

**STRATEGIC PLAN FOR CIVIC ENGAGEMENT AND SERVICE-LEARNING
AT THE UNIVERSITY OF MASSACHUSETTS AMHERST
2012-2017**

VISION:

For UMass Amherst to build on its stature as a national center of excellence for the integration of learning and scholarship with service and civic engagement. The integration of these activities is a powerful tool for enhancing student learning, for developing students’ capacities to act as citizens within a democracy, and for creating a more just society.

Civic Engagement is work in the public sphere—work that people do collectively to solve public problems and create a common good, the work of citizens in a democracy. **Service-Learning** is a powerful form of Civic Engagement involving students, faculty, and community members working together to address community-identified needs and goals and create deep learning experiences.

The mission of the University of Massachusetts is to provide an affordable and accessible education of high quality and to conduct programs of research and public service that advance knowledge and improve the lives of the people of the Commonwealth, the nation, and the world. Programs focused on civic engagement and service-learning achieve that goal by integrating high-quality education and public service to prepare students for life-long, engaged citizenship.

Formal efforts to establish service-learning and civic engagement at UMass began in 1993 when Glen Gordon, then Provost, established the Provost’s Special Committee on Service Learning "to encourage and expand the range of service learning courses." The Committee concluded that such courses were among "the most challenging and influential experiences on campus."

Since that time, the Provost’s Committee has provided funding and support to over 130 faculty through Service-Learning Faculty Fellowships and has served as the source of vision for service-learning on the campus (see Appendix for details of this history). Key elements of previous strategic plans (made in 1999 and 2006) have been fulfilled, including:

- the creation of an office to support civic engagement and service-learning, CESL (first in the Honors College and now under the Provost),
- achievement of the Carnegie Foundation elective classification of Community Engagement for the campus,
- creation of an introductory General Education course on service-learning, an undergraduate certificate program in civic engagement and public service, and a self-designed major in civic engagement, and
- a system for designating service-learning and civic engagement courses in the course schedule.

Over the past year, the Provost’s Committee worked with CESL staff to craft an updated plan. This new plan articulates a vision for enhancing Civic Engagement and Service-Learning at UMass over the next five years, and presents four focused goals with strategies for achieving each goal. During 2012-2013, the Provost’s Committee and CESL staff will develop an accompanying Operational Plan that sets priorities, defines measurable outcomes, establishes responsibilities, and crafts a timeline. ***Both plans stand on the assumption of continued attention to maintaining and improving the quality of current service-learning programs, courses, and other initiatives.***

Goal I.	
Enhance infrastructure for service-learning and civic engagement	
1.	Stabilize and increase funding and diversify sources of support <ul style="list-style-type: none"> a. Maintain university line-item support for CESL and advocate for increased budget b. Align service-learning and civic engagement funding needs with those of the campus and integrate those needs into the campus' development plan c. Develop a case statement for service-learning and civic engagement d. Identify and pursue potential donors with the development office e. Secure a staff position to identify and pursue grant opportunities with foundations and organizations that provide grants for service-learning and civic engagement
2.	Improve institutional standards for service-learning and civic engagement, which are under the oversight of the Provost's Committee on Service-Learning <ul style="list-style-type: none"> a. Develop procedures that ensure involvement of the Provost's Committee on Service-Learning as a coordinating or consulting body for the campus' proposals to external sources of funding which accept a limited number of proposals from the campus related to service-learning and civic engagement b. Seek renewal of the Carnegie Foundation Community Engagement elective classification of colleges and universities c. Continue to identify nationally prominent peer institutions that constitute appropriate benchmarks for institutional support of service-learning and civic engagement
3.	Strengthen the capacity of the CESL office to coordinate and support service-learning and civic engagement throughout the campus.
4.	Create and implement a database for faculty/staff/student community engagement and share the data with interested stakeholders.
5.	Recruit faculty from all areas of the campus to share leadership for service-learning and civic engagement
6.	Link UMass Amherst service-learning and civic engagement to the Board of Higher Education's mandate for civic education and civic engagement in public higher education within the Commonwealth.
7.	Expand and develop service-learning and civic engagement program assessment, looking at impacts on students, community members, faculty, and the university itself, and disseminate outcomes to relevant University offices.

Goal II.	
Enhance service-learning and civic engagement curriculum and improve student learning	
1.	Offer and promote a continuum of service-learning and civic engagement courses <ul style="list-style-type: none"> a. Support and improve courses and programs offered through CESL, including IMPACT!, Citizen Scholars Program, Boltwood Project, and Leadership in Service-Learning. b. Support the development of new service-learning courses in the first-year and second-year residential academic programs. c. Support the development of current and new service-learning Gen Ed courses offered across the campus, including the new Integrative Experience requirement, and current and new service-learning courses and practicums in majors and in graduate programs.
2.	Develop curricular structures to support service-learning and civic engagement <ul style="list-style-type: none"> a. Promote the new Civic Engagement and Service-Learning course designations in SPIRE so faculty will request it and students will look for it.

