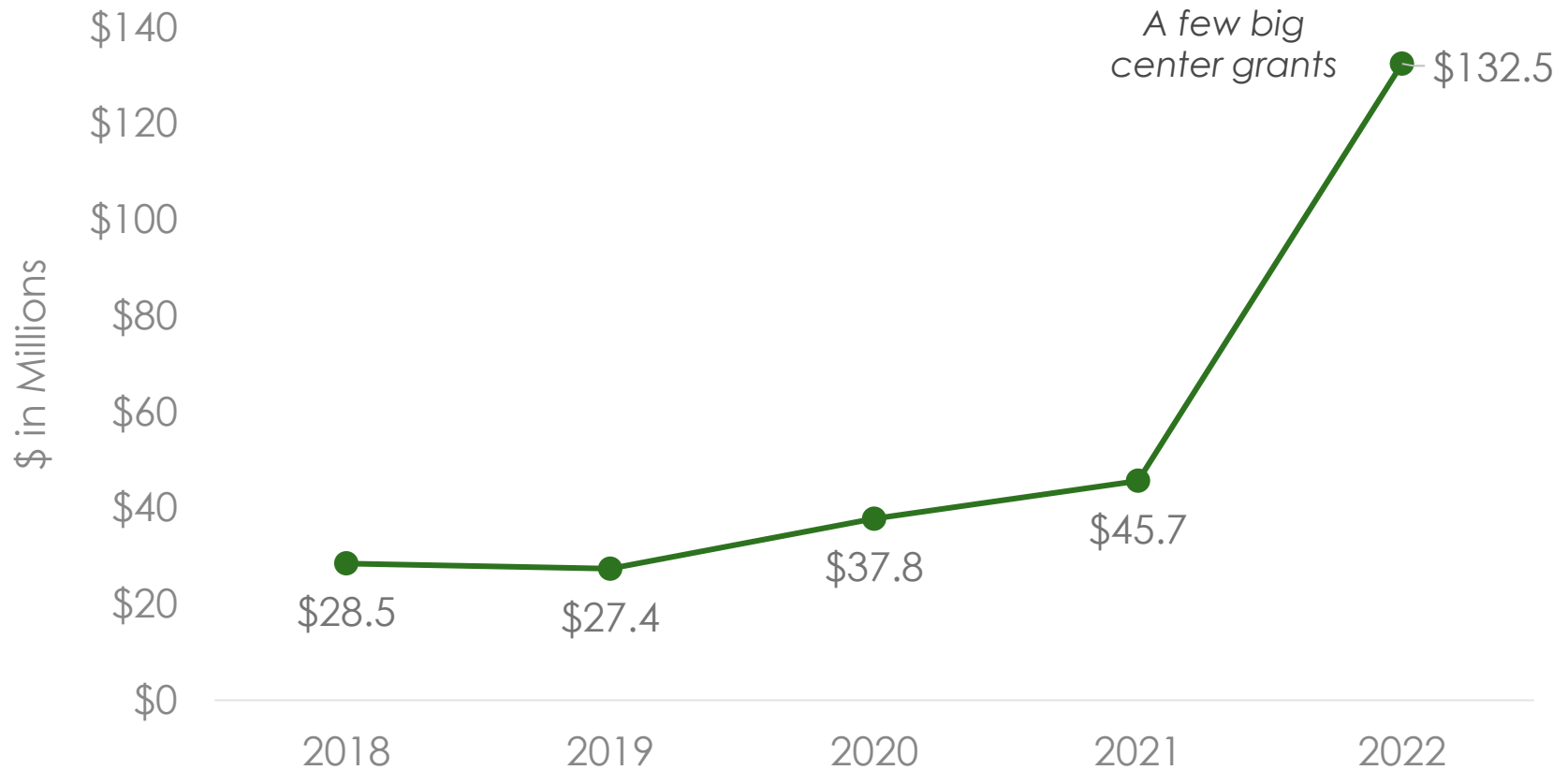
Note: Out of 12,201 records in Kuali Coeus with Funded/Not Funded status, 2018-2022. OE indicated by "Public Service."

2b. Funding: The percent of proposals with outreach and engagement that are funded mirrors the submissions.



