

# Institutionalizing Community Engagement at UNCG

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June 28, 2011

Engagement Summit

Chapel Hill, NC

# Generating Capacity



# Our Headwaters

*- history and tradition -*

Various Centers Established  
(some include  
partnerships)

**1891** University Established  
UNCG Motto = "Service"

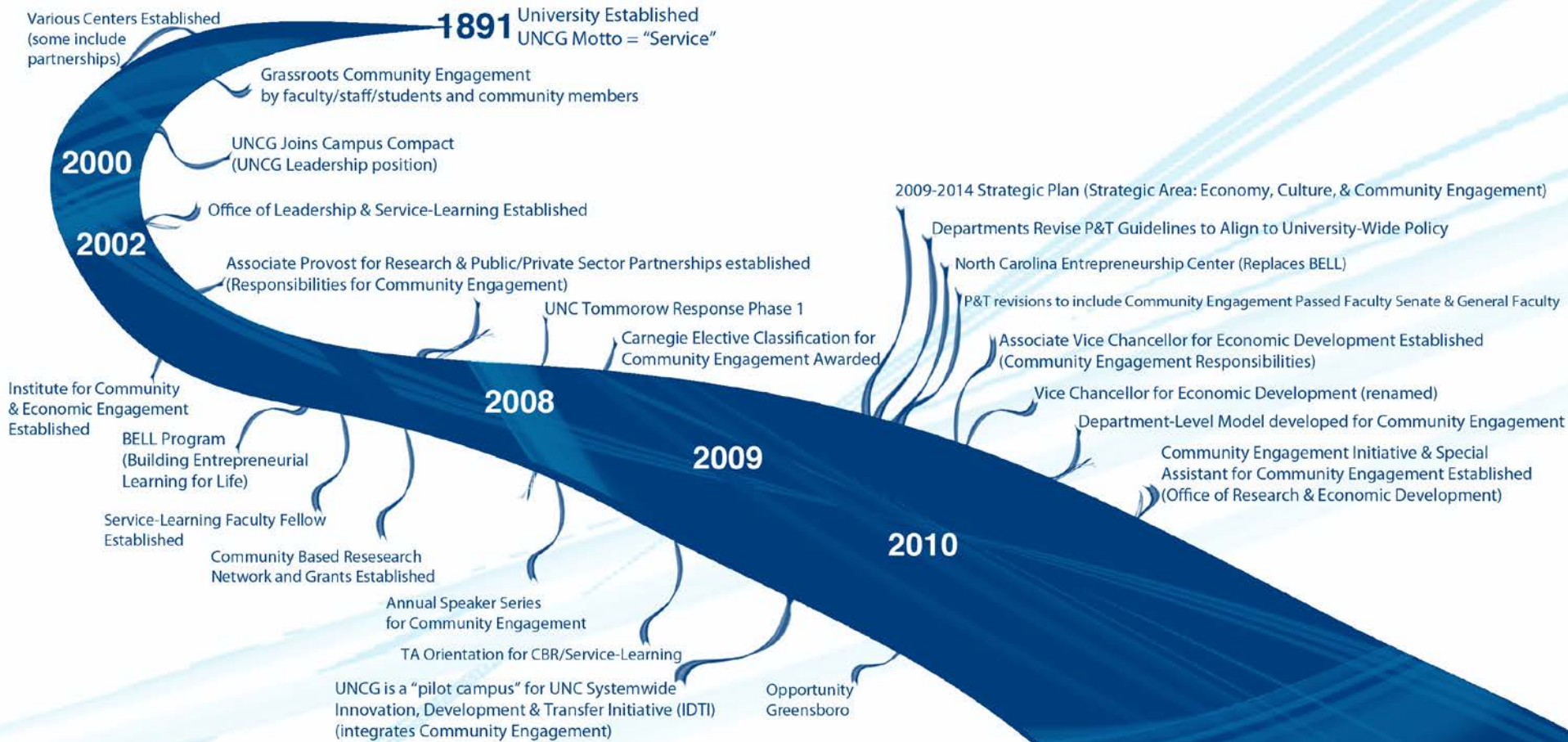
Grassroots Community Engagement  
by faculty/staff/students and community members





