

*University of Connecticut
Office of Public Engagement
Annual Report, 2012-2013 Academic Year*

During the 2012-2013 academic year, the Office of Public Engagement (OPE) built upon on the momentum of the previous year as we continued to provide leadership and vision on public engagement, a critical component of the university's land-grant mission.

The university was honored to be one of five institutions nationwide to receive a 2013 President's Higher Education Community Service Honor Roll Award. UConn was recognized for General Community Service.

President Susan Herbst was named to the national board of Campus Compact, a national coalition of almost 1,200 college and university presidents who are committed to fulfilling the civic purposes of higher education. We were delighted to be selected as the host institution for TRUCEN 2014. TRUCEN is The Research University Civic Engagement Network which works to advance civic engagement and engaged scholarship among research universities and to create resources and models for use across higher education.

Led by Vice Provost Sally Reis, the university prepared a comprehensive report on our urban engagement activities for the State Legislature. Interest in this aspect of UConn service led to the focus of the Spring Symposium on this topic.

Our interactions with the Netter Center at the University of Pennsylvania continued leading to our participation in the center's 20th anniversary, a UConn team visit to the center, and conversations with the Netter Foundation about how they might be able to assist engagement activities at UConn. These conversations have been enhanced by the above mentioned legislative report, garnering the Foundation's appreciation of UConn's growing portfolio of urban initiatives.

Jane Ungemack, from the School of Medicine, and Bonnie Burr, from Extension, represented OPE on standing committees of Connecticut Campus Compact.

Importantly, we solidified our linkage with the Department of Extension and Associate Dean Michael O'Neill as our partners in meeting our land-grant mission. This partnership led to Extension's co-sponsorship of our Spring Symposium focused on engagement and outreach in urban areas. In addition to our interaction with Extension, we also developed linkages with the Office of Economic Development through Vice President Mary Holz-Clause, and the Office of Global Affairs through Vice Provost Daniel Weiner.

At the Spring Symposium we announced that the 2013-2014 academic year would be the Year of Engagement (YOE) at UConn, celebrating the university's many engagement activities. The fall semester will be highlighted by the 5th anniversary of the Service-Learning Fellows Program; TRUCEN 2014 will be the centerpiece of the spring semester.

As a follow-up to the report of the Hartford Coalition Task Force, we engaged both Connecticut Urban Legal Initiative (CULI) and the Hartford Mayor's Office in a discussion about creating a committee with representation from both the City of Hartford and the university to assist in coordinating activities between the two entities.

The university's writing intern program sent students to both OPE and the Office of Service-Learning, where they made significant contributions to the communications efforts of both offices. In addition, we had conversations with University Communications about the possibility of creating a speaker's bureau.

We welcomed Mary Feathers as the OPE's first full-time staff member; she has proven to be an invaluable addition to our team and allowed us to make substantial progress in advancing our strategic plan

As the academic year ended, we bade a fond farewell to Public Engagement Forum co-chair Cheryl Parks and welcomed Matthew Farley, who joins Ted Yungclas as our new co-chairs. We also moved the Office of Service-Learning from the Greater Hartford to the Storrs Campus to allow for easier interaction with Public Engagement staff.

The OPE functions in the university community through the Public Engagement Forum, a collaborative effort of faculty and staff to promote and develop engagement at UConn. Reports of the standing committees follow with references to the Strategic Plan for Engagement which is available on the Public Engagement website.¹

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 2012-2013 academic year, the Communications Committee worked to provide communication support through the various channels of Public Engagement and UConn.

For Objective 2, Strategy 4, Action 1 under Engaged Scholarship – the committee has determined having a liaison is not necessary at this time, due to Vice Provost Reis' request for public engagement information on behalf of the State of Connecticut. For Objective 2, Strategy 4, Action 2 – we have continued a road show through poster display at UConn libraries. On Objective 2, Strategy 5, Action 1 – the Committee continues to meet with University Communications, to strengthen relationships and generate potential support (including support of Year of Engagement). For Objective 2, Strategy 4, Action 1 under Programs and Partnerships, the Committee launched a printed newsletter to share information university-wide about Public Engagement efforts. Moving forward, OPE will produce the newsletter two times per year.

