

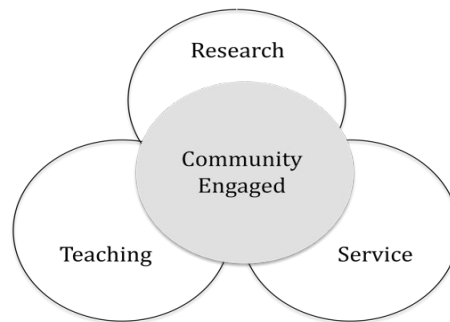
Carnegie Foundation: Elective Community Engagement Classification (UNCG recognized in 2008)

Community Engagement describes the collaboration between higher education institutions 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.

Community-Engaged Scholarship

"Community-engaged scholarship is scholarship that involves the faculty member in a mutually beneficial partnership with the community." - *Linking Scholarship and Communities: The Report of the Commission on Community-Engaged Scholarship in the Health Professions*

Community-engaged scholarship can apply to teaching (e.g. service-learning, research (e.g., engaged research, community-based participatory research), and service (e.g. community service, outreach, advocacy).



UNCG Evaluation Guidelines for Promotions and Tenure (Approved by the General Faculty , Nov. 18, 2009)

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

Community-Engaged Research and Creative Activities

- Writing papers for referred 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)

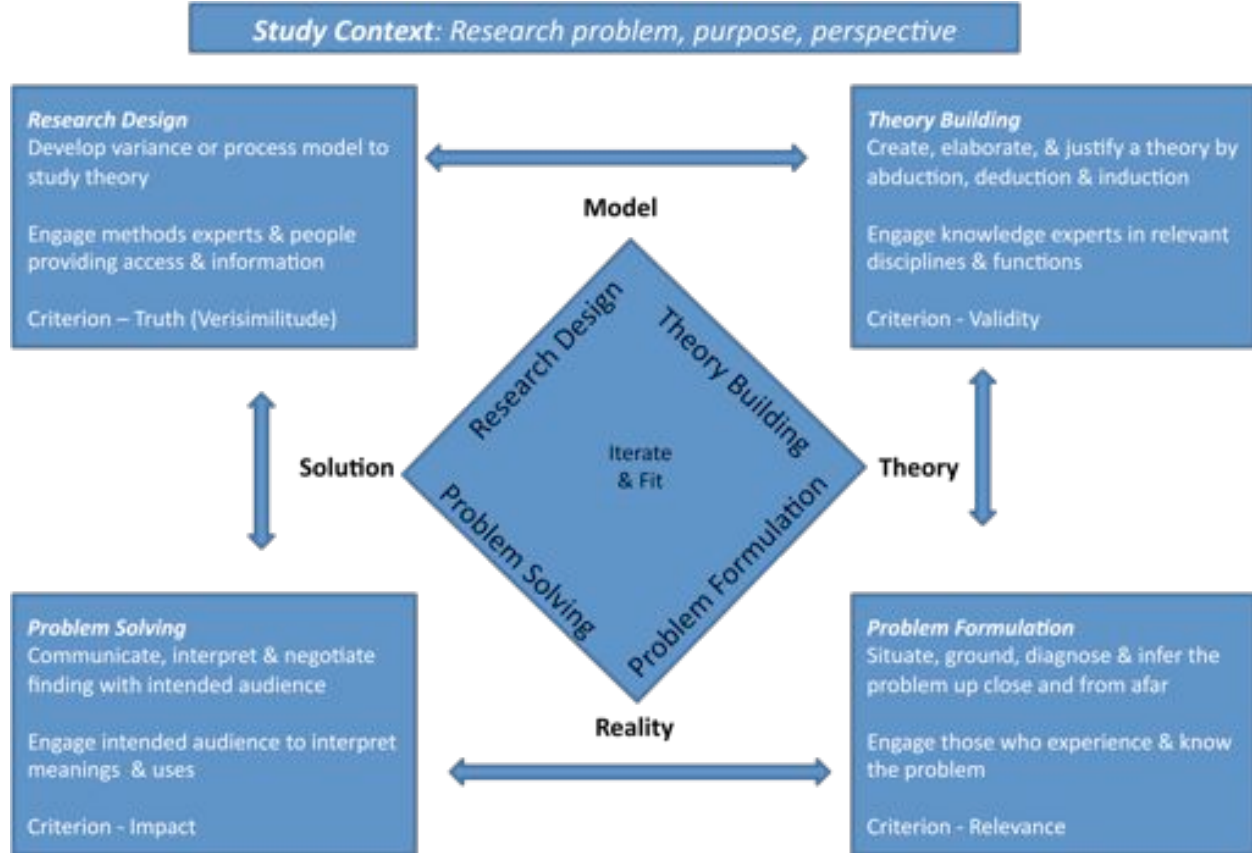
Community Engagement (Service Category)

- Consulting and providing technical assistance and/or services to public and private organizations
- Writing position papers for the general public
- Collaborating with schools, businesses, advocacy groups, community groups, and civic agencies to develop policies
- Providing leadership in or making significant contributions to economic and community development activities

Engaged Scholarship as a Research Method in Business Research

Engaged scholarship is “a participative form of research for obtaining the different perspectives of key stakeholders (researchers, users, clients, sponsors, and practitioners) in studying complex problems” (p. 9). Scholarship is engaged if it seeks the input from and collaboration with vested stakeholders at all stages of a research project, including problem formulation, theory building, research design, and problem solving (Van de Ven, 2007).

