The Metrics of Engagement and Reporting Engagement Impacts to External Audiences

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Objectives

Higher Education leaders need to:

1) Know the significant outputs, outcomes, and impacts generated from engaged teaching, engaged research and engaged service;

2) Communicate effectively with various stakeholders and communities.
Outputs

“Public service is particularly important for public research universities since most are expected to transfer knowledge to others outside the institutions. Ideally we would like to have some index or proxy of the public service produced by our higher education institutions, but these data are not yet available. As a consequence, almost all studies have examined only the teaching and research outputs of higher education, ignoring public service and outreach almost completely.”

Metrics of Higher Education

• Outputs
• Outcomes
• Impacts
Outputs – Measure of Quantity

Measure of quantity or volume resulting from inputs plus investment in resources allocated to educational, research, public service, engagement and other activities.
Commonly Reported Outputs for Public Service, Outreach and Engagement

# of student volunteerism hours
# of service learning courses, co-ops, internships & # of students participating in them
# of faculty and staff volunteer hours
# of partnerships (research, community engagement)
# of K-12 students and teachers participating in university-sponsored programs
# of participants in Extension, lifelong learning and non-credit offerings
Alumni contributions and Involvement
Outcomes – Measure of Quality

Outcome measures focus on the quality of educational program, activity and service benefits for all stakeholders. These key stakeholders include students, parents, the community, employers and industry.

Common Outcome Metrics for Public Service, Outreach and Engagement

For Higher Education Students:
Assessments of student learning in Knowledge, Skills and Attitudes domains, such as selected AAC&U’s VALUE subjects:

**Intellectual and Practical Skills**
- Inquiry and analysis
- Critical thinking
- Creative thinking
- Teamwork
- Problem solving
Outcome Metrics for Public Service, Outreach and Engagement

Personal and Social Responsibility

• Civic knowledge and engagement—local and global
• Intercultural knowledge and competence
• Ethical reasoning
• Foundations and skills for lifelong learning
• Global Learning

Integrative and Applied Learning

• Integrative and applied learning

From AAC&U VALUE Rubrics at https://www.aacu.org/value/rubrics/index_p.cfm?CFID=42169521&CFTOKEN=99959420
Outcome Metrics for Public Service, Outreach and Engagement

For community stakeholders, generic outcomes might include:

K-12 Students
- Improved performance on assessments of Core subjects
- Improved College Readiness

Extension, Lifelong Learning and Non-credit program Participants
- Increased knowledge and awareness of specific subject matter; economic, social and cultural outcomes
Impacts Co-created with Communities

The result of “the commitment of a group of important actors from different sectors to a common agenda for solving a specific social problem.” (Collective Impact, Kania & Kramer)
Democracy Collaborative Anchor Mission Dashboard for Community Benefit

Economic Development
• Equitable Local and Minority Hiring
• Equitable Local & Minority Business Procurement
• Vibrant arts & cultural development
• Thriving business incubation
• Affordable housing
• Sound community investments
Anchor Mission Dashboard for Community Benefit

Community Building and Education

• Stable & effective local partners
• Financially secure households
• Educated Youth

Health, Safety & Environment

• Healthy community residents
• Safe streets & campuses
• Healthy environment

Reporting Engagement Impacts to External Audiences

1) Acknowledge the role of “public service” and engagement as central to your Mission to impact important societal issues.

2) Focus on a few institution-wide efforts and do them effectively; they should be identified with the community partner.

3) Develop metrics with community partners to describe outputs, outcomes & impacts to internal and external stakeholders (Legislators, Businesses, Non-Profits, Regional and Local Leaders, etc.)
Reporting Engagement Impacts to External Audiences

4) Working with communities and PR, prepare messages and narratives about partnership outputs, outcomes, and impacts.
KSU Engagement Benchmarking Tool

- help demonstrate K-State’s collective commitment of time, scholarly resources, and research discoveries for the benefit of individuals, communities and organizations in Kansas, the nation, and world,
- assist K-State in communicating the value the university provides in such areas as economic development, public health, civic engagement, sustainability, arts and culture,
- facilitate K-State's response to accrediting and oversight agencies (e.g., the Higher Learning Commission; the Carnegie Foundation, the Kansas Board of Regents), and
- help departments, colleges, and university chart progress toward the 2025 Visionary Plan launched in 2010.
The mission of Kansas State University is to foster excellent teaching, research, and service that develop a highly skilled and educated citizenry necessary to advancing the well-being of Kansas, the nation, and the international community. The university embraces diversity, encourages engagement and is committed to the discovery of knowledge, the education of undergraduate and graduate students, and improvement in the quality of life and standard of living of those we serve.

http://catalog.kstate.edu/content.php?catoid=13&navoid=1403