

*University of Connecticut
Office of Public Engagement
Annual Report, 2011-2012 Academic Year*

The 2011-2012 academic year was one marked by substantive progress for the Office of Public Engagement (OPE). The OPE provides leadership and vision on public engagement, linking the University's Academic Plan to action. In particular, the OPE is focused on strategic planning in support of the University's outreach and engagement efforts. Robert McCarthy, Dean of the School of Pharmacy, was appointed by Provost Peter Nicholls to provide leadership to the Public Engagement efforts of the University as Vice Provost for Engagement (VPE). As VPE, he oversees the budget, chairs executive committee meetings of the Public Engagement Forum, oversees constituent offices, meets regularly with the Provost and other members of the central administration, and works with his fellow deans around public engagement issues. The OPE was ably staffed this year by second-year pharmacy student Meghan Fletcher, who served as the secretariat to the office and the Public Engagement Forum.

The Public Engagement Forum, begun in 2003, represents the constituent units of the University, with membership drawn from a dedicated pool of faculty, staff, administration, and community partners. **The co-chairs of the Forum are Cheryl Parks (Associate Dean for Research, School of Social Work) and Preston Britner (Faculty, Human Development & Family Studies).** Key offices represented at the Forum are the Office of Community Outreach (coordinating student experiences), the Office of Service-Learning (supporting the pedagogy of service-learning curricula; reporting directly to the VPE), and the Office of Institutional Research (overseeing data systems and reporting). Many of the members of the Forum have community engagement responsibilities within their own school/college or other unit. It is an exceptionally enthusiastic group of people who are all committed to improving upon what the University is already doing in the way of public engagement. Beginning this year, the monthly Forum meetings focused on reports from the Forum's subcommittees reviewing their charges and outlining progress in achieving the strategic goals assigned to them.

The OPE continued to play a significant role in both Connecticut Campus Compact (CCC) and TRUCEN, an affiliated national Campus Compact group comprised of major research universities. Following up on the contributions made in the development of the CCC Strategic Plan the previous year, individuals from the UConn community were named to several CCC task forces/committees. These individuals included: Matthew Farley (Governance Task Force), Charlotte Freeland (Student Advisory Council), Cathleen Love (Community Advisory Board), and David Williams (Engaged Scholarship Advisory Board). Vice Provost McCarthy continued to serve on the CCC Board of Directors. PE Forum co-chair Cheryl Parks represented the OPE at the annual meeting of TRUCEN at the University of Wisconsin—Madison, and co-chair Preston Britner participated in the Eastern Region Campus Compact conference in New York.

This past year marked the first year of implementation of the three-year Public Engagement Strategic Plan that was developed during the 2010-2011 academic year. As noted above, each Forum committee was tasked with action steps from the plan consistent with their charge. The

committees include: Communications, Service-Learning, Events, Development, Engaged Scholarship, Measurement and Evaluation, and Programs and Partnerships.

Communications (Shawn Kornegay, Chair)

The main focus of the Communications Committee is to provide strategic support for various areas of the Public Engagement's Strategic Plan. Over the 2011-2012 academic year, the Communications Committee worked to provide communication support through the various channels of Public Engagement and UConn. For Objective 2, Strategy 2, Action 5 a log was started and analytical reports can be pulled for review and analysis. For Objective 2, Strategy 4, Action 2 – have initiated a road show through poster display at UConn libraries. On Objective 2, Strategy 5, Action 1 – have met with University Communications, and Public Engagement has been assigned a UC liaison to help with public relations. On Objective 2, Strategy 5, Action 3 – will be providing media relations workshop on 6/7/12 for faculty as part of Public Engagement's Fellow Orientation. For other areas of Public Engagement, all the website links have been updated. For the Public Engagement Awards, worked with University Events on photography and worked with University Communications on a story for *UConn Today*. Also worked with *Daily Campus* and Neag School for additional stories. For Spring Symposium, provided photography for event and coordinated with writing intern to cover story. In addition, hosted Dr. Robert McCarthy at UConn Communicators group to educate members about Public Engagement and how the schools and colleges can help promote public engagement research/programs/events.