For other areas of Public Engagement, all the website links have been updated. For the Public Engagement Awards, the Committee chair worked with University Events on photography and worked with University Communications on a story for UConn Today. Additional stories were coordinated with the Daily Campus and the Neag School of

Education. For the Spring Symposium, the Committee chair worked with University Events on photography for the event and coordinated with our writing intern to cover the story.

Service-Learning (Matthew Farley, Chair)

The Service-Learning Committee (SLC) had primary projects this year. The first was the research and development of templates for service-focused scholarships. The Greater Hartford campus designated funds for this purpose and requested support in the development of this new scholarship. A SLC working group examined some model programs offered by other institutions and identified important factors related to scholarships processes (e.g. financial aid rules and policies). The efforts by the working group will be used immediately by Julia Yakovich of the Office of Service-Learning (OSL) to support the Greater Hartford's campus scholarship development for the upcoming academic year. In the future the research and recommendations made by the working group will be a resource for other university efforts associated with scholarships and service.

The second primary project was the designation of service-learning courses in the Student Administration system. A SLC working group researched different types of service-learning course designations as well as hosted a conversation with the UConn Registrar. The outcome of their efforts is a general action plan to designate service-learning courses via the "course notes" option with the Student Administration system. Future actions will include the development of a course review process led by experienced faculty and a system of communication between the OSL and the Registrar's office.

Additionally, the SLC supported the OSL in the development of its Community Advisory Board during the Fall 2013 semester, reviewed the Service-Learning Fellow's Application process during the Spring 2013 semester, and provided on-going feedback and advisement to the OSL staff as requested. Members of the SLC also have continued the review of Husky DM and its compatibility with service-learning documentation efforts. Finally, members of the SLC presented to the CLAS C&C committee regarding the institutionalization of service-learning.

Events (Peter Tyczkowski, Chair)

Our year began with the Annual Provost's awards for Public Engagement held November 13. This well attended ceremony was held at the Alumni House with Provost Choi as well as Vice Provost McCarthy actively participating in the festivities. The work of the winners enjoys reprise presentations at the State Capitol-Legislative Office Building and other venues. Focused on our University's activities in Connecticut's Urban Centers, Our Spring Symposium was co-hosted by the UConn Extension and held in the Rome Ballroom on April 3. The day featured podium presentations as well as a poster session designed to showcase examples of our research intensive, land-grant/sea-grant public university working towards overcoming needs in our State's urban centers. While attendance with respect to state legislators was low, overall attendance exceeded 100. Faculty and staff of the University were able to share their productive projects with peers and others interested in engaging additional urban partners.

The success of the work of this Committee would not have been possible without the active assistance from our Committee members, University Events and the Office of Public Engagement.

Development (Joy Erickson, Chair)

The Development Committee has two members, Joy Erickson from the PE Forum is the Chair and Christopher Petkovich is the representative from the UConn Foundation. The Development Committee served as a support committee to work within the other committees this year. As an Executive Committee it was felt that the other committees were limited without funds to proceed. Two things came out of this effort. The first was to make a list of priorities for funding and the second was to support the efforts of the Forum and Office of Public Engagement to gather information on the Netter Center and the Netters themselves in order to facilitate a potential agreement and donation. A report was generated on the Netter Center at UPenn by Joy Erickson and a profile was created by the initiation of Chris Petkovich at the UConn Foundation. The majority of the Executive Committee met to discuss the Office of Public Engagement funding priorities with the following list generated. Goals for these funds were not yet set.

