2017-2018
ANNUAL REPORT

OF

COUNCIL ON PUBLIC ENGAGEMENT AND OUTREACH

Presented at the
781st Regular Meeting of the Faculty Senate
November 15, 2018

COUNCIL MEMBERSHIP

The Council is comprised of faculty, staff, a community member and students.

Heidi Bauer-Clapp – Office of Professional Development, Graduate School
Elena Carbone – Associate Professor; Department of Nutrition (Chair)
Lorraine Cordeiro - Associate Professor; Department of Nutrition (Co-Chair)
Cheryl L. Dukes – Dir. Healthcare Outreach & Community Engagement; College of Nursing
Aura Ganz – Professor; Department of Electrical & Computer Engineering
Dan Gerber – Academic Dean SPHHS, Dir. On-line PHP Program; Community Health Studies
David Glassberg – Professor; Department of History, Public History Program
Mary Green – Office of Research and Engagement
Joseph Krupczynski – Dir. Civic Engagement & Svc-Learning
Evan Kuras – Graduate Student Representative
Kat McClellan - Learning Resource Center
Mary Paterno – Assistant Professor; College of Nursing
Barbara Pearson – Research Associate; Office of Research
Linda R. Tropp – Professor; Department of Psychological and Brain Sciences
Caroline White - Library Archivist
Shlomo Zilberstein - Professor of Computer Science and Associate Dean for Research and Engagement in the College of Information and Computer Sciences
Sen. Doc. No. 19-016

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.

- The Council continues its mission in supporting “engagement” and “outreach”. Outreach reflects a 150-year history of relationship between public universities established by the Morrill Land Grant Act of 1863. Engagement encourages a reciprocal relationship between the university, communities, and other collaborations, 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. Both engagement and outreach are critical elements of the Carnegie Community Engagement Classification.

- The Council uses the following definition of Scholarly Engagement: “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

Summary of the Council on Public Engagement and Outreach’s accomplishments for 2017-18:

- The Council contributed significantly to the development of the Community Engagement sections of the UMass Strategic Planning efforts in collaboration with Nancy Cohen, Senior Planning Officer and Assistant Vice President Department of Academic Affairs, Student Affairs and International Relations and Steve Goodwin, Deputy Chancellor and Chief Planning Officer.
- Council members participated in the Office of Research and Engagement’s Broader Impacts networking sessions.
- Council members participated in the Civic Engagement and Service Learning strategic planning sessions.
- The Council discussed evaluation of engagement activities on campus and formalizing processes to capture statistics on faculty, staff, and student engagement. These include the AFRs and mining data from faculty AFRs, setting up a database and functional search website, encouraging accurate documentation and archiving of engagement activities, and the tenure and promotion evaluation processes for community-based and community-engaged faculty.
- The Council coordinated the selection of faculty for the yearly UMass Engagement Awards in Research & Teaching and reestablished the Community award.
Future Agenda:

(1) The Council will continue to promote campus understanding of engagement, and to support and seek ways to develop stronger connections across varied engagement and outreach efforts at the university.

(2) The Council will continue seek ways to connect and support faculty, staff, community members and students who are active in engagement.

(3) The Council will support the Chancellor’s Office in efforts to improve diversity and inclusiveness on campus. Council members are active members of committees working on diversity such as the Provost’s Committee on Service-Learning, and the Five College Committee on Community Based Learning.

(4) The Council will continue to collaborate with CDAC (Chancellor’s Diversity Advisory Committee) and other groups on campus as necessary to implement the Diversity Strategic Plan.

(5) The Council will continue to support 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 evaluate and best value engaged scholarship within the tenure and promotion process.