Service-Learning (Matthew Farley, Chair)

The Service-Learning Committee (SLC) focused on a combination of action items that were identified in the Public Engagement Plan as well as others associated with the Office of Service-Learning. During the Fall Semester, a significant time and effort was spent clarifying roles and responsibilities between the Public Engagement Forum, SLC, and the Office of Service-Learning as there are many areas of responsibility that were either amorphous or duplicative in nature. This will be an on-going process as other campus units are involved with supporting service-learning. The SLC also collaborated with the Office of Service-Learning to restructure its advisory board and clarify duties and responsibilities of it in comparison to the SLC. Faculty development seminars were offered throughout the year by current and former service-learning faculty fellows on four of UConn's campuses. During the spring semester, SLC members selected the 2012-2013 service-learning faculty fellows in conjunction with the Office of Service-Learning. The SLC has also begun to assess transportation needs and resources to support service-learning on each of the campuses. That project is expected to be completed during the fall 2012 semester.

Events (Peter Tyczkowski, Chair)

Our year began with the Annual Provost's awards for Public Engagement held November 1, 2011. We made a large step forward this year by implementing a new award designed to highlight the work of those faculty who are in the earlier stage of their academic career while demonstrating laudable efforts at public engagement. This well attended ceremony was held at the Alumni House. The work of winners enjoys reprise presentations at the State Capitol-Legislative office and other venues. Our Spring Colloquium held at the School of Social Work in West Hartford on March 27, 2012 was dedicated to better understanding the role of a research intensive, land-grant and public university in engagement so as to explore how engaged scholarship can be recognized during the course of one's career. The event was a success in that

it highlighted key issues involved in weighing public engagement relative to scholarly work and teaching components of a PTR portfolio. From the perspective of providing insight and direction for future activities, both the Spring Colloquium and Fall Awards event were successes and provided learning opportunities for our committee as well as the Public Engagement Forum. This work would not have been possible without the active assistance from our committee members as well as that of University Events.

Development (Joy Erickson, Chair)

Our objective was to increase the quantity and visibility of high quality engaged scholarship conducted by faculty and staff. To accomplish this goal we were charged with expanding the public engagement award recognition and funding opportunities. Our first action step was to invite the UConn Foundation to name a Forum representative. The UConn Foundation named Christopher Petkovich. Chris attended our October Forum meeting and also attended a Development Committee meeting in March. He is more than willing to move forward in helping the forum in their efforts. This committee needs to be reformed with new volunteers in order to move forward with the actions put forth by the Public Engagement Forum.

Engaged Scholarship (Jane Ungemack, Chair)

The Engaged Scholarship Committee met four times over the course of the 2011-2012 academic year. The committee conducted a comprehensive review of definitions and standards for engaged scholarship and developed a definition of engaged scholarship, which was accepted by the Public Engagement Forum in February 2012. The committee also developed an Engaged Scholarship Profile template to be used by faculty and staff to document examples of community-engaged scholarship. Several engaged scholarship profiles were submitted by Forum members reflecting a broad cross-section of community partnerships, activities and products. The profiles will be posted through the Forum website to publicize engaged scholarship at the University and to facilitate future collaboration and exchange of information among faculty and community partners. A strategy to solicit further profiles is being developed. In order to educate the University community about engaged scholarship, Preston Britner and Cheryl Parks presented on public engagement at the new faculty orientation in September 2011. Dr. Britner participated in the engaged scholarship and promotion/tenure sessions at the Eastern Region Campus Compact Conference. The committee also participated in meetings with the Measurement and Evaluation Committee to review proposed measures for engaged scholarship and to promote inclusion of engaged scholarship as part of the promotion and tenure review process.

