



Engagement Scholarship c o n s o r t i u m

2016

20/20 VISION. FOCUS. IMPACT.

ESC 20/20: Vision. Focus. Impact. Executive Committee of the Board of Directors Announces Strategic Action Plan

On October 9 and 10, prior to the start of the 2016 Engaged Scholarship Consortium (ESC) Conference in Omaha, Nebraska, the Consortium leadership gathered to discuss plans as ESC approaches its 20th anniversary. Before we look toward the future, however, it is important to understand ESC's history and purpose.

ESC traces its roots to 1999, when Pennsylvania State University, The Ohio State University, and the University of Wisconsin-Extension initiated the Outreach Scholarship Conference, an annual meeting to share knowledge about their community-based programs. In 2009, recognizing that multi-institutional efforts could accelerate some of the changes they desired for their own institutions, the three founding universities began to formalize their relationship, incorporating as a non-profit and changing the name to National Outreach Scholarship Conference (NOSC). It was during this time that they also began inviting other institutions to join them. In 2013, NOSC became ESC.

From its humble beginnings as a trio of universities in 1999, ESC has grown to 37 member institutions from three countries. Given the organization's growth in terms of geographic reach, number, and diversity of institutions, as well as developments in the national/international engagement scholarship landscape, Consortium leadership approached the 2016 conference

considering strategic changes in the organization's vision, focus, mission, and direction leading up to its 20th anniversary in 2020. (Editor's note: Although the conference first met in 1999, it did not become an annual event until 2001. The conference will return in 2020 to Pennsylvania State University, site of the inaugural annual meeting, to celebrate its 20th anniversary.)

After reviewing the three-pronged vision, focus, and impact approach, the board passed the resulting ESC 20/20 Strategic Action Plan unanimously. Following an overview of ESC, representatives of the five standing committees—conferences, awards and recognition, scholarship, membership, finance and administration, and governance—reported on their respective areas.

ESC Today

Samory T. Pruitt, president of the executive committee of the ESC board of directors and vice president of the Division of Community Affairs at The University of Alabama, shared the board's vision of ESC: to promote excellence in the practice of engaged scholarship both locally and globally; to serve as the premier resource for higher education institutions and their faculty, staff, students, and community partners; to improve the quality of life for individuals, families, and communities; and to build capacity through community-engaged scholarship.



ESC Conferences

David Procter, professor and director of the Center for Engagement and Community Development at Kansas State University, gave the report on ESC conferences. Procter, executive committee member-at-large, noted that ESC was originally founded to provide opportunities for faculty to disseminate their research on the scholarship of engagement, primarily through a single national conference. He discussed the need, looking forward, to expand opportunities and consider new ways to present and disseminate the results of ESC endeavors as the Consortium continues to grow. Geographic regions have already been established within the ESC membership, and their institutions will be encouraged to host regional conferences that embody the ESC vision, help ESC remain connected to its regional roots, address the needs of the membership, and provide additional venues and opportunities for faculty and staff to present and receive recognition for their scholarship.

Recognizing the necessity of maintaining the underlying principles of the Consortium's vision across various regional events, ESC leaders underscored their commitment to the development of a proposal process with criteria to guide institutions when applying for and hosting an ESC regional event. In addition to providing more presentation and recognition opportunities, these ESC-sanctioned events will create increased opportunities to: (a) build local leadership, (b) increase local/regional/institutional recognition, and (c) increase recognition of best practices by faculty, staff, and community partners.

Awards and Recognition

Susan E. Short, also an executive committee member-at-large and the associate vice president for engagement at Virginia Polytechnic Institute and State University, spoke about awards and recognition. She announced that ESC will support and encourage excellence in engaged scholarship through an ESC Awards and Recognition Program that will take place for the first time at the 2018 ESC conference. The program will be designed to recognize institutions, organizations, and individuals and will increase opportunities for enhanced peer learning by inviting representatives from award-winning institutions to participate on panels during national and regional conferences. The program will focus on excellence in engaged scholarship through institutional practices that support, encourage, and recognize engaged scholarship efforts by faculty, staff, and community partners.