Note: Out of 12,201 records in Kuali Coeus with Funded/Not Funded status, 2018-2022. OE indicated by "Public Service."

2c. Funding: Funding associated with proposals that are primarily “public service” has increased.



Note: 1,874 records in Kualii Coeus with Funded status and Public Service, 2018-2022.

3b. MSU Faculty and Academic Staff in the Community (Engagement Platform – Detroit)

Michigan State University Projects

Home **Detroit Projects** US Projects Worldwide Projects Submit Information About the Data

Search by Project Name

MSW Social Work Students:

Graduate Certification in Community Engagement

DMS Harper University Hospital: MSUCOM Statewide Campus System Member

Community Music School-Detroit (CMS-D)

Needs Assessment Survey to Statewide Campus System Members

Music Therapy

Patient Safety Through the Lenses of Health Care Disparities

Michigan Guidelines for Implementation Crisis Standards of Care and Ethical Allocation of Scarce Medical Resources and Services

Field Education (Internships) for BASW and MSW Social Work Students:

College of Nursing Partnership with Detroit Medical Center

Detroit Medical Center

Needs Assessment Survey to Statewide Campus System Members

Patient Safety Through the Lenses of Health Care Disparities

Advocacy and Outreach

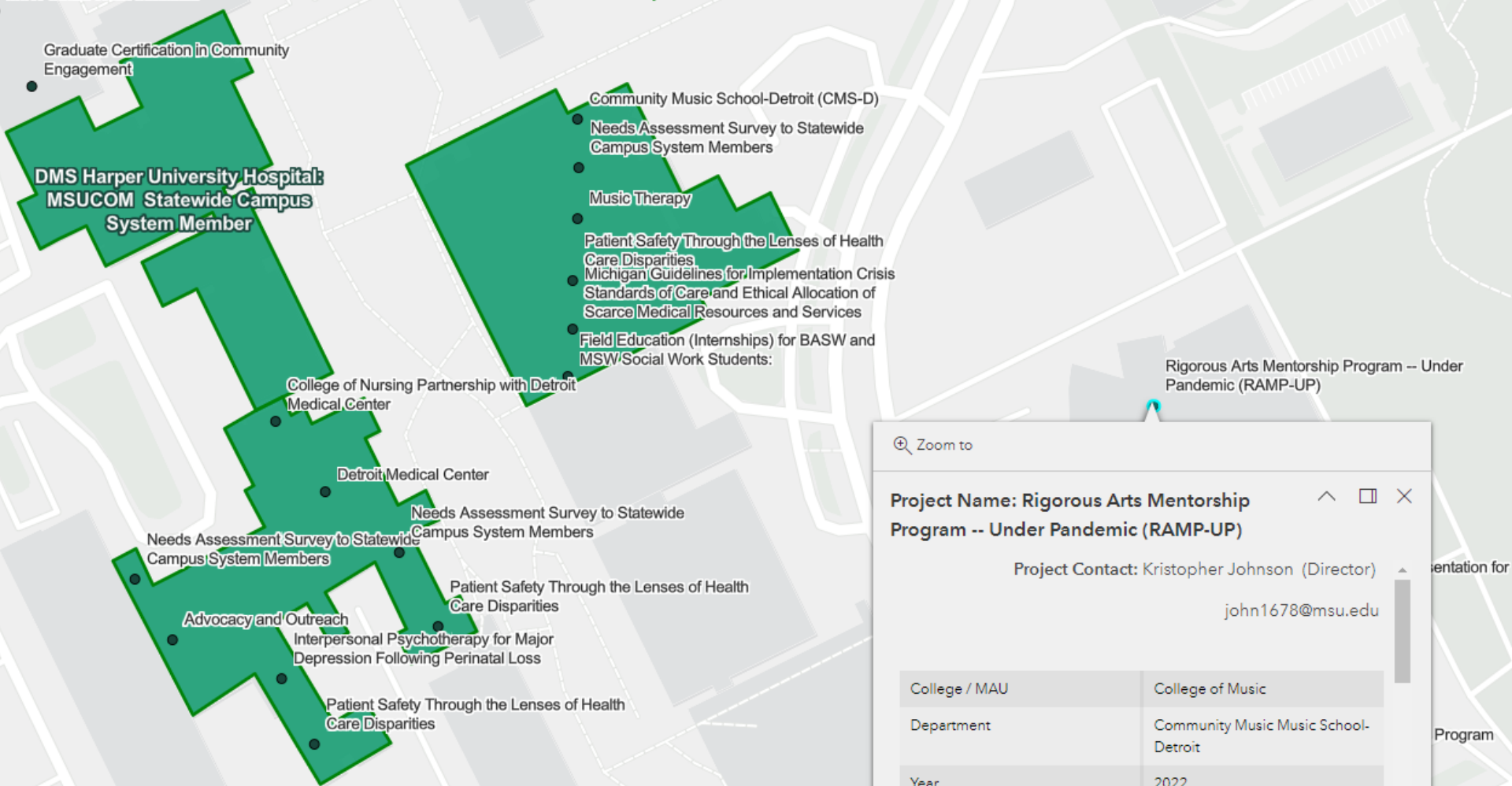
Interpersonal Psychotherapy for Major Depression Following Perinatal Loss