Measurement and Evaluation Committee (Mark Peczuh, Chair)

The primary charge of the Measurement and Evaluation Committee (M&E) is to facilitate the collection of data for Academic Plan Goal 5 (public engagement) metrics and for the Public Engagement Forum strategic plan. Over the course of the 2011-2012 academic year, M&E worked to improve the documentation of engaged scholarship activities and service learning courses taught by faculty (important for Metrics 1, 3 and 4) and established a mechanism to obtain and vet instances where UConn public engagement programs and partnerships were recognized by external media (Metric 5). With help from the Provost's office, we introduced features within HuskyDM that should enable collection of data for the Provost's Annual Report (PAR) items. Specific features that were added include: a tag that identifies a course taught by

faculty as a Service Learning (SL) course; and a tag that identifies an academic product (publication, presentation, etc.) or a grant/contract that involves Engaged Scholarship (ES). We also added Michael Kirk from University Communications to the committee; his presence provides a direct line of contact to collect data on external recognition of engagements and partnerships. Data for AP Goal 5 Metric 2 will continue to be collected from the Community Outreach office. One caveat is that data collection by HuskyDM is still active; M&E are hopeful that data associated with Metrics 1, 3 and 4 will flow smoothly from HuskyDM, but that is not a certainty. Objectives for 2012-2013 are: refine the features added to HuskyDM in 2011-2012 (including the addition of place-specific data on projects); work to include appropriate staff to report engagement activities through HuskyDM; and assist in the development of engagement database.

Programs and Partnerships (Leanne Harty, Chair)

The principal work of the Programs and Partnerships committee in 2011-2012 focused on two Strategic Plan Objectives, *Fostering relationships among faculty, staff, students and community partners* and *Maximizing the impact and sustainability of community programs and partnerships*—advancing broad Strategies through Actions in three working groups: 1) By looking closely at three R1 Universities with the Carnegie Engaged Classification, the committee gathered descriptive information about the ways other institutions coordinate, promote and create synergy among their public engagement activities in order to develop a vision and plan for progress in these areas at UConn; 2) By aggregating basic information on Public Engagement Forum membership and participation over a 5-year span, the committee provided background detail to help inform the membership planning process and future invitation decisions; and 3) By examining existing guides and resources, particularly “The Engaged Department Toolkit” by Campus Compact, the committee identified tools and successful models for development of programs and partnerships, establishing content and planning foundations for a future workshop series on building community partnerships and engaged departments at UConn. To promote cohesive progress overall, the committee clarified its stated role in several Action items this year, specifically those falling also within the purview of the Executive, Development and Measurement and Evaluation committees.

In conclusion, it has been a productive year for the Forum’s committees and the Office of Public Engagement as a whole.

Respectfully Submitted,



Robert L. McCarthy, Ph.D.
Vice Provost for Engagement

PUBLIC ENGAGEMENT FORUM COMMITTEES (2011-2012)

Current as of December 27, 2011

*Indicates Committee Chair
[responsible Forum Co-Chair]

Executive Committee [Britner/Parks]

*Robert McCarthy (Vice Provost for Engagement)

Preston Britner (Co-Chair, Public Engagement Forum)

Doug Cooper (Vice Provost, *ex officio* member)

Matt Farley

Leanne Harty

Cheryl Parks (Co-Chair, Public Engagement Forum)

Susana Ulloa

Communications [Britner]

*Shawn Kornegay

Meghan Fletcher

Jean Nelson

Development [Parks]

Joy Erickson

Len Krimerman

Gladys Santiago-Tosado

Cheryl Parks

Engaged Scholarship [Britner/Parks]

*Jane Ungemack

Preston Britner

Brian Chapman

Alicia Dugan

David Garvey

Cheryl Parks

Louise Simmons

Nancy Wallach

Events [Parks]

*Peter Tyczkowski

Susana Ulloa

Michael Baczewski

Karen Filchak

Joy Erickson

Shawn Kornegay

Ted Yungclas

Measurement and Evaluation [Britner]

***Mark Peczuh**

Preston Britner
David Gregorio
Pam Roelfs
Jane Ungemack

Programs and Partnerships [Parks]

***Leanne Harty**

Debbie Cornman
Alicia Dugan
Karen Filchak
David Gregorio
Len Krimerman
Fiona Leek
Mark Peczuh
Jill Thorne
Susana Ulloa
Julia Yakovich
Elizabeth Mahan
Stanton Wolfe

Service-Learning [Britner]

***Matt Farley**

Brian Chapman
Anne Gebelein
David Williams
Julia Yakovich
Cathy Love
David Garvey