- The Year of Public Engagement
 - 2013 – 2014 Celebration of Engaged Scholarship, Service-Learning & Community Outreach at UConn
- Transportation Fund
 - To allow students to travel to Service-Learning and Community Outreach sites, activities and events
- Conference Fund
 - To support faculty, student and staff participation at conferences or meetings of membership organizations (ex. Campus Compact committee work)
- Public Engagement Innovation Fund
- Student Scholarships & Summer Fellowships
 - Including support of Alternative Spring Break opportunities
- Community Partnerships/Public Engagement Workshops & Development Program
- K-12 academic and enrichment programs

Engaged Scholarship (Jane Ungemack, Chair)

The Engaged Scholarship Committee, comprised of faculty and staff from various campuses and departments of the University, met three times over the course of the 2012-2013 academic year. The focus of the Committee's work in this academic year was to contribute to the development and adoption of PTR measures for engaged scholarship and to identify faculty who are involved in engaged scholarship. Various strategies to identify faculty and solicit further profiles were discussed. Two approaches were used to begin identifying engaged faculty: at the Storrs campus, a review of IRB applications found approximately 40 faculty involved in community engaged research, and at the Farmington campus, a search by the Office of Research Administration and Finance resulted in the identification of another 40 UCHC faculty members who are involved in public service or community-based activities. Dr. Ungemack became a member of the Connecticut Campus Compact Engaged Scholarship Subcommittee, participating in several meetings and contributing to the development of a survey designed to measure engaged scholarship at colleges and universities statewide. The Committee members also developed a question for inclusion in the Programs and Partnerships Survey to measure the extent and types of

engaged scholarship among respondents. Committee members participated in meetings with the Measurement and Evaluation Committee to promote engaged scholarship as part of the Promotion and Tenure Review process. The UHC Public Issues Council recommended amendments to the Medical School Bylaws for Appointment or Promotion to Senior Faculty Rank and/or Tenure that would include public engagement as one of the factors weighed in evaluating promotion and tenure at the Health Center. In February, Jane Ungemack and David Gregorio met with Petra Clark-Dufner and Bruce Gould to determine how to appropriately count numbers of medical, dental and other health profession students' involvement in the Urban Service Track volunteer and service learning activities.

Measurement and Evaluation Committee (Mark Peczuh, Chair)

The Measurement and Evaluation Committee (M&E) has continued its work to facilitate the collection of data for Academic Plan Goal 5 metrics and for the Public Engagement Forum strategic plan over the 2012-2013 academic year. Over the course of the year, M&E aggregated Goal 5 Metrics 1-4 for the first time using data from OIR, HuskyDM, and Community Outreach. Metric 5 data was also collected with the help of University Communications, but as outlined below, this is still currently "under development." The other significant activity of M&E was to refine HuskyDM so that, for engagement activities, items such as • partners, • target audience, • impacted location(s), • space for narrative could be included. More details on the "tweaks" are detailed below.

The Committee also identified two significant challenges that will define its agenda for the upcoming year. First, we need to develop a way to accurately capture engagement activities by UHC faculty. UHC faculty are not using HuskyDM currently; they are using another more specific program and it may not be used systematically yet. Second, we need to clarify the intent behind Metric 5 (Number of externally recognized outreach /public service/PE programs and partnerships) and make the process for collecting outside reports of engagement activity more rigorous. We will also work, where possible, to include appropriate staff to report engagement activities through HuskyDM.

HuskyDM 2012-2013 "tweaks" for tracking Public Engagement Activities

-For screens where the "Engaged Scholarship" question is now listed in the following sections:

Scholarly Productivity, Creative Activity, and Research
(all sections)

-As a collection of questions that are part of the normal reporting (SEPARATE from an "Engaged Scholarship" tag) in the following sections:

- Membership and Scholarly Reputation-related Activities
- Consulting,
- Technical or Expert Assistance, etc.
- Other Industry/Faculty Collaboration
- Public and Community Service

The following data fields were added:

- Name of Partner Organization (Non-UConn Partners)
- Program/Activity Audience
- States and CT Towns Impacted (with 'statewide' added to the drop-down options for CT towns)
- Text Box for Narrative on Impact + Keywords (300 word limit)

Programs and Partnerships (Karen Filchak, Chair)

The focus of the Committee this year was to define the networking and professional development content and mechanisms in advance of implementation in year 3. It was determined that we would design and implement a survey which would provide input from UConn faculty and staff to guide in defining the structure and content of the networking and professional development opportunities for the 2013-2014 academic year.