Patient Safety Through the Lenses of Health Care Disparities

Location: Benjamin Carson High School of Science and
Project: One Health Presentation for High School Students
Location: Benjamin Carson High School of Science and
Project: School Community Health Alliance-MI Board IV
Location: Benjamin Carson High School of Science and
Project: Detroit M.A.D.E. Program
Location: Benjamin Carson High School of Science and
Project: MSU Detroit Outreach Admissions Office
Location: Benjamin Carson High School of Science and
Project: Rigorous Arts Mentorship Program -- Under Pa
Location: Charles L. Spain Elementary-Middle School
Project: SNAP-Education programming
Location: Charles L. Spain Elementary-Middle School
Project: Community Music School-Detroit (CMS-D)
Location: Children's Hospital of Michigan
Project: Michigan Guidelines for Implementation Crisis
Location: Children's Hospital of Michigan
Project: Needs Assessment Survey to Statewide Camp
Location: Children's Hospital of Michigan
Project: Patient Safety Through the Lenses of Health Ca
Location: Children's Hospital of Michigan
Project: Field Education (Internships) for BASW and MS
Location: Children's Hospital of Michigan

3b. MSU Faculty and Academic Staff in the Community

MSW Social Work Students:



Zoom to

Project Name: Rigorous Arts Mentorship Program -- Under Pandemic (RAMP-UP)

Project Contact: Kristopher Johnson (Director)
john1678@msu.edu

College / MAU	College of Music
Department	Community Music Music School-Detroit
Year	2022
Duration	Ongoing

3b. MSU Faculty and Academic Staff in the Community

Michigan State University



PROJECT DETAILS

Project Name: Rigorous Arts Mentorship Program -- Under Pandemic (RAMP-UP)

Year	College/MAU	Department
2022	College of Music	Community Music Music School-Detroit

PROJECT DESCRIPTION

The RAMP-UP program was created during the pandemic to address the inequities in access to rigorous arts excellence programs. The Detroit Public Schools Community District's (DPSCD) Detroit School of the Arts's (DSA) Pathways Initiative was created to make an intentional investment in the school, develop four feeder middle school arts conservatories, and provide support from partnerships with the region's top arts and cultural institutions, colleges and universities, and community and creative youth development organizations.

CONTACT

Name	Title	Email
Kristopher Johnson	Director	john1678@msu.edu

EXTERNAL PARTNERS

Brenda Scott Academy for Theatre Arts
Edward "Duke" Ellington, Conservatory of Music and Art at Beckham Academy
John R. King Academic and Performing Arts Academy
Charles L. Spain Elementary-Middle School

AREAS OF INTEREST

Cultural Institutions and Programs
Diversity, Equity, and Inclusion
Education, Pre-Kindergarten through 12 Grade

(CMS-D)
itewide

of Health
Education
Services
(SW and

Rigorous Arts Mentorship Program -- Under Pandemic (RAMP-UP)

