

# 2015 Community-University Engagement Awards Program



## W.K. Kellogg Foundation Community Engagement Scholarship Awards and C. Peter Magrath Community Engagement Scholarship Award

*Overview and Application Guidelines*

*Submission Deadline: April 10, 2015*



ASSOCIATION OF  
PUBLIC &  
LAND-GRANT  
UNIVERSITIES

**EngagementScholarship**  
c o n s o r t i u m

Since 2006, the Association of Public and Land-grant Universities (APLU) and the Engagement Scholarship Consortium (ESC), with support from the W.K. Kellogg Foundation, have partnered to recognize the outstanding community-university engagement scholarship work of four-year public universities. The *Community-University Engagement Awards Program* recognizes colleges and universities that have redesigned their learning, discovery, and engagement missions to become even more involved with their communities.

## **Awards**

The *Community-University Engagement Awards Program* includes the *WK Kellogg Foundation Community Engagement Scholarship Awards* and the *C. Peter Magrath Community Engagement Scholarship Award*.

The *WK Kellogg Foundation Community Engagement Scholarship Awards* are given to the winner of each of four regional competitions and are presented annually each fall during the ESC Annual Conference. Prior to the ESC Annual Conference, the winners of each of the four regions are selected by a panel of university engagement scholars appointed by the ESC Board of Directors and the APLU Council on Engagement and Outreach Executive Committee. In addition, the panel may select one additional application per region that is identified as an exemplary application for special recognition at the ESC Annual Conference.

Each winner of a region receives the *WK Kellogg Foundation Community Engagement Scholarship Award* and competes for the *C. Peter Magrath Community Engagement Scholarship Award*.

Each *WK Kellogg Foundation Community Engagement Scholarship Award* recipient receives two complimentary registrations for the ESC Annual Conference and \$2,500 to support the production of a two-minute video “story” about their partnership and to defray expenses for travel to the ESC Annual Conference. The video is shown at the ESC Annual Conference, is part of the review process for the *C. Peter Magrath Community Engagement Scholarship Award*, and is shown at the APLU Annual Meeting. During the ESC Annual Conference, each of the four regional winners receives an award object and also certificates to be shared with their community partners.

In November of each year, the *C. Peter Magrath Community Engagement Scholarship Award* is presented during the APLU Annual Meeting and includes a sculpture and a \$20,000 prize. The national award is named for C. Peter Magrath, APLU president from 1992 to 2005. At the APLU Annual meeting in November the three regional winners not chosen for the Magrath award each receive a cash prize of \$5,000.

## **Eligibility**

All public four-year institutions are eligible to submit one application per year for the *Community-University Engagement Awards Program*. (Two-year and private institutions may be collaborative partners). Each application must include a community partner.

Community-university engagement partnerships that are featured in the applications should exemplify the description of engaged institutions found in the Kellogg Commission on the Future of State and Land-Grant Universities' report: [Returning to Our Roots: The Engaged Institution](#).

To be successful, the application must include both partnership and engagement scholarship descriptions as described in the [Carnegie Foundation's Elective Community Engagement Classification](#). That is, community-university engagement partnerships must illustrate a *"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 and reciprocity."* The engagement includes *"collaborative, reciprocal partnerships and public purposes"* and may be a part of *"teaching, research and creative activity, and/or service; i.e., community engagement as part of faculty roles."*

*A successful application explains how scholarship that addressed community needs was a part of the partnership through teaching/learning, research/creative activity, and/or service. Scholarship could include but is not limited to "documentation of community response to .... programs, other evaluations or studies of impacts and outcomes of outreach or partnership, and how activities engage faculty, students, and community in mutually beneficial and respectful collaboration."* Further, *"Characteristics of scholarship within research and creative activities include (but are not limited to) the following: applying the literature and theoretical frameworks in a discipline or disciplines; posing questions; and conducting systematic inquiry that is made public; providing data and results that can be reviewed by the appropriate knowledge community, and can be built upon by others to advance the field."* (quotes are from the Carnegie engaged university guidelines).

Each institution may submit one application. Applications must include two letters. One letter must be an endorsement from the president/chancellor of the institution. The letter should provide evidence of the institutional commitment to engagement, such as citing mission, engagement plan, or organizational structure. The second letter must be from a community partner or consortium of partners. This letter must provide evidence of collaboration, reciprocity, mutual benefit, and the roles of community partners.

An institution winning the *C. Peter Magrath Community Engagement Scholarship Award* may compete the year immediately following receipt of the Magrath Award but it **must** focus on a partnership that is substantially different from the winning partnership.

## **Submission Guidelines and Competition Rules**

Applications will be grouped by the following geographic regions. When an institution applies that is not from one of the U.S. states or territories listed below, it will be included in the region that is geographically the closest.