# Tributaries

- *factors that add capacity* -

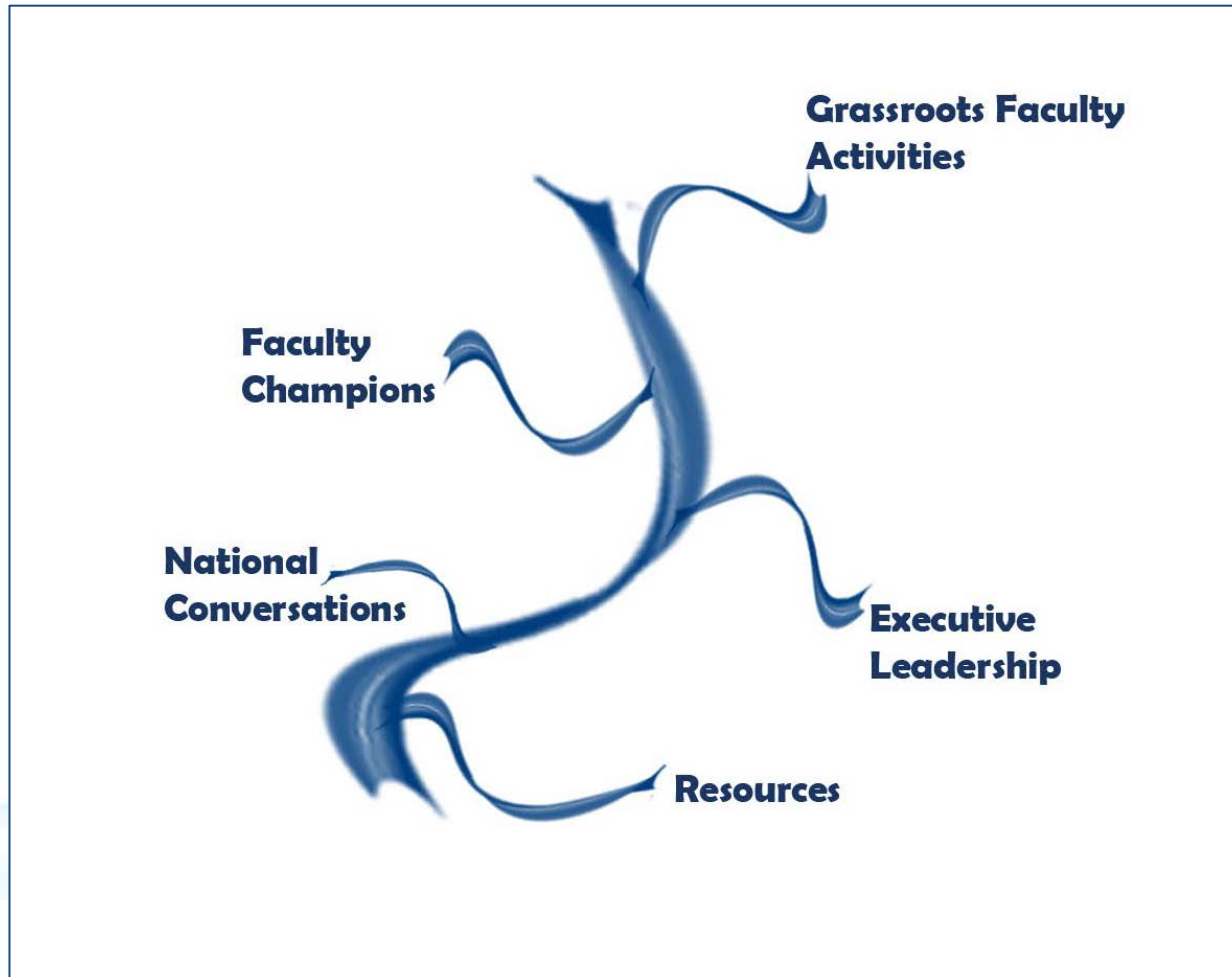


\*Individual Community Engagement  
Contributes Annually to Capacity

# External Factors



# Promotion and Tenure Tributary





# Key Faculty Champions

- *P&T Revision Process 2008-2009* -

- Faculty Senate Chair and Strategic Planning Committee Chair (same person)
  - Appointed ad hoc Nontraditional Scholarship Committee to advise P&T Guidelines Committee
    - Rationale: Respond to UNC Tomorrow Phase II Response
    - Led by the Chair of the P&T Guidelines Committee
    - Faculty Senate Chair-elect served as ex officio and as liaison to Faculty Senate

# Our Process

- **Examine current perspectives** on community-engaged scholarship and its **evaluation** with respect to promotion and tenure decisions.
- **Seek input** from faculty who define themselves as community-engaged scholars.
- **Review current promotion and tenure guidelines documents** and determine the nature and scope of revisions required.



