ANNUAL REPORT

OF THE

COUNCIL ON PUBLIC ENGAGEMENT AND OUTREACH

ACADEMIC YEAR 2014-2015

Presented at the
752nd Regular Meeting of the Faculty Senate
November 12, 2015

COUNCIL MEMBERSHIP

Steven D. Brewer  Nancy Lamb
Elena Carbone     Tom Lindeman
Madeleine Charney Ernest May
Carol Connare     Nicholas Mcbride
Jean DeMartinis  Elizabeth McEneaney
Meghan Fish       Marla Michel
Elizabeth Fitzpatrick Mi-Hyun Park
Regina Galasso   Barbara Pearson
Aura Ganz         John Reiff
Dan Gerber, Chair Bob Schrader
Adina Giannelli  Annemarie Seifert
David Glassberg  Carol Soules
Joseph Krupzynski Elizabeth Vierling
                                      Patricia Vittum
Charge

The Council on Public Engagement and Outreach shall:

Monitor and review campus-level activities and develop policy recommendations relating to definitions, development, promotion, delivery and evaluation of public engagement and outreach activities and serve as a liaison to system-level public engagement and outreach task forces and administrative bodies.

Summary of the Council on Public Engagement and Outreach’s accomplishments in the past several years:

• Broadened its mission from supporting “outreach” to supporting “engagement” as well as outreach. Outreach reflects a 150-year history of relationship between public universities established by the Morrill Land Grant Act of 1863. However, outreach implies a one-way direction for involvement—from the campus to the community; engagement, however, implies a reciprocal relationship where both parties benefit. The Council has worked for the past 10 years to promote dialogue throughout the campus to understand what engagement means—at every level from local to regional to national to worldwide. Working in an “engaged way” with communities is a nationwide movement defining how higher education can best work with communities outside higher education.

• “Scholarly Engagement is the creation, integration, application and transmission of knowledge for the benefit of external audiences and the University and occurs in all areas of the University Mission: research, teaching and service. The quality and value of Scholarly Engagement is determined by academic peers and community partners”. - UMass Council on Public Engagement, Faculty Senate, 2006

• Changed the name from the “Faculty Senate’s University Service, Public Service, and Outreach Council” to “Council on Public Engagement and Outreach” to reflect the importance of both engagement and outreach.

* Facilitated MSP and UMass administration negotiation to include in the Annual Faculty Report a category called “Outreach” in all three area of the AFR – Teaching; Research; and Service. Traditionally, outreach was viewed only in the Service category. However, in the last ten to twenty years, higher education has recognized that engagement and outreach can be integrated into all three areas.

* The application for renewal of the Carnegie Foundation classification as a Community Engaged institution for UMass Amherst was submitted and approved. This was a joint effort between the Council, the Provost’s Office and the Provost's Committee on Service-Learning.

* Supported the creation and monitoring of UMass World Wide (www.umass.edu/worldwide) in collaboration with University Relations. UMass has been an “engaged university” for many years. This website is a constantly ongoing effort to catalog and publicize all the engaged
activities in which faculty and staff are involved—to facilitate the making of connections among faculty, staff, and community partners.

* Contributed significantly to the development of the Community Engagement sections of the UMass Strategic Plan.

* Organized a day-long symposium on valuing engagement that brought together campus administrators and faculty leaders in dialogue to explore how UMass could better carry out the commitment to engagement that it claims. Over 150 people participated.

* Coordinated the selection of faculty for the yearly UMass Engagement Awards in Research & Teaching (formerly the Outreach Awards in Research & Teaching).

* Nominated a UMass faculty member annually for the prestigious national Lynton Award. In the past three years, the UMass candidate made it to the top ten finalists. The annual Ernest A. Lynton Award is for the Scholarship of Engagement for Early Career Faculty that recognizes a faculty member who connects their teaching, research, and service to community engagement.

(1) Continue supporting the campus to be an even more engaged campus and to develop further the understanding of engagement. One of the areas on which the Council prides itself is we have a Council made up of faculty, staff, a community member and students. Engagement supports the process of inclusiveness which is something the campus has embraced in the last few years. The Council is always seeking ways to engage with such groups as the campus committees working on diversity, the Provost’s Committee on Service-Learning, and the Five College Committee on Community Based Learning.

(2) Collaborate with CDAC (Chancellor’s Diversity Advisory Committee) and others on campus as necessary to implement the Diversity Strategic Plan.

(3) Seek ways to develop stronger connections across varied engagement and outreach efforts at UMass, in order to enhance synergy among those efforts.

(4) Continue supporting MSP and UMass Administration in better clarifying the category for faculty on how to present Outreach accomplishments in all three areas of the AFR: Teaching; Research; and Service. In addition, the Council hopes to participate in future campus conversations regarding how to best value engaged scholarship within the tenure and promotion process.

(5) Continue to seek ways to connect and support faculty, staff, community members and students who are active in engagement.
MEMBERSHIP WITH TITLE AND DEPARTMENT

Steven D. Brewer – Senior Lecturer, Department of Biology
Elena Carbone – Associate Professor, Department of Nutrition
Madeleine Charney – Research Services, UMass Libraries
Carol Connare – Director, Library Dev. and Comm., UMass Libraries
Jean DeMartinis – Associate Professor, College of Nursing
Meghan Fish – Student Government Association
Elizabeth Fitzpatrick – Librarian, UMass Libraries
Regina Galasso – Assistant Professor, Department of Languages, Literatures, and Cultures
Aura Ganz – Professor, Department of Electrical and Computer Engineering
Dan Gerber – Chair; Academic Dean SPHHS, Director of Online PHP Program, Community Health Studies
Adina Giannelli – Graduate Student Senate
David Glassberg – Professor, Department of History, Public History Program
Joseph Krupzynski – Associate Professor, Department of Architecture
Nancy Lamb – Retired Faculty, Department of Languages, Literatures, and Cultures
Tom Lindeman – Community Member
Ernest May – Secretary of the Faculty Senate, Department of Music and Dance
Nicholas Mcbride – Associate Professor, Department of Journalism
Elizabeth McEnaney – Associate Professor, College of Education
Marla Michel – Director of Campus Engagement, College of Information and Computer Sciences
Mi-Hyun Park – Assistant Professor, Department of Civil and Environmental Engineering
Barbara Pearson – Research Associate, Office of Research Development
John Reiff – Director, Civic Engagement and Service Learning
Bob Schrader – Associate Director, Center for Agriculture, Food and the Environment
Annemarie Seifert – Associate Vice Chancellor for Student Development, Center for Student Development
Carol Soules – Associate Director, Civic Engagement and Service Learning
Elizabeth Vierling – Distinguished Professor, Biochemistry and Molecular Biology
Patricia Vittum – Associate Dean, Stockbridge School of Agriculture, Interim Director, Center for Agriculture, Food and the Environment