<ul style="list-style-type: none"> b. Publicize and support the undergraduate certificate program in Civic Engagement and Public Service and the “Civic Engagement + X” track for an individualized major in civic engagement c. Create a master’s degree and/or a graduate certificate in service-learning and civic engagement
<ul style="list-style-type: none"> 3. Prepare students for undertaking the issues in which service-learning and civic engagement engage them <ul style="list-style-type: none"> a. Address diversity and social justice issues within service-learning and civic engagement courses b. Offer diversity and social justice trainings for students across the campus
<ul style="list-style-type: none"> 4. Encourage involvement in service-learning and civic engagement among students from all racial, ethnic, cultural, gender and socio-economic groups
<ul style="list-style-type: none"> 5. Develop students’ capacity to work as leaders in service-learning and civic engagement initiatives, using both curricular and co-curricular pathways in collaboration with Student Affairs.

<p>Goal III. Enhance collaborations and support strategic service-learning and civic engagement partnerships</p>
<ul style="list-style-type: none"> 1. Coordinate the efforts of the Civic Engagement and Service-Learning office with other campus units <ul style="list-style-type: none"> a. Collaborate with Deans, Directors, and Department Heads to develop commitments to civic engagement within their units, including co-sponsoring events intended to introduce faculty and staff to service-learning and civic engagement b. Collaborate with appropriate advising units (such as the Undergraduate Dean's Advisory Group and the Undergraduate Advising and Academic Support Center) to familiarize campus advisors with service-learning and civic engagement options and opportunities c. Collaborate with appropriate units (such as the Center for Student Development and Residential Life) to increase effectiveness of community service as a tool for student development d. Build strong relationships and develop alliances with campus units whose missions align with ours, in areas such as community relationships, diversity, engagement (i.e., Social Justice Ed, Student Affairs, Student Development, CMass, Community Relations, Multicultural Engineering Program, UMass Extension, International Programs Office, Research & Engagement and others)
<ul style="list-style-type: none"> 2. Integrate service-learning and civic engagement into the campus' recruitment strategy <ul style="list-style-type: none"> a. Collaborate with the staff in appropriate university offices (such as the Undergraduate Admissions Office) to promote service-learning and civic engagement as one of the university's assets and as an opportunity to prospective students b. Collaborate with campus units that offer summer academic opportunities to high school students. c. Encourage the offices that create general publications about UMass (such as University Relations, Admissions, UMass Amherst Magazine, Office of News and Information, University Advancement, the Alumni Association) to feature service-learning and civic engagement
<ul style="list-style-type: none"> 3. Continue to build relationships with Five College Community-Based Learning, the civic engagement initiatives of the other campuses in the UMass system, Massachusetts Campus Compact, and The Research University Civic Engagement Network.

4. Support existing and develop new partnerships between community organizations and UMass Amherst that are mutually beneficial and sustainable
 - a. Work in collaboration with community organizations to identify community needs and aspirations, and develop curricular partnerships that work to meet those needs and aspirations.
 - b. Support the best practices identified in the Holyoke Campus-Community Compact.
 - c. Initiate the development of campus-community compacts with other communities in which UMass is deeply involved.
 - d. Offer community-based organizations an orientation to campus resources
 - e. Collaborate with community partners on off-campus conferences, symposiums, grant-writing, and other initiatives.

Goal IV.

Promote service-learning and civic engagement as a tool for faculty professional and personal development

1. Develop and make widely available resources for developing and teaching service-learning and civic engagement courses
 - a. Continue and expand the Service-Learning Faculty Fellowships program, and offer one-to-one consultation to faculty on course and partnership development
 - b. Collaborate with appropriate university units (such as the Center for Teaching) to build and incorporate a module on SL and civic engagement into new faculty orientation and in graduate teaching assistants' orientation
 - c. Mobilize faculty and administrators to change the faculty reward system so that it includes and values service-learning and civic engagement in research, teaching, and service
2. Collaborate with appropriate university units to support faculty in conducting research that addresses community-identified needs and goals
3. Seek forums for scholarly presentations and publications about service-learning and civic engagement at UMass and build awareness of service-learning and civic engagement scholarship opportunities
 - a. Encourage and support faculty and students in presenting their service-learning and civic engagement work through conferences and publications
 - b. Collaborate with the Faculty Senate Outreach Council in its efforts to promote the scholarship of engagement
 - c. Explore ways to position UMass Amherst as a center of innovation in the field through development of a journal and/or annual conference