# Guiding Definitions

*“Community Engagement describes 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.”*

(Carnegie Foundation for the Advancement of Teaching, n. p.)

*“Community-engaged scholarship (CES) involves the faculty member in a mutually beneficial partnership with the community and results in scholarship deriving from teaching, discovery, integration, application or engagement”*

(Jordan, C., Ed., Peer Review Work Group, Community Engaged Scholarship for Health Collaborative, Community-Campus Partnerships, 2007p. 4).

# Consultations

- Promotion and Tenure Guidelines Committee members (composed of the Chairs of each of the unit P & T committees)
- Faculty Senate
- Deans Council
- Executive Staff
- Faculty Forum

# Key Faculty Champions

- **2009-2010 Faculty Senate Chair** (chair of ad hoc committee)
  - *Theme: Promoting and Sustaining Scholarly Engagement*
    - Maintained focus on P&T revisions at university and department levels
    - Co-sponsored qualitative study of engaged faculty with Office of Leadership and Service-Learning (OLSL)
    - Co-sponsored Speakers Series with OLSL. Office of the Provost, Office of Research and Economic Development, University Teaching and Learning Center

# UNCG Guidelines

## UNCG defines Scholarship as:

“The promotion and tenure guidelines of the University rest on a definition of scholarship that can be applied to all aspects of University work:

“Scholarship is characterized by creative intellectual work based on a high level of professional expertise, the significance of which can be validated by peers and which enhances the fulfillment of the mission of the University. **Scholarship is not considered to be synonymous with research**, but can be demonstrated in activities in teaching, research and creative activity, service, and directed professional activity” (listed in UNCG Guidelines, Section I.A, *emphasis added*).

“Scholarship may be conducted by a variety of methods, across a variety of contexts, and in pursuit of a variety of purposes. Such scholarship can enhance or revise disciplinary knowledge; have an impact on various populations or organizations; or offer new theoretical insights. Because of the breadth of scholarly activity and its conduct, the path of any scholarly agenda will vary according to the nature of its questions and the means of their pursuit” (listed in UNCG Guidelines, Section II.C.4).



## **II.A.1.Scope of Teaching**

*Teaching embraces activities related to instruction and learning that occur both inside and outside the classroom, including community-engaged teaching, international experiences, and other diverse modalities and settings.*

*Teaching activities may include, but are not limited to, the following:”*

II.A.1.(a) Instructing

II.A.1.(b) Advising, Supervising, Guiding, and Mentoring Students

II.A.1.(c) Developing Learning Activities

II.A.1.(d) Sustaining Teaching Effectiveness

### **II.A.1.(e) Community Engaged Teaching**

- Developing and delivering community-based instruction, such as service-learning experiences, on-site courses, clinical experiences, professional internships, and collaborative programs
- Developing and delivering off-campus teaching activities such as study-abroad courses and experiences, international instruction, and distance education courses
- Developing and delivering instruction to communities and other constituencies

## **II.B.1.Scope of Research and Creative Activity**

*Research and creative activities include all forms of discovery and integration of knowledge; innovations that address social, economic, or environmental challenges; critical analyses; the organization, creation, analysis and dissemination of knowledge resources; the creation and performance or exhibition of works of art; the development of innovative processes or technologies; the application of entrepreneurship, and their public dissemination.*

*Research and creative activities may include, but are not limited to, the following:*

II.b.1.(a) Scholarly Research and Its Dissemination

II.b.1.(b) Creative Activities

### **II.B.1.(c) Community Engaged Research and Creative Activities**

- Writing papers for refereed journals and conference proceedings
- Creating exhibits in educational and cultural institutions
- Disseminating community engaged research through public programs and events
- Conducting and disseminating directed or contracted research
- Conducting and reporting program evaluation research or public policy analyses for other institutions and agencies
- Developing innovative solutions that address social, economic, or environmental challenges (e.g., inventions, patents, products, services, clinical procedures and practices)

