



Corporate/Community Partnership -Economic Development (CCP-ED) Meeting minutes

3/31/22

Members present: Vinod Agarwal, Ph.D., Dean Claud, Carol Considine, Sally Copeland, Gail Dodge, Ph.D., Mujde Erten-Unal, Ph.D., Annie Gibson, Nancy Grden, Lisa Koperna, Ph.D., Amy Lynch, George McCleod, Karen Meier, Jeff Tanner, Ph.D.,

Members excused: Tom Allen, Ph.D., Jerry Cronin, Robert Doherty, Judith Dunkerly-Bean Ph.D., Todd Johnson, Bob McNab, Ph.D., Craig Rollins, Tara Saunders, Wood Selig, Ed.D., Beth Tremblay, Ph.D., Danielle Veras, Djuan Wilkins

Approval of Minutes

- March 17th Minutes were approved
- March 24th Minutes were approved

Introductions: Lisa Koperna introduced guest speakers

- Alonzo Brandon - Vice President for University Advancement
- Karen Meier - Assistant Vice President for Community Engagement

Community Engagement Presentation by Karen Meier with intermingled discussion and questions from the committee members

- In 2020, the Carnegie Foundation named Old Dominion University one of the nation's leaders in engagement and outreach with a Community Engagement Classification.
- There are 351 schools in the US with the Classification for Community Engagement
Community Engagement Classified
 - 80 schools have both Research 1 and Community Engagement Classification
 - 23 in the 2020 cycle
 - 3 schools in Virginia have both (ODU; VCU; VT)

The classification is awarded after a process of self-study by each institution, which is then assessed by a national review committee at Brown University, the administrative and research home for the Carnegie Community Engagement Classification.

The Carnegie Community Engagement Classification has been the leading framework for institutional assessment and recognition of community engagement in U.S. higher education for the past 14 years.

Lessons Learned –

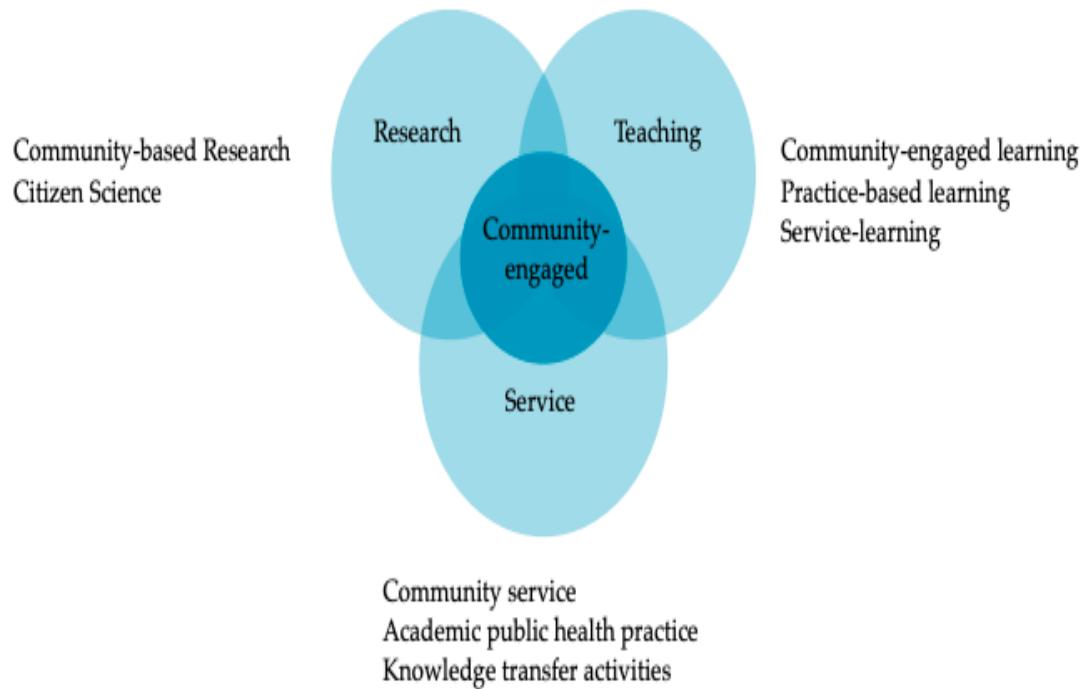


There was no standard way of tracking service and even with prompts, it was difficult to get consistency in the projects we received. It left us interpreting if something is/isn't service which is subjective and required a tremendous amount of follow-up.