The Committee, whose membership includes the Chair of the Year of Engagement, proposed the collaboration between Year of Engagement (YOE) and Programs and Partnerships (P&P) to address the Networking component. One Action statement in the Strategic Plan seeks to “stimulate exploratory discussions and networking among diverse groups of people by establishing OPEN (Outreach Public Engagement Network), with regular informal gatherings at locations both in communities and across UConn campuses.” The Committee will work with YOE to explore the feasibility of this collaboration to help kick-off, co-sponsor and promote the networking sessions.

The Committee also decided on a structure for these sessions. The proposed structure for each session is:

- Brief Presentation (theme/topics for each session)
- Full group discussion
- Informal interaction over coffee/food

We would also invite existing and potential community partners to participate in networking events.

The survey also is collecting information on content, format and scheduling of professional development sessions. Two professional development topics immediately suggested were *Branding* and *University Resources/Support*. We will be looking at these and other topics of interest through our survey. Financial support will be needed to enable to committee to offer these events.

The survey was piloted at the 2013 Public Engagement Spring Symposium. Following minor modification, the survey was distributed to the University faculty and staff via the *Daily Digest* (providing the link to Survey Monkey).

Programs and Partnerships has also begun reviewing professional development and engaged scholarship support provided by other universities to their faculty and staff. Examples of such are the University of New Hampshire “Excellence in Outreach Scholarship,” Outreach Scholars Academy and the Cal Corps Public Service Center at the University of California, Berkeley.

As I complete my service as Vice Provost for Engagement, I want to express my deep appreciation to Mary Feathers, Julia Yakovich, our Forum co-chairs, Committee chairs, and Forum members, and all those individuals who have worked and continue to work to support the university's engagement activities

Respectfully Submitted,

A handwritten signature in black ink, appearing to read "Robert L. McCarthy". The signature is fluid and cursive, with a large initial "R" and "M".

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

¹ Strategic Plan, 2011 - 2014:

http://engagement.uconn.edu/documents/engagement.uconn.edustrategicplan2011_2014_000.pdf

**PUBLIC ENGAGEMENT FORUM
COMMITTEES (2012-2013)**
(Current as of May 30, 2013)
***Indicates Committee Chair**

Executive Committee

***Robert McCarthy (Vice Provost for Engagement)**
Joy Erickson
Matt Farley (Co-Chair, Public Engagement Forum)
Karen Filchak
Leanne Kennedy Harty
Shawn Kornegay
Mark Peczuh
Pete Tyczkowski
Jane Ungemack
Ted Yungclas (Co-Chair, Public Engagement Forum)

Communications

***Shawn Kornegay**
Meghan Fletcher
Mary Feathers
Jean Nelson

Development

Joy Erickson
Christopher Petkovich

Engaged Scholarship

***Jane Ungemack**
Preston Britner
Alicia Dugan
Louise Simmons
Nancy Wallach

Events

***Peter Tyczkowski**
Susana Ulloa (Committee Co-Chair)
Karen Filchak
Joy Erickson
Shawn Kornegay
Ted Yungclas

Measurement and Evaluation

*Mark Peczuh

Pam Roelfs

David Gregorio

Jane Ungemack

Stephanie Reitz

Jun Yan

Programs and Partnerships

*Karen Filchak

Alicia Dugan

Mary Feathers

David Gregorio

Leanne Harty

Fiona Leek

Ana-Raluca Nahorniac

Jessica Parker

Cheryl Parks

Mark Peczuh

Lauren Silverstein

Susana Ulloa

Julia Yakovich

Stanton Wolfe

Service-Learning

*Matt Farley

Anne Gebelein

Julia Yakovich

Cathy Love

David Garvey

Petra Clark-Dufner

Monica Miller

Dan Mercier

Louise Simmons

Susan Graham-Handley