II.B.1.(d) Editing

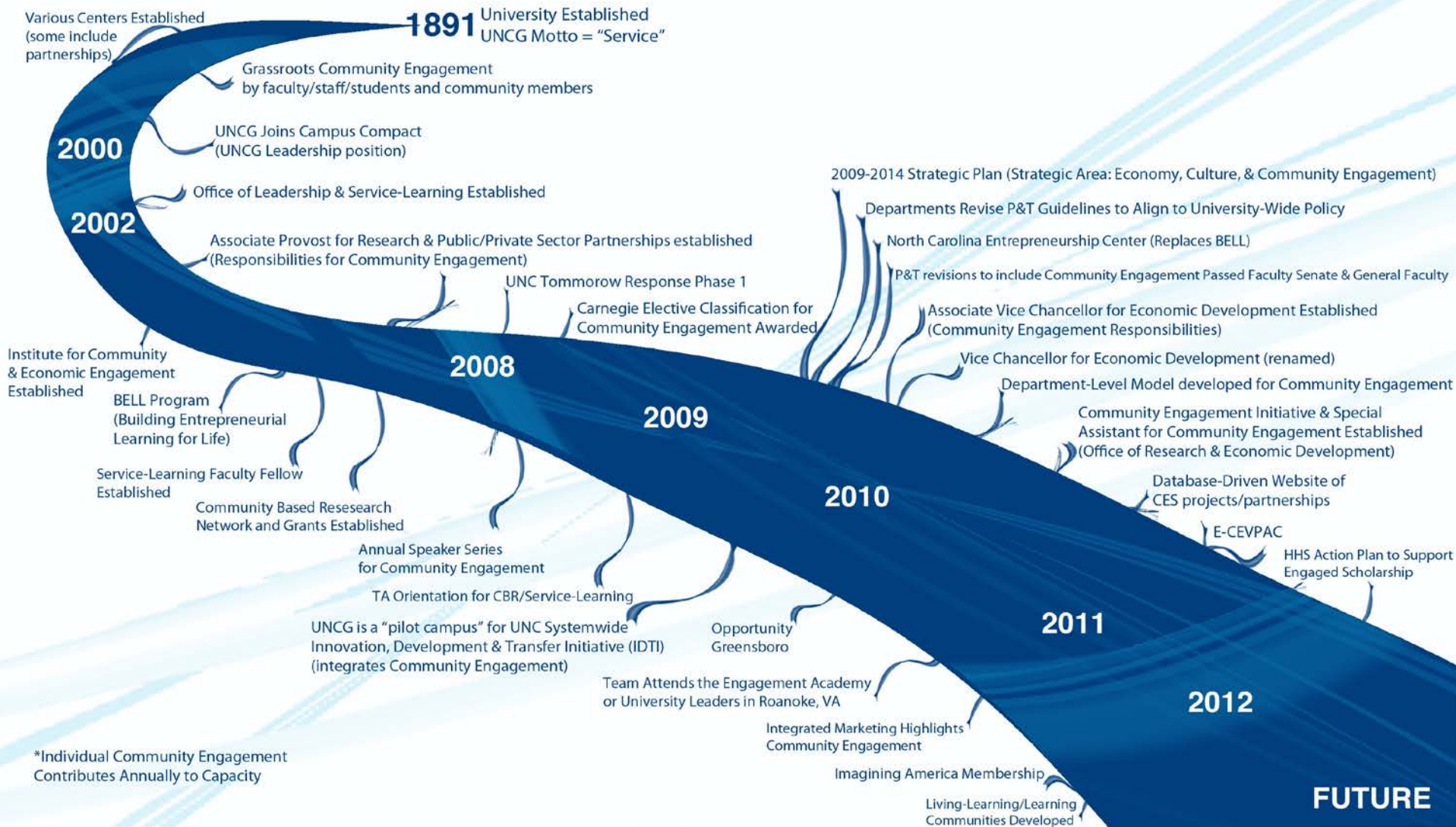
II.B.1.(e) Grants, Contracts, and Related Activities

# Terms and Definitions

**Pulls together UNCG discussions, scholarly literature, cutting-edge national conversations**

- Community Engagement
- Community-Engaged Scholarship
- Community-Engaged Research/Creative Activity
- Community-Engaged Teaching
- Community-Engaged Service

# Executive Leadership



\*Individual Community Engagement  
Contributes Annually to Capacity



# Speaker Series

*Open dialogue*

*Educate*

*Inspire*

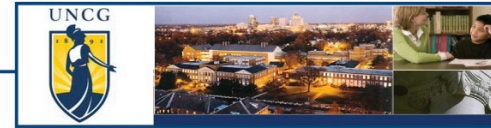
*Create a buzz*

*Point to resources*

<http://olsl.uncg.edu/cbr/>

Office of Leadership and Service-Learning,  
Office of the Provost, Faculty Senate,  
Office of Research and Economic Development,  
and Teaching and Learning Center presents

## Building the University's Capacity for Community Engagement



**January 6, 2010**

**9-10 a.m., Claxton Room, EUC**

*John Saltmarsh*

### **Building on Our Successes as a Community-Engaged University: Creating a Culture of Engagement**

Now that UNCG is a Carnegie Classified Community-Engaged Campus, what supports are needed to institutionalize community engagement? Beyond programs and structures, institutionalization requires establishing a culture of engagement. This session will consider strategies for supporting a culture in which engaged scholarship, teaching, and learning can thrive at UNCG.