Scholarship

Addressing scholarship was Scott Reed, executive committee member-at-large and vice provost for university outreach and engagement at Oregon State University. Reed reported that ESC will work to connect scholars and community partners who, together, create innovative engagement. He said ESC will strive to facilitate increased scholarship and research through case studies, visiting sabbaticals, collaborations on publications, and externally funded grant proposals that focus on the scholarship and practice of community engagement. The Consortium also plans to explore opportunities and means to provide seed funding and recognition that will assist in encouraging

collaboration among faculty, staff, students, and community partners at member institutions, thereby promoting knowledge advancement, faculty skill development, community vitality, and resource development.

Membership

Katy Campbell, board secretary and dean of the extension faculty at the University of Alberta, spoke about ESC membership, noting that a growing ESC will provide opportunities to leverage the diverse institutional strengths of engaged researchers in ways that further advance engaged scholarship both nationally and internationally, as well as increase the reputation and visibility of ESC while securing additional resources to support its programs, projects, and initiatives. She reported that the initial growth plan will involve strategically approaching U.S. institutions that have received the Carnegie Classification for Community Engagement. Additionally, the Consortium will continue to recruit international institutions possessing an engagement infrastructure and sharing the ideals of ESC.

Finance and Administration

Reporting on finance and administration was Craig Weidemann, special assistant to the provost for innovation and education technology initiatives at Pennsylvania State University and treasurer of the board. Weidemann reported that ESC will establish written procedures and agreements for member institution contributions, for conferences, and for proposing partnership agreements for journals, websites, and conference workshops. He further noted an emphasis on effectively securing and investing funds in ways that support ESC's goals, members, and priorities.

Governance

Margee Ensign, vice president of the executive committee of the board and president of Dickinson College, gave the committee's report on governance. She shared that ESC will implement a governance structure that establishes criteria for effective board and committee participation and establishes standing ESC committees that include conferences, awards and recognition, scholarship, membership, finance and administration, and governance. The ESC executive committee will support these standing committees. The ESC board will continue to host a board meeting during the annual conference and will explore hosting a second board meeting during the Association of Public and Land-grant Universities (APLU) summer meetings. This structure—both efficient and effective—will yield increased institutional support from its board members and more effective involvement of member institution representatives.

Conclusion

Wrapping up the pre-conference session, Pruitt said: "Our vision is to promote excellence in the leadership, scholarship, and practice of engaged scholarship, both locally and globally. Our current impact can be seen in the increasing number of successful and sustainable community/campus partnerships that address critical societal issues and improve the quality of life for individuals, families, and communities through the scholarship of engagement."

Editor's note: *The Engagement Scholarship Consortium, a 501(c)(3) non-profit educational organization, is comprised of a mix of state-public and private institutions of higher education. The ESC goal is to build strong university/community partnerships anchored in the rigors of scholarship.*



Six posters were recognized as most outstanding at the 17th annual conference at the University of Nebraska Omaha October 11–12, 2016. Six judges selected from 40 posters representative of the 37 states and five countries that sent delegates to the conference.

There were six categories: **People's Choice; Community Outreach and Development; Engaged Teaching and Service Learning; Institutional Policies and Practices; Global, Civic, and Engaged Research; and Best Overall.**

Best Overall

Presenters: Naomi Lumutenga, Higher Education Resource Services, East Africa (HERS-EA), Makerere University, Uganda; Meghan Millea, Mississippi State University; Margaret L. Khaita, College of Veterinary Medicine, Mississippi State University; Florence Wakoko-Studstill, associate professor of sociology and assistant director of library assessment at Columbus State University, Columbus, Georgia; Ruth Muwazi, associate professor of veterinary anatomy in the College of Veterinary Medicine, Animal Resources and Bio-Security at Makerere University; Irene Naigaga, lecturer in the College of Veterinary Medicine, Animal Resources and Bio-security at Makerere University; and Loyce Hamba, College of Veterinary Medicine, Animal Resources and Bio-Security at Makerere University. Title—Connecting Higher Education Institutions and Grass Root Women: A HERS-EA Case Study of Women Empowering Women Through Reusable Sanitary Pads in Eastern Uganda. HERS-EA partnered with African Village Support, a non-governmental organization that has developed an affordable reusable sanitary pads prototype with rural women in Bulambuli District, Eastern Uganda. Researchers conducted a needs assessment to identify challenges related to this subject. Basic business skills were offered to women in the Bulambuli district, who in turn trained the women in the Butaleja District. Potential research areas were identified. To learn more about this research (see pages 142–152 of this issue of *JCES*).

