ANNUAL REPORT
OF THE
COUNCIL ON PUBLIC
ENGAGEMENT AND OUTREACH
FOR
ACADEMIC YEAR 2016-2017

Presented at the
777th Regular Meeting of the Faculty Senate
April 12, 2018

COMMITTEE MEMBERSHIP

Abhinav Bhargava
Enobong (Anna) Branch, ex officio
Elena Carbone
Elizabeth Chilton, ex officio
Carol Connare
Lorraine Cordeiro
Koni Denham
Cheryl L. Dukes
Aura Ganz
Daniel Gerber, Chair
David Glassberg
Jody Goodman
Joseph Krupczynski
Nancy Lamb

Tom Lindeman
Nicholas McBride
Kat McLellan
Alice Nash
Susan Newton
Mary Paterno
Barbara Pearson
Josh Odam
Tyler O’Day
Aaron Rubinstein
Linda R. Tropp
Pat Vittum
Shlomo Zilberstein
Charge
The Faculty Senate Council on Public Engagement and Outreach (FSCPEO) 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 of AY 2016-2017
The FSPEOC met seven times in 2016-2017; two meetings were attended by the Associate Vice
Chancellor for Research and Engagement, Elizabeth Chilton.
FSCPEO Initiatives:
• CPEO Chair met with the Chancellor’s new Strategic Plan Advisory Committee in follow
up to the May 2016 Senate motion to reintroduce Engagement and Outreach strategy in
campus-wide priorities in the strategic planning process, especially in regards to
improving evaluation and communication of impact.
• Provided a statement to the Faculty Senate establishing the Council’s desire and
capacity to carry forward strategic planning for community engagement.
• Reviewed the report of the JTFSO Subcommittee on Outreach and Engagement.
• Explored ways to re-create a new, more efficient version of “UMass Worldwide,” a
comprehensive on-line database of campus engagement projects and connections (in
“beta” operation from 2013-2016).
• Created draft guidelines to increase usability of AFR information by helping faculty to
achieve greater consistency in describing public engagement and outreach efforts.
• Took steps toward continuing work on a 2014 MSP grant to meet with departmental
personnel committees to discuss issues around integrating engagement and outreach in
promotion and tenure decisions.
• Formed an Awards Selection Committee to review applications and make
recommendations for the Provost’s Distinguished Community Engagement Awards --
one for Engaged Research and one for Engaged Teaching.
• Participated on the grant review committee for the Public Service Endowment Grants
(administered by the VCRE’s Office of Research Development).
• Reviewed the General Education Council’s recommendations for changes in the
Diversity Requirement.

Future plans:
1) Continue to provide faculty leadership in supporting campus efforts in engagement and
outreach.
2) Collaborate with CDAC (Chancellor’s Diversity Advisory Committee) and other campus
entities to promote and implement the Diversity Strategic Plan.
3) Strengthen collaborative efforts in engagement and outreach across UMass in order to
enhance synergy among those efforts.
4) Work with MSP and UMass Administration to establish clear guidelines for faculty on documenting their engagement and outreach activities in all three areas of the AFR: Teaching; Research; and Service. The Council will work with MSP and the Provost’s office to determine more effective ways to integrate and recognize engaged scholarship in the tenure and promotion process.
MEMBERSHIP WITH TITLE AND DEPARTMENT
Abhinav Bhargava, graduate student member
Enobong (Anna) Branch, ex officio
Elena Carbone – Associate Professor, Department of Nutrition
Elizabeth Chilton, ex officio
Carol Connare – Director, Library Dev. and Comm., UMass Libraries
Lorraine Cordeiro, Assistant Professor, Department of Nutrition
Koni Denham – Director, Center for Education Policy and Advocacy (CEPA)
Cheryl Dukes, Director, Healthcare Outreach and Community Engagement, College of Nursing
Aura Ganz – Professor, Department of Electrical and Computer Engineering
Daniel Gerber – Chair; Academic Dean SPHHS, Director Online PHP Program, Community Health Studies
David Glassberg – Professor, Department of History, Public History Program
Jody Goodman - Director Student Success, College of Engineering
Joseph Krupzynski – Associate Professor, Department of Architecture, Director, Civic Engagement and Service Learning (CESL)
Nancy Lamb – Retired Faculty, Department of Languages, Literatures, and Cultures
Tom Lindeman – Community Member
Nicholas McBride – Associate Professor, Department of Journalism
Kat McLellan – Associate Director, Learning Resource Center
Alice Nash—Associate Professor, Department of History
Susan Newton – Center for Public Policy and Administration
Josh Odam - Student Trustee
Tyler O’Day - SGA President’s designee
Mary Paterno—Assistant Professor, College of Nursing
Barbara Pearson – Research Associate, Office of Research Development
Aaron Rubinstein—Archivist, UMass Libraries
Linda Tropp—Professor, Department of Psychological and Brain Sciences (on sabbatical)
Patricia Vittum – Retired, Associate Dean, Stockbridge School of Agriculture, Interim Director, Center for Agriculture, Food and the Environment
Shlomo Zilberstein – Associate Dean for Research and Engagement, College of Information and Computer Sciences