Zoom to

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entation for
Program

Recognizing Excellence in Community Engagement

Awards and recognitions

- Community Engagement Scholarship Award
- Distinguished Partnership Awards (research, creative activity, teaching, service, and international)
- Institutional Champion Award for Community Engagement Scholarship
- Community Engagement Scholarship Lifetime Achievement Award
- Graduate Student Award for Community Engagement Scholarship
- Graduate Student Award for Science Communication and Outreach
- Spartan Volunteer Service Awards
- Others in development
- Supporting MSU nominations for national/international awards
- **Michigan State University Outreach and Engagement Awards Ceremony (in March)**



Awards and Partnerships

Awards

- In 2023: 13 awards and commendations for engaged scholarship
- Since 2006: 18 Community Engagement Scholarship Awards
- Since 2017:
 - 28 Distinguished Partnership Awards: faculty/academic staff and community partners
 - 2 Institutional Champion Awards
 - 6 Lifetime Achievement Awards
- Since 2021: 15 Graduate student awards and commendations

Partnerships

- 197 individual organizations/institutions listed across UOE units
 - 85 community partners
 - 96 MSU partners
 - 15 higher education partners outside MSU
- Forming 229 partnerships – 62 orgs were partners with more than one UOE unit

Institutional Recognition and Support for Engaged Scholarship

Institutional Recognitions

- APLU Innovations in Economic Prosperity Designation, with MSU Innovation Center – *submit May 2023*
- Carnegie Classification for Community Engagement – *submit 2025*; convening committee shortly.

Research Impact

- Supported 12 NSF grant proposals
- Consulted on 50+ projects to provide partnerships, design recommendations, activity ideas, and evaluation guidance
- Received \$50K grant to participate in Toolkit Project to support investigator broader impact (Advancing Research Impacts in Society – ARIS)

Institutional Initiatives of Note

External Engagement and DEI

- Faculty and professional development for scholarly engagement with marginalized communities equitably and inclusively
- Need to document college and department plans for external engagement with diverse and/or underserved

Engaged Scholarship in RPT

- Supports for evaluating engaged scholarship in tenure-stream and fixed-term faculty and academic specialists
- Academic strategic planning proposal moving forward
- Nationally, working on innovation and entrepreneurship and HIBAR (highly integrative basic and responsive research)

Supporting Institutional Research on Community Engagement Scholarship

Identifying impact of faculty research on public policy

- Licensed Overton for MSU (<https://www.overton.io>)
 - World's largest searchable index of policy documents, guidelines, think tank publications, and working papers (7,309,611)

The screenshot displays the Overton search interface. At the top, there is a navigation bar with 'Overton' on the left and 'START', 'SEARCH', 'BROWSE DATA', and 'HELP' in the center. On the right, there is a user profile icon and the text 'livesib@msu.edu LOGOUT'. Below the navigation bar, there are three tabs: 'SEARCH POLICY DOCUMENTS', 'SEARCH PEOPLE', and 'SEARCH SCHOLARLY ARTICLES'. The main search area features a large text input field with the placeholder 'e.g. esther duflo' and a 'Search people' button. To the right of the input field, there is an 'or' separator and an 'Enter list of names' button. Below the input field, a message states: 'We'll search through the names of any researchers who are cited or mentioned in the policy documents Overton tracks.' Underneath, there is a section titled 'Or click on a shortcut' with several buttons: 'See ~ 35,000 policy documents citing Michigan State University scholarship', 'See the 13,235 cited scholarly articles from Michigan State University', 'List the people from Michigan State University mentioned or cited in policy', 'See the topics in documents citing authors from Michigan State University', 'Paste in a set of DOIs, PubMed IDs, ORCID IDs or ISBNs and find their mentions in policy', 'See the universities that Overton tracks and view their policy contributions', 'See the funders Overton tracks and view their policy contributions', and 'See all of Overton's sources'. At the bottom, there is a 'Learn more about the data' button and a red speech bubble icon in the bottom right corner.

3c. Faculty Research in Policy Documents

Document count

34,397

Countries

108

Sources

1,011



Source: Overton.io

USA

11,640 IGO

7,307 Germany

3,638

An aerial, dark-toned photograph of a university campus. The image shows a mix of large, mature trees, paved roads with crosswalks, and several multi-story buildings. The overall atmosphere is quiet and academic. A solid green horizontal bar is at the top of the page.