**Northeast**

Connecticut, Delaware, Maine, Maryland, Massachusetts, New Hampshire, New Jersey, New York, Pennsylvania, Rhode Island, Vermont and West Virginia

**North Central**

Illinois, Indiana, Iowa, Kansas, Michigan, Minnesota, Missouri, Nebraska, North Dakota, Ohio, South Dakota and Wisconsin

**South**

Alabama, Arkansas, Florida, Georgia, Kentucky, Louisiana, Mississippi, North Carolina, Oklahoma, Puerto Rico, South Carolina, Tennessee, Texas, Virgin Islands and Virginia

**West**

Alaska, American Samoa, Arizona, California, Colorado, Guam, Hawaii, Idaho, Micronesia, Montana, Nevada, New Mexico, Northern Mariana Islands, Oregon, Utah, Washington and Wyoming.

The review panel reserves the right to combine regions in the absence of a critical mass of applicants.

**Application Submission**

Six hard copies and an electronic version must be submitted by **April 10, 2015**.

**Send electronic version to:** [engagementaward@aplu.org](mailto:engagementaward@aplu.org)

**Ship hard copies to:** Ms. Jean Middleton

APLU

1307 New York Avenue, NW

Suite 400

Washington, DC 20005

Note: Electronic copies must be received at [engagementaward@aplu.org](mailto:engagementaward@aplu.org) by midnight (Eastern time) on April 10. Hard copies need only be *postmarked* by April 10.

**Application Format**

**Please note, any application packet that does not follow the formatting requirements will not be reviewed!**

All documentation must be double-spaced\*, in 12-point font. A cover page must identify the project title, name of the principal contact person, address, phone number, email address, and the regional location of the institution. At the end of this application form you will find a set of guidelines that are provided to the panel of reviewers. You may use it as a checklist to insure your packet meets the format and content requirements.

\* Letters of support, charts, and graphs do not need to adhere to the double-spacing requirement

The application packet must follow this outline:

Cover Page

- Abstract Page (300 words)
- Narrative Response to Sections 2-5 (2200 words)
- Appendix (maximum of 8 pages)

## **Section 1: Significance of the Engagement Partnership**

### **1.1 Abstract** (300 words)

In 300 words, summarize the community-university partnership and the scholarship embedded in the partnership. *Describe how the partnership intentionally studies community issues, jointly derives solutions and then “publicizes” what was discovered.* It should be a concise description that can be used on the ESC website, the ESC Annual Conference program, the APLU website, and the program for the APLU Annual Meeting

### **Sections 2-5 (2200 words)**

## **Section 2: Relationship and Reciprocity Between the Community and University**

### **2.1 Describe the issue, its significance, the relationship between the university and community, and how reciprocity is a part of the relationship:**

Who are the university and community partners? How does an engaged partnership fit into the mission, values and organizational structure of the university? Who are the key community and university partners? How did the university and community work together-what was the role of each partner and what was accomplished? Provide evidence of shared decision-making and partnership empowerment.

## **Section 3: Impacts**

**3.1 On Community Partners:** What were the anticipated benefits for community partners? What has been the impact in the community? Impacts should include, but not be limited to knowledge generation and sharing, economic, social and educational impact within the community, as well as additional dollars generated through grants, contributions, fees, etc. Identify initial funding that supported development of this engagement initiative and describe how you are addressing sustainability.

### **3.2 On University Partners**

What were the anticipated benefits for university? What has been the impact in the university? How has the university-community partnership impacted the missions of the university and what has changed?

Impacts must include scholarship (as defined on page 2 of this application packet), and may also include (but are not necessarily limited to) student success and development of human capital.

## **Section 4: Lessons Learned and Best Practices**

### **4.1 Lessons Learned and Best Practices:**

What were the challenges for the community and university partners and how were those challenges met? What conclusions and best practices can be drawn from the partnership? These could include but are not limited to: the processes of being partners and sustaining a partnership, innovative solutions to community issues, changes in the partnership or changes within one of the partners.

Applicants must include information about how have these conclusions and best practices been documented and shared publicly?

## **Section 5: Future**

What are the future plans for this partnership? How will the partners continue to work together or how will they determine when the partnership is concluded? The awards and cash prizes will be presented to institutions to use appropriately. Please describe how the awards would contribute to the advancement of engagement activities. For example, the recognition and/or award dollars may be used to:

- Sustain and or enhance this or other partnerships and scholarship
- Incubate new engagement projects
- Support university/community partners
- Recognize individual engagement contributions.

## **Section 6: Appendix (Maximum of 8 pages)**

Applications must include two letters as part of the appendix. One letter must be an endorsement from the president/chancellor of the institution. The letter should provide evidence of the institutional commitment to engagement, such as citing mission, engagement plan, or organizational structure. The second letter must be from a community partner or consortium of partners. This letter must provide evidence of collaboration, reciprocity, mutual benefit, and the roles of community partners.

**Applicants also are encouraged to include in the** appendix documents that describe the impact of the partnership. This could include summaries of evaluations, letters of support, news releases, scholarly products, etc.

All applicants are encouraged to write an article for one of the ESC sponsored journals: *Journal of Higher Education Outreach and Engagement (JHEOE)*, or in the *Journal of Community Engagement Scholarship (JCES)*.

## **Application Review Process**

**April 10, 2015 by midnight (Eastern time): electronic applications due to the APLU office.** Hard copies need only be *postmarked* by April 10.