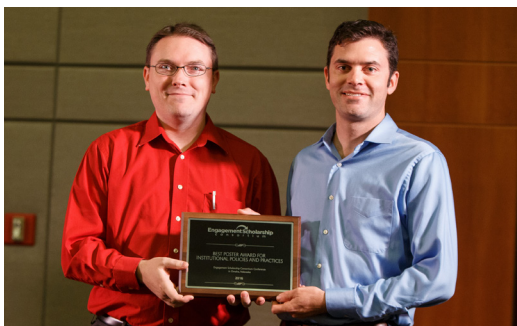
Community Outreach and Development

Presenters: Sheridan Trent, assistant director, Volunteer Program Assessment (VPA), University of Nebraska Omaha; Kelly Prange, UNO graduate research assistant; and Joseph Allen, associate professor, UNO Industrial and Organizational Psychology, and director, Center for Applied Psychological Services.

Title—Volunteer Program Assessment: Engaging Students in Their Community Through Service. VPA-UNO is an innovative, cutting-edge, and completely free feedback and assessment system designed to enhance non-profit organizational effectiveness. Led by a faculty director, the program utilizes graduate and undergraduate student analysts who volunteer their time to administer and facilitate the VPA survey to organizations with volunteers throughout the United States. Fostering ties between students and the community is beneficial for both student analysts, who receive positive outcomes through their volunteer work, and for the non-profits they serve.

Institutional Policies and Practices Award.

Presenter: David E. Meens, instructor and director, Office for Outreach and Engagement, University of Colorado at Boulder. Title—A “Colorado Idea”: Building the 21st Century Public Flagship University. This research proposes a new iteration of a publicly engaged comprehensive university based on a vision of the “21st Century Flagship” that places outreach and engagement at the center of our understanding of university research and creative work, teaching, and service.



Engaged Teaching and Service-Learning.

Presenters: Margaret Williamson, assistant clinical professor, Department of Experiential Learning, Harrison School of Pharmacy, Auburn University, and Eva Dubois, assistant clinical professor, School of Nursing, Auburn University. Title—An Interprofessional Approach to Community Wellness Screenings. The objectives of this project were to develop the infrastructure for an interprofessional team that consists of nursing and pharmacy to enhance health care to underserved populations; pilot an interprofessional mobile approach that builds on the current initiatives of nursing and pharmacy; and determine the impact of an interprofessional model as a means to educate future practitioners and its ability to provide sustainable outreach services.



Global, Civic, and Engaged Research

Award. Presenter: Del Bharath, doctoral student, School of Public Administration, University of Nebraska Omaha. Title—Feasibility Study: UNO's Role in Connecting Students with Board Service. This study looks at whether UNO should act as a pipeline to connect master of public administration students to nonprofit board service opportunities and address the needs of both populations. Additionally, it examines programmatic considerations and their feasibility if the proposed program is implemented. The study found interest in all sectors for this type of opportunity, but there are barriers to implementation that need to be addressed.



People's Choice (voted by conference attendees).

Presenter: Heather Starr Fiedler, associate professor of multimedia, School of Communication, Point Park University. Title—Social Impact: Connecting Classroom and Community through Wood Street Communications. The initiative is a partnership between students in upper-level communications courses with non-profits in the region to produce communication materials in a mutually beneficial relationship. The goal is to serve at least 30 non-profits in the Pittsburgh region each semester, work with at least 25 students each semester, and produce successful, useful communications material.



