Definition of Community Engagement (Revised)

Community engagement encompasses the collaboration between the university and its larger communities (local, regional/state, national, global) for the mutually beneficial exchange of knowledge and resources in a context of partnership and reciprocity. In addition, it also refers to the proactive and inclusive involvement of faculty, students, and staff to enhance campus life.

1. **Construct an organizational framework for the university’s community engagement mission**

  **Rationale:** The educational and research activities of the university’s community engagement efforts are fragmented (e.g. externally through clinical programs; technology transfers; extension programs; service learning; international engagements; and faculty involvement in the community policy or as public intellectuals and internally through student activities, college events etc.) and the quality of campus life needs to be enhanced.

  **Overall Objective:** Improve the organizational and incentive structure

  a) **Obstacles and Rewards:** Identify and remove obstacles to participation in community engagement and create engagement awards and grants for staff, faculty, adjunct faculty and students

     **Action Item:** Identify obstacles

     **Offices Responsible:** Depends on area

     **Action Item:** Initial awards proposed in 2014 by Office of Community Engagement by committee of faculty and staff. First awards and grants in Spring 2015.

     **Offices Responsible:** Depends on type of award.

     **Action Item:** Develop Manager’s Toolkit on webpage (targeted training for managers recommended in 2009 QUL survey)

     **Offices Responsible:** Academic Affairs, SEES, Athletics, HR

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1 Adapted from the Spring 2012 Vice President’s Summit on Community Engagement, the Principal Guidelines issued to the committee and A. Driscoll, “Carnegie's community-engagement classification: intentions and insights” Change: The Magazine of Higher Learning, 40(1), 2008, pp. 38-41
b) Information and Monitoring: Develop a repository for information relating to community engagement (community partners list, faculty expert list etc.) and develop university-wide mechanisms to promote interconnections across forms or types of community engagement; Establish a mechanism for collecting data on the quality and impact of outreach programs and for conducting evaluations.

**Action Item:** It is proposed that in 2014 the Office of Community Engagement (OCE) within University Advancement and the SEES Office of Student Engagement collaborate in developing an information base (OrgSync?). The database will be reviewed thereafter and annually measured for comprehensiveness. **Offices Responsible:** Office of Community Engagement (OCE) within University Advancement and the SEES Office of Student Engagement

**Action Item:** Review of engagement efforts annually  
**Offices Responsible:** Assessment with other units

c) Marketing: Make use of electronic and other media to foster greater community recognition and appreciation ODU’s Community engagement accomplishments. **Action Item:** Integrated Web Portal to be developed in 2014-15 and maintained thereafter  
**Offices Responsible:** University Web Communications with input from offices responsible for b)

**Action Item:** Monitoring of favorable public notices  
**Offices Responsible:** Office of Community Engagement

d) Inclusion: Ensure that all groups (minority, distance learners, minorities etc. are able to fully participate in community life and engagement with the external community  
**Action Item:** Extra-curricular and curricular programs on diversity  
**Offices Responsible:** AA, Athletics, HR, SEES (esp.Office of Intercultural Relations), OIED

2. **Enhancing Campus Life:**  
**Overall Objective:** The provision and application of institutional knowledge, expertise, and resources for the enhancement of campus life.

a) Adopt High Impact Practices (HIPs) that improve learning and campus interconnectivity  
**Action Item:** Support and increase number of Living Communities and Living/Learning Communities; Market these opportunities to prospective students and families  
**Offices Responsible:** SEES in consultation with AA

b) Develop facilities for more inclusive activities
**Action Item:** More and better used common gathering spaces  
**Offices Responsible:** Facilities Management

**Action Item:** Enhance quality of campus life-housing, campus walkability, lighting, dining etc.  
*improve safety (see QUL data)*  
Establish more common dining areas  
**Offices Responsible:**

**Action Item:** Use online resources to connect with HECs and DL students  
**Offices Responsible:** Distance Learning, SEES, HECs

c) Provide students with more opportunities to develop a Monarch Identity e.g. building on and developing new traditions  
**Action Item:** Monitor existing traditions and propose changes  
**Offices Responsible:** Student Government Association and SEES

**Action Item:** Develop a comprehensive policy towards military-related students  
**Offices Responsible:** Office of Military Activities, Military Distance Learning, SEES, ROTC

**Action Item:** Progressive mentorships Use of alumni as mentors  
**Offices Responsible:** AA, SEES, Alumni Office

**Action Item:** Ensure students’ and faculty access to athletic events  
**Offices Responsible:** Athletics, SEES, AA

3. **Community Outreach & Partnerships:**

**Overall Objective:** Focuses on collaborative interactions with the university’s communities (local, regional/state, national, global) for the mutually beneficial exchange, exploration, and application of knowledge, information, and resources. It involves support of teaching, learning and scholarship that engage faculty, students, and community in mutually beneficial and respectful collaboration. Interactions address community-identified needs, deepen students’ civic and academic learning, enhance community well-being, and enrich the scholarship of the institution.

a) Increase number and effectiveness of collaborative action with the community  
**Action Item:** Enhance formal interactions with more community groups (i.e., municipalities, educational bodies, the military, businesses, etc.) on a consistent basis to share ideas, identify needs, and implement joint activities. Increase offerings of quality continuing and professional education to regional and global community through on-line and F2F offerings, on campus and at HECs.  
**Offices Responsible:** Office of Community Engagement, SEES, AA (Colleges and new College of Continuing and Professional Studies)
Action Item: Develop week-end events to make the Norfolk campus a week-end destination
Offices Responsible: Office of Community Engagement, SEES, AA

b) Enhance Collaborative Learning, Scholarship, and Research
Action Item: Improve university mechanisms for making technologies and knowledge that can be defined as community goods readily available to those who can benefit from them (e.g., business, industry, government) while establishing guidelines on concerning intellectual property and technology transfers.
Offices Responsible: Office of Research,

Action Item: Develop better institutional mechanisms for coordinating off-campus, non-classroom teaching and field-based or service learning opportunities (including international opportunities) for faculty and students.
Offices Responsible: AA, SEES

Action Item: Provide more opportunities for students to become civically engaged through community service and learning experiences, including study abroad experiences.
Offices Responsible: International Programs, SEES, AA, Career Management Center

c) Develop explicit criteria for evaluating community engagement programs that emphasize quality, importance to the university, and impact on society.
Action Item:
Offices Responsible: SEES, Assessment