Research and Engagement: Centers and Institutes

Julian Samora Research Institute (JSRI)

Michigan Food and Farming Systems (MIFFS) Partnership

- Spanish Language Workshops
 - Introduction to Farm Management
 - Pest Management
 - Food safety for farmers and farmworkers
- Technical assistance on agricultural production (e.g., hoops and greenhouses, sustainable agriculture, etc)
- Expansion to new markets and networks to facilitate the flow of information about production, marketing, insurance, work opportunities and training programs
- Expanded national networks of farmers, (i.e., National Latino Farmers and Ranchers Initiative.



Native American Institute

Strategic Listening

Sessions across Michigan
Communities and Partners:

Anishinaabe Database

Access Initiative

MSU Libraries

State of Michigan Civil Rights
Office

Little Traverse Bay Band of
Odawa and Chippewa
Indians

Department of Repatriation
Archives and Records

Inter-University Collaborations

OUR STORIES HEAL

Ginoojimomin Apü Dibaajimoyang

BOARDING SCHOOL HEALING & JUSTICE PANEL
THURSDAY, APRIL 6TH - 6-8 PM

Michigan State University
Kellogg Conference Center - Auditorium
219 S. Harrison Rd, East Lansing, MI 48824

PANELISTS INCLUDE
TOM BIRON, LINDA COBE & BEN HINMON

*Join us for a powerful panel discussion
on strength, resilience & healing!*

REGISTRATION - WWW.NATIVEJUSTICE.ORG/EVENTS/TRCMSU23
QUESTIONS - BRONSON HERMAN - BRONSON@NATIVEJUSTICE.ORG



Center for Community and Economic Development (CCED)



Creating, applying, and disseminating valued knowledge through responsive engagement, strategic partnerships, and collaborative learning.

- **Economic Development Administration (EDA)
University Center for Regional Economic Innovation**
- **Comprehensive Economic Recovery Initiative (CERI)**
- **CCED Flint**
- **Community Partnerships**



MSU Detroit Center

- Research and meeting space for campus and community partners
- Hosts the College of Music's Community Music School, Admissions, College of Education classes
- Hope Village Collaboration
- Urban Learning and Leadership Collaborative





**SPARTANS
WILL.**

The Future of University Outreach and Engagement

1. Strategic Planning
2. Cross-Institutional and Transdisciplinary Initiatives
3. Anchor Alliances



SCIENCE FESTIVAL

APRIL 1-30, 2023

MICHIGAN STATE UNIVERSITY

OUR IMPACT

10 years of STEAM

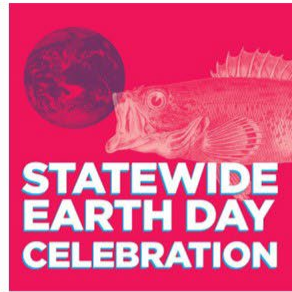
- 10 years of FREE public STEAM celebrations
- Over 1,600 free programs and events
- 800+ free digital resources shared with families
- Over 150,000 festival attendees
- More than 20,000 K-12 student participants

91% of visitors learn something new

“This Festival has really evolved in a positive way since the first one, which I also attended. My 7-year-old granddaughter was excited from start to finish!”

-Festival attendee

sciencefestival.msu.edu



STEAM EXPO DAYS
April 1 & 2 across
MSU campus

**THE SOUNDS
OF SCIENCE**
April 8
MSU Cook Recital Hall

**NIGHTS AT THE
MUSEUMS**
April 14
MSU Museum &
Broad Art Museum

**STATEWIDE EARTH
DAY CELEBRATION**
April 22
across Michigan

**SCIENCE IN THE
GARDENS**
April 29
MSU Horticulture
Gardens

**STATEWIDE
ASTRONOMY NIGHT**
April 29
Across Michigan

OVER 200 FREE EVENTS!

VISIT SCIENCEFESTIVAL.MSU.EDU TO VIEW THE FULL SCHEDULE



**SPARTANS
WILL.**

In Summary

1. Support
2. Advocate
3. Foster
4. Innovate
5. Connect
6. Impact

Contact Information

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