*Open to the public. Please register with Debbie Freund, [freundd@uncg.edu](mailto:freundd@uncg.edu) or 336-256-0426.*

**February 16 and 17, 2010**

*Amy Driscoll*

### **Institutional Strategies for Supporting Community-Engaged Scholarship**

Keynote address, workshops, and meetings will address faculty roles and rewards, including promotion and tenure criteria, policies, and processes

**March 18 and 19, 2010**

*Patti Clayton*

### **Supporting Scholarly Community-Engaged Faculty**

Keynote address, workshops, and meetings will address faculty professional development, graduate education, and early career faculty



*John Saltmarsh, Ph.D.*

*Director, New England Resource Center  
for Higher Education (NERCHE),  
University of Massachusetts - Boston*



*Amy Driscoll, Ph.D.*

*Consulting Scholar,  
Carnegie Foundation for the  
Advancement of Teaching*



*Patti Clayton, Ph.D.*

*Consultant, PHC Ventures and  
Senior Scholar at Indiana University -  
Purdue University Indianapolis*

Contact Emily Janke ([emjanke@uncg.edu](mailto:emjanke@uncg.edu)) for more information about this speaker series.

Full descriptions of sessions and speakers' bios will be posted at <http://olsl.uncg.edu/svl>

# institutionalizing

## community engagement

uncg department of interior architecture

patrick lee lucas, faculty fellow, office of leadership + service-learning

**context** : department : university : community

**planning** : assessment : partners : action plan

**definitions** : vision : p + t : advisory board

**implications** : faculty : student : community

# Integration

## Excellence in Community Engagement Initiative

<http://communityengagement.uncg.edu>

### A multi-stakeholder visioning and planning process

- Advisory Committee
- Self-Study
- Rooted in Strategic Plan Implementation Report 4.3
- To inform 2015 Carnegie application

### Addresses issues related to:

1. Communication
2. university-wide infrastructure

The screenshot shows the homepage of the University of North Carolina Greensboro's Community Engagement Initiative. The header features the university's logo, the tagline "Inspire. Change.", and a search bar. Below the header is a navigation bar with links for Prospective Students, Current Students, Faculty & Staff, Alumni, and Community & Friends. The main content area is divided into three columns. The left column contains a list of links: Community Engagement Home, Community Engagement Overview, Community Engagement History, Engagement Offices at UNCG, Spotlight on Engagement, News & Events, Engagement Advisory Committee, Community Engagement Definitions/Resources for P&T, Engagement Awards & Classifications, Contact Us, and About Us. The middle column features a large image of hands holding a small plant, with the text "Understanding, Visioning and Planning for Community Engagement" below it. The right column contains the text "Community Engagement Overview", "Cultivating Excellence in Community Engagement at UNCG:", "A Multi-Stakeholder Process for Understanding, Visioning, and Planning", and "Goal: Advance UNCG as a model of excellence in community engagement." Below this is a link for "Key Dimensions/Questions".

THE UNIVERSITY OF NORTH CAROLINA  
GREENSBORO

Inspire. Change.

Search UNCG

UNC GENIE SITE TOOLS

CAMPUS LINKS

PROSPECTIVE STUDENTS CURRENT STUDENTS FACULTY & STAFF ALUMNI COMMUNITY & FRIENDS

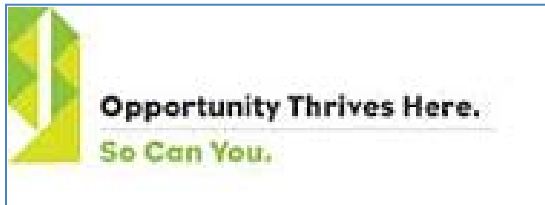
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Key Dimensions/Questions

# Partnerships for Economic Development in Greensboro

## Transformational Change in the Context of Reciprocal and Mutually Beneficial Partnerships





# Capacity for Engagement at UNCG

\*Please note: this is NOT meant to be a comprehensive history



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