The applications review process will begin **April 17, 2015**. A panel of university engagement scholars appointed by the ESC Board of Directors and the APLU Council on Engagement and Outreach Executive Committee will review applications. Panel membership will avoid conflicts of interest. Panelists will review proposals from a region other than their own to avoid any conflict of interest.

Review panels will convene between May 1 and May 15, 2015 to determine regional winners.

**May 18:** Regional winners notified.

**September 1:** Regional winners must submit a two-minute video story about their partnership. The story will be shown at the ESC Annual Conference and the APLU Annual Meeting, and will be posted on the APLU website. The two-minute videos will be used to provide examples of engagement scholarship and must therefore be complete, stand-alone portrayals of the projects, including evidence of the scholarship produced.

**September 29-30:** Regional winners will make presentations at the 2015 ESC Annual Conference at Penn State University. Winners will prepare and present a short overview of their partnership, show their video, and respond to questions posed by a *C. Peter Magrath Community Engagement Scholarship Award* panel chaired by a president/chancellor. Panelists will include the chair of the APLU Council on Engagement and Outreach, the president of the Engagement Scholarship Consortium, a community member, and the president of the Academy of Community Engagement Scholars. Presenters may include appropriate representatives of the community partner(s) and the university.

**November 15-17:** *WK Kellogg Foundation Community Engagement Scholarship Award* winners and their video stories will be presented at the APLU Annual Meeting in Indianapolis, IN. These winners and their presidents are expected to attend the Awards breakfast where the awards will be presented. The winner of the *C. Peter Magrath Community Engagement Scholarship Award* will be announced at the APLU Annual Meeting.

For questions please contact:  
Jean Middleton  
202-478-6040  
[engagementaward@aplu.org](mailto:engagementaward@aplu.org)

## **Guidelines for Reviewing Applications for the *Community-University Engagement Awards Program***

### **Screening Question:**

Does the application adhere to the formatting requirements?

Cover Page, Abstract Page (300 words), Narrative Response to Sections 2-5 (2200 words), Appendix (maximum of 8 pages)

As you review the nominations, please assess the application on the following.

#### **1) Abstract (300 words, Section 1)**

- a) How well does the abstract summarize the inclusion of community engagement scholarship?
- b) How well does the abstract summarize the engagement partnership?
- c) How significant is the issue being addressed by this project?
- d) How well does the abstract convey the impacts on the community and university resulting from the engagement?

#### **Sections 2-5 2200 words**

#### **2) Relationship and Reciprocity Between the University and Community (Section 2)**

- a) Are the university and external partners adequately described?
- b) Is there a reciprocal (two-way) relationship between partners?
- c) Is there a high level of shared decision-making and empowerment between partners?
- d) Does the engagement fit the mission, values and organizational structure of the university and the community partner(s)?

#### **3) Demonstrated Impacts on Community Partners and the University Partners (Section 3)**

- a) Is there evidence of significant and appropriate impact on the community?
- b) Is there evidence of significant and appropriate impact on the university?
- c) Is there evidence of appropriate resources that supported the partnership?
- d) Has sustainability been addressed?

**4) Lessons Learned and Best Practices (Section 4)**

- a) Are challenges, benefits, conclusions and lessons learned noted?
- b) Are the conclusions and best practices documented and shared?
- c) Is there a significant opportunity for innovations to be translated and applied within the involved community?
- d) Is this project an excellent exemplar of best practice in engaged partnership and community engagement scholarship?

**5) Future and Sustainability (Section 5)**

- a) What is the plan for the partnership?
- b) Would the award dollars be used to promote community engagement and community engagement scholarship?

**6) Institutional and Community Commitment (Section 6: Appendix)**

- a) How well does the President/Chancellor's letter of support clearly indicate institutional support?
- b) How well does the letter from the community partner provide evidence of strong community involvement and support?
- c) To what degree do the additional materials such as program evaluations; additional letters of support, news releases, and other materials clearly indicate significant impact and communicate scholarship?

**Community-University Engagement Awards Program  
Annual Timeline of Activities**

<b>January - March</b>	Prepare application.		
<b>2<sup>nd</sup> Friday in April</b>	Submit application.		
<b>3<sup>rd</sup> Monday in May</b>	Receive notification of judges' decisions.		
	<p><i>W.K. Kellogg Foundation Community Engagement Scholarship Award</i> (Kellogg) winners receive information on next stage.</p>	<p>Exemplary applications receive notification of date of awards ceremony at Engagement Scholarship Consortium (ESC) Annual Conference.</p>	<p>Non-winners receive feedback sheets.</p>
<b>May – September</b>	<p>Kellogg winners prepare two-minute video story and oral presentations for the ESC Annual Conference.</p>		
<b>September/October</b>	<p>At ESC Annual Conference, Kellogg winners present to ESC attendees and receive awards.</p> <p>At ESC Annual Conference, Kellogg winners present to Magrath judges.</p>	<p>Receive awards at ESC Annual Conference.</p>	
<b>November</b>	<p>Kellogg winners attend APLU Annual Meeting for awards ceremony and announcement of Magrath winner.</p>		