



# DATA MATTERS

Collecting data is only half the battle. By understanding how the data can be used, institutions can better align their identity and image, advocate on behalf of community-engaged projects and partnerships, and strategize plans for the future.

## DATA HELPS US...

**UNDERSTAND** the full range and scope of community and economic engagement purposes, activities, impact areas, and constituents.

Who is doing what, where, and with whom?

- public events
- sponsored research
- impact areas
- length of partnerships
- student involvement
- purposes
- outcomes
- degree & non-degree courses
- forms of activity
- numbers of students
- units on campus

**CLARIFY GOALS** for community engagement as a teaching pedagogy, as well as approach to research, creative activities, and public service, that serves to achieve key, institutional strategic goals.

- What impact areas do we want to specialize in, be known for, and attract, recruit, and retain students, faculty, and staff in?
- Do we want to establish a few deep, long-term, and multi-dimensions and multi-person partnerships, or continue to maintain lots of smaller and individual partnerships?
- How do our projects align (or not) with larger university strategic priorities and initiatives?
- How many of our students are being reached by the community – and vice versa?
- What are our targets for engagement?
- What forms of activity do we want our community engaged in with our students?

**ASSESS OUTCOMES** of various types of community and economic engagement activities on university and community constituents and priority areas.

- Students' academic, personal, professional, and civic development
- Community quality of life factors
- Faculty and staff's productivity, retention, etc.

*"Because we can identify all of the service-learning courses, we can now look at retention rates compared to other course delivery options to examine correlations to retention and graduation."*

- Civic Engagement staff

**CRAFT PLANS** to support activities based on best practices and informed by campus-level data and key constituents.

*"The Collaboratory provides us with data about areas of strength, as well as areas of potential opportunity. For the first time in our history, we are able to engage in data-based conversations about where our collective efforts are - what populations and issues, even what neighborhoods, are being served. And which ones are not."*

- Vice Chancellor for Research & Economic Development

**IMPROVE RESEARCH, TEACHING, & SERVICE** strengthen the institution's capacity for further community-engaged research, teaching, learning, and service.

*"I was interested in writing my dissertation on the initiation and sustainability of community-university partnerships, and the Collaboratory helped me find the perfect partnership to study! I was able to search the database to find partnerships that addressed impact areas that were of interest to me."*

- Doctoral Student

## IDENTIFY OPPORTUNITIES for cross-institutional collaboration and/or learning.

*"I used the Collaboratory to help pull together a list of people inside the university as well as in the community for a grant. I could identify their expertise area and liked that they already had experience collaborating beyond the university."*  
- Research Professional

## COLLECT STORIES collect immediately accessible and real stories to assist development and advancement officers in raising funds for teaching, research, and service - as well as other partners to advocate on behalf of us.

Data on partnerships informs:

- Faculty and Staff (current + prospective)
- Administrative Leadership
- Board of Governors/Board of Trustees
- Advancement & Development
- Businesses, Nonprofits, Civic Sector
- Students (current + prospective)
- Legislature
- University Relations
- Alumni and Alumni Affairs
- Public

*"In university advancement, we create little "cheat sheets" within the various units so that we know who to talk about or bring with us when we meet with potential donors who want to support a particular cause or activity."*  
- Development Officer

## CONVEY SCOPE & RANGE Convey the scope and range of partnerships to the greater public to gain support and future partnerships.

*"The Collaboratory is our megaphone - it provides a highly visible and easy-to-use public platform which we can use to share our individual and collective stories of cross-sector partnerships. In my many visits to speak with alumna, parents, and civic and business leaders, I speak often of our engaged students, faculty, and staff."*  
- UNCG Chancellor

*"Individuals at nonprofits or at universities may leave - people do come and go - so this consistent point of contact provides an invaluable asset to the community. Local nonprofits in our Consortium can quickly and easily find information, areas of scholarship, and research interests of faculty members who regularly partner with the community to address common questions or opportunities."*  
- Director, Guilford Nonprofit Consortium

## RECRUIT & RETAIN potential faculty and students to come to your institution and greater community.

*"I looked at the Collaboratory prior to coming to UNCG for an interview in the public history department. I was able to identify specific people and partners that I might like to pursue working with, if selected to attend. The Collaboratory helped me develop very clear and specific questions about what could be possible at UNCG - I can easily envision my future self as it relates to community-engaged scholarship!"*  
- Prospective Faculty Candidate

## STRENGTHEN CAPACITY & REPUTATION as a proactive and responsive member of the greater North Carolina and global communities.

Share data and stories through:

- Websites
- Dashboards
- Fliers + Newsletters
- Press Releases
- Guest speakers
- Recruiting materials
- Research networks
- Listservs
- Annual reports
- Self studies
- Public speeches
- Applications for awards
- Project/Program "Cheat Sheets"

Learn more at <http://communityengagement.uncg.edu>