Engaged Scholarship Diamond Model (Van de Ven, 2007, p. 10)



Alternative Forms of Engaged Scholarship (Van de Ven)

		Research Question/Purpose	
		To Describe/Explain	To Design/Intervene
Research Perspective	Detached Outside	Basic Science with Stakeholder Advice 1	Policy/Design Science Evaluation Research for Professional Practice 3
	Attached Inside	Co-Produce Knowledge with Collaborators 2	Action/Intervention Research for a Client 4

Engagement “requires going beyond the expert model that often gets in the way of constructive university-community collaboration...calls on faculty to move beyond ‘outreach,’ ...asks scholars to go beyond ‘service,’ with its overtones of noblesse oblige. What it emphasizes is genuine *collaboration*: that the learning and teaching be multidirectional and the expertise shared. It represents a basic reconceptualization of...community-based work.” O’Meara & Rice, 2005, *Faculty Priorities Reconsidered*

Service-Learning at UNCG [definition]

Service-Learning (SVL) is a credit-bearing, educational experience that integrates meaningful community service with academic instruction and reflection to enrich the learning experience, teach civic responsibility, and strengthen communities.

Book on Engaged Scholarship in Organizational and Social Research

Van de Ven, A. H. (2007). *Engaged scholarship: A guide for organizational and social research*. Oxford: Oxford University Press.

Journal Articles on Service-Learning in Business Education

Introductory Service-Learning Implementation in Business Courses

Kenworthy, A, & Fornaciari, C. (2010). No more reinventing the service-learning wheel: Presenting a diverse compilation of best practice "how to" articles. *Journal of Management Education*, 34(1), 3-8.

Service-Learning Implementation in Management Courses

Flannery, B, & Pragman, C. (2010). Service-learning and integrated course redesign: Principles of management and the campus kitchen metaproject. *Journal of Management Education*, 34(1), 11-38.

Fairfield, K. (2010). Growing up and growing out: Emerging adults learn management through service-learning. *Journal of Management Education*, 34(1), 113-141.

Robinson, D, Lloyd, S, Arthur, D, & Concetta, A. (2010). Service-learning by doing: How a student-run consulting company finds relevance and purpose in a business strategy capstone course. *Journal of Management Education*, 34(1), 88-112.

Service-Learning Implementation in Accounting Courses

Chiang, B. (2008). Integrating a service-learning project into management accounting coursework - a sharing of implementation experience and lessons learned. *Accounting Education: an international journal*, 17(4), 431-445.

Gujarathi, M, & McQuade, R. (2002). Service-learning in business schools: A case study in an intermediate accounting course. *The Journal of Education for Business*, 77(3), 144-150.

Strupeck, D, & Whitten, D. (2004). Accounting service-learning experiences and the IRS volunteer

income tax assistance programme: A teaching note. *Accounting Education*, 13(1), 101-112.

McCoskey, M, & Warren, L. (2003). Service-learning: An innovative approach to teaching accounting: a teaching note. *Accounting Education*, 12(4), 405-413.

Service-Learning Implementation in Entrepreneurship Courses

McCrea, E. (2010). Integrating service-learning into an introduction to entrepreneurship course. *Journal of Management Education*, 34(1), 39-61.

Litzky, B, Godshalk, V, & Walton-Bongers, C. (2010). Social entrepreneurship and community leadership: A service-learning model for management education. *Journal of Management Education*, 34(1), 142-162.

Service-Learning Implementation in Leadership

Rhee, K, & Honeycutt Sigler, T. (2010). Developing enlightened leaders for industry and community: Executive education and service-learning. *Journal of Management Education*, 34(1), 163-181.

Service-Learning Implementation in Communication Courses

Bush-Bacelis, J. (1998). Innovative pedagogy: Academic service-learning for business communication. *Business Communication Quarterly*, 61(3), 20-34.

Littlefield, H. (2006). Service learning in business communication: Real-world challenges develop real-world skills. *Business Communication Quarterly*, 69(3), 319-322.

Service-Learning Implementation in Negotiation Courses

Kenworthy, A. (2010). Service-learning and negotiation: An educational "win-win". *Journal of Management Education*, 34(1), 39-61.

Additional Resources Found Online

Office of Leadership and Service-Learning <http://olsl.uncg/cbr> and <http://olsl.uncg/svl>

- Guidelines for Service-Learning Syllabi
- Documenting CBR for Promotion and Tenure
- Journals that Publish Community Engaged Scholarship
- Websites and listservs
- Calls for papers, grant proposals, job openings, conferences and more

National Service-Learning Clearinghouse <http://www.servicelearning.org/>

North Carolina Campus Compact <http://org.elon.edu/nccc/news/newsletter.html>