

Oakland University
Strategic Planning Update
August 11, 2015

Goal #3: Become a leader in serving the needs and aspirations of our communities and region through expanded community relationships, institutional reputation and visibility and engagement.

- Promote visibility and preeminence among business and government leaders
- Position the university as a leading resource for the arts and community activities
- Further develop partnerships, internships and collaborations that benefit students and increase opportunities for service learning
- Help solve local and regional issues, including regional economic and workforce development
- Strengthen collaborations and partnerships with K-12 schools
- Build and support an institutional culture of philanthropy, including a support structure for leaders to ensure more successful philanthropy
- Develop metrics and set goals that provide accountability for philanthropy and help drive decisions to increase engagement and deliver results

Definition of Community Engagement*

Community engagement describes the collaboration between institutions of higher education and their larger communities (local, regional/state, national, global) for the mutually beneficial exchange of knowledge and resources in a context of partnership.

Purpose of Community Engagement*

The purpose of community engagement is the partnership of college and university knowledge and resources with those of the public and private sectors to enrich scholarship, research and creative activity; enhance curriculum, teaching and learning; prepare educated, engaged citizens; strengthen democratic values and civic responsibility; address critical societal issues; and contribute to the public good.

Goal #3 Committee Work to Date

- Review of Strategic Planning background information documents
- Report on visit to OU by Dr. Jim Fong
- Report on visit to University of California – Berkeley’s Coalition of Education Outreach
- **Discussion of how to identify university efforts to engage the larger community as well as current outreach and partnerships**
- **Identification of OU faculty/staff focused on engagement and contacts**
- **Discussion of the Carnegie Foundation Elective Community Engagement Classification Process**

Carnegie Foundation Elective Community Engagement Classification Process

Colleges and universities with a focus on community engagement across the institution have been eligible to apply for this elective classification since 2006 through a self-study and application process. In January, 2015, 240 U.S. colleges and universities received the designation, 83 for the first time with 157 re-classified (after an initial designation in 2006 or 2008). In addition, 121 other institutions earned the designation during the 2010 review cycle (for a total of 361). The next review cycle will culminate in 2020 with an application process beginning in 2018.

Carnegie Community Engagement Indicators to Guide the Self-Study and Application Process

1. Leadership Statement
2. Institutional Identity and Culture
3. Institutional Commitment
 - Infrastructure
 - Funding
 - Documentation and Assessment
 - Impact on students
 - Impact on faculty
 - Impact on community
 - Impact on institution
4. **Professional Development**
5. Faculty Roles and Rewards
 - Policies for search/recruitment/promotion
6. **Student Roles and Recognition**
7. **Categories of Community Engagement**
 - Curricular** (service learning, research, internships, study abroad)
 - Outreach** (application and provision of institutional resources) **and**
 - Partnerships** (collaborative interactions with community and related scholarship in a mutually beneficial exchange, exploration and application of knowledge, information and resources)

How can you assist and support the Goal #3 Committee?

- **Consider** community engagement priorities as you develop and/or revise the strategic plan for your school and department.
- **Assist** the committee as we begin to gather information about current engagement efforts as well as formulate future plans.
- **Share** your ideas and aspirations for how the strategic plan for the university can best engage our communities.

*Carnegie Foundation for the Advancement of Teaching (2011). *The Carnegie Classification of Institutions of Higher Education, 2010 edition*, Menlo Park, CA; Author.