W.K. Kellogg Foundation

Community Engagement Scholarship Recipients

C. Peter Magrath

Community Engagement Scholarship Finalists

South Region

East Carolina University. Title — MATCH-ECU Partnership. The partnership was created to address an epidemic of 33% of Americans and 50% of Eastern North Carolina children overweight or obese. Attesting to the significance of this effort can be seen that by estimates that by shifting 3% of overweight adults to healthy weight will yield \$3 billion in annual savings. Since 2007, MATCH-Wellness partnerships have grown from two pioneers to 15 communities at 35 schools in three states, preventing an estimated 1,300 cases of adult obesity. MATCH-Wellness publications, including scholarly publications and web-based information, have increased dramatically and financial report has exceeded \$3.5 million. — Information provided by Sharon Paynter, associate professor and interim director, Office of Public Service and Community Relations.

Northeast Region

Penn State University. Title — The Clearinghouse for Military Family Readiness at Penn State. Numerous and extended deployments, chronic stress, loved ones in harm's way, and the physical and emotional wounds of war have placed heavy demands on military families. The Clearinghouse promotes research and outreach that ease these

conditions. In the program's six-year history, through partnerships with U.S. departments of defense and agriculture and each military branch, focusing on several activities. These include (a) analyzing evidence from programs and practices for military families; (b) offering consultation, coaching, and continuing education for service professionals; and providing students with immersive learning opportunities to prepare them for research and practice in the field. Information provided by Keith R. Aronson, associate director, Social Science Research Institute and Children, Youth, and Families Consortium.

West Region

Portland State University. Title — Let Knowledge Serve: Portland State University and the Portland Bureau of Planning and Sustainability. For more than 25 years, Portland State and the Portland's Bureau of Planning and Sustainability have partnered to produce data for the city's waste management policy; climate change research; planning and executing an age-friendly city agenda; improved transit access; and assistance in placing Portland State students and interns in supporting neighborhood-level activities. Information provided by Mark Wubbold, senior policy analyst, president's office, Portland State University.





North Central Region

Purdue University. Title — Military Family Research Institute. The Institute partners with Star Behavioral Health Providers (SBHP) to strengthen community mental health services for military veterans and their families. SBHP provides training about military culture, common PTSD symptoms, evidence-based treatments, and a registry of trained providers. More than 75,000 hours of training have been recorded to some 8,000 behavioral health providers in seven states. More than 86% of the providers report using the program materials in their work with clients. Multiple funders have supported the program that has produced scholarly materials, peer-reviewed publications, congressional testimony, and federal legislation. Information provided by Steven R. Abel, associate provost for Engagement, Purdue University.

Exemplary Project Recognition Honors

Cornell University, for the Cornell Prison Exchange Program; New Mexico State University, for the La Semilla Food Center; University of Missouri, for TigerPlace: Community Partnership for Aging in Place; University of Nebraska-Omaha, for the UNO STEM Leadership Team and Citywide Stem Ecosystem Effort; the University of Tennessee-Knoxville for Appalachia Community Health and Disaster Readiness Project.

SELECTION COMMITTEES

Magrath Awards

Mary A. Papazian, chair; members, Valerie Osland Paton, chair, Council on Engagement and Outreach, Association of Public and Land-Grant Universities; Samory T. Pruitt, president, Engagement Scholarship Consortium; Patricia M. Sobrera, president, Academy of Community Engagement Scholarship; and Barbara Weitz, community partner, retired social work professor for whom the UNO Community Engagement Center is named.

Kellogg Awards

Steven Abel, Purdue University; Paul Brooks, University of Georgia; Elizabeth Burman, University of Tennessee-Knoxville; Kathy Campbell, University of Alberta; Denae Doris, Tarleton State University; Tracy Eells, University of Louisville; Margee Ensign, Dickinson College; Birgit Green, Texas Tech University; Terri Heimlinger Ratcliff, North Carolina State University; Cathann Kress, Iowa State University; Stephen Myers, Ohio State University; Sharon Paynter, East Carolina University; Patricia Pardo-Olmos, California State University-San Marcos; Scott Reed, Oregon State University; Susan Short, Virginia Polytechnic Institute and State University; Richard Smith, Pennsylvania State University; Deborah Smith-Howell, University of Omaha-Nebraska; Louis Swanson, Colorado State University; Jude Valdez, University of Texas-San Antonio; Laurie Van Egeren, Michigan State University.