- **A Customer Relationship Management (CRM) tracking system is needed**
- **Until a CRM system is secured, we have developed a form to be embedded in Digital Measures (the faulty reporting system) .**
- **A set of "standards" from Academic Affairs** that could be incorporated into the handbook would be helpful. Serving on a committee on campus isn't engaged scholarship but can be considered volunteering for example. Does this kind of "service" count more/less/the same? Should it?
- **The university could benefit from clear definitions of what each type of engagement is and isn't.**
 - What is ODU's definition of
 - community service?
 - Community engagement?
 - Civic engagement?
 - Engaged scholarship?
 - How are they being assessed and, by whom?
- ***What's in it for me?* was a popular response**
 - This response creates an opportunity to share with faculty the benefits of service, engaged scholarship, civic engagement and the distinction between each. And remove the barrier or taking away from tenure track.
- **What are the rewards? How do we incentivize? How do we get some disciplines on board when it seems foreign to them?**
- **Some obvious examples of engagement or better reference “engaged scholarship” is:**
 - Look at Helen Crompton--- and international expert in educational technology.
 - PT clinic
 - Dental Clinic
- **Some not so obvious examples of engaged scholarship and already taking place is when faculty partner with a non-profit to conduct research, serve as consultants, or incorporate student/community voices into their research narratives.**



- *Where it is not viewed as a separate component but a part of their scholarly pursuits.*
- **Service and Practice examples** include:
 - needs assessments with partners/agencies;
 - consulting that is connected to a mutual benefit/need;
 - contractual research (grant funded to support a need/community);
 - service learning/study abroad opportunities with community connections, etc.
- **A great example of what is considered applied engaged scholarship**
 - Faculty from different disciplines (and institutions) partnered with community agencies including city officials and non-profits to solve a community problem.
 - Several years ago, an ODU civil engineering student and a Hampton University architecture student were involved in a unique collaboration between the two schools, aimed at increasing the flood resilience of a historic Norfolk neighborhood.
- **Another example of a project that addressed a community need but also brought in a human aspect was the Engineers Without Borders trip.** This also combined service learning with study abroad. Can help faculty see connections in non-traditional way to how their work can also engage communities.
- Illustration how engagement is/can be viewed in each of the 3 areas of promotion/tenure.



Key discussion points

- There is no standard way of tracking service
- CRM needed
- Need clearly defined definitions of what community engagement is, how it is assessed, and by whom
- Share benefits with faculty – remove the barrier for all faculty including tenure track – rewards, combine service with community engagement
- Tracking is only as good as the input, need institutional buy-in
- Possibly add engagement to the faculty handbook
- Help faculty know what they are doing IS part of engagement



Presentation by Alonzo Brandon

- Community engagement is good, corporate relationships not so much, or no one is sharing
- Alonzo talked about how ODU can better engage businesses and how corporate engagement can lead to big donations
 - Many times a company will get lots of small requests, we need to work together to go for the big requests
 - It's not all about ODU. We need to understand
 - What our communities and companies need and want,
 - their goals, external focus groups help with this
 - Career development needs to play a bigger part, be more responsive
 - Full-time corporate person in the Provost's Office could help
 - Career development could create corporate accounts
 - Engage alums where they work – their company not just the individual
 - Don't forget our online students/graduates
- Thank you to our guests and some last-minute thoughts
- All are doing the best they can but are splintered.
- Need a central, cohesive, collaborative approach - a single point of access
- Teach continuing-ed classes at a business such as the shipyard
- Strome Partners Program is a good example of corporate engagement
- Needs don't always filter down to the faculty, need a single place to look for engagement opportunities that match a faculty's interest/research
 - EAB is an excellent resource for community and corporate. Its mission is to make education smarter and our communities stronger – EAB study attached in TEAMS by Dean Claud

Next meeting April 7, 2022