Preamble: The charge of this committee was to answer the question *How can we get better?* by reading and synthesizing the unit reports for themes related to *outreach and engagement*.

The unit reports describe numerous strengths in outreach and engagement efforts already underway. Challenges exist in knowing about, better connecting, and assessing these existing efforts. We also hear that it is difficult for people outside the university to access campus resources, and that we need to better partner *with* stakeholders and communities to truly understand and serve their needs and interests.

Additionally, it became apparent that we would benefit from a clearly defined and communicated definition of what outreach and engagement means to a premier public university in the 21ˢᵗ century. For this, we recommend the **Carnegie Foundation (2015) community engagement definition**:

> Community engagement describes **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 purpose of community engagement is the **partnership** of college and university knowledge and resources with those of the **public and private sectors** to:
> - **enrich scholarship, research, and creative activity;**
> - **enhance curriculum, teaching and learning;**
> - **prepare educated, engaged citizens;**
> - **strengthen democratic values and civic responsibility;**
> - **address critical societal issues; and**
> - **contribute to the public good.**
>
> **Emphasis added to highlight terms that were key in our committee discussions for ensuring that community engagement activities – even in their descriptions – involve all campus units.

To be a premier *community engaged* university, we recommend the following goals and objectives:

1. **<u>Coordinate existing</u> outreach and engagement efforts through establishing a campus portal:** Ease access by external stakeholders and communities; facilitate cross-sector partnerships; channel information; link to campus expertise; enhance interdisciplinary and cross-college efforts; build upon our land-grant legacy; measure impacts; strategically communicate; and establish the university as a community, cultural, and recreational hub – in both its physical and electronic presence.

2. **<u>Improve and develop new</u> interdisciplinary and collaborative outreach and engagement efforts:** Humbly understand stakeholder and community needs before intervening; measure impact; assess best practices; identify gaps in existing efforts for sectors or partners that are under-engaged; use resources efficiently; leverage and reward student, faculty, and staff participation; assist Arkansans through applications of knowledge to real-world issues and problems; provide community and industry learning opportunities to students; better build upon our unique Razorback contributions.

3. **<u>Communicate about</u> outreach and engagement efforts to our stakeholders and communities:** Hire "investigative reporters" who learn about and better tell our stories – on and off campus – in visible, narrative, engaging, and accessible ways for our diverse stakeholders and communities; represent our "underdog" culture in aspirational stories that inspire rural Arkansans to say "I can do that" and which sing the praises of our unsung heroes (e.g. our staff who work hard for this campus community, our everyday student who barely passed her/his classes and then established her/his own business, and our alumnus who went back to be mayor of his own community); report results of scholarship activities in ways that resonate; engage with salient social, cultural, environmental and economic issues; develop skills and knowledge capital; encourage mutual success; and create a visible online presence that gives external public a central place to find connections to campus.

Specific activities that we discussed as possible ways to implement the above goals and objectives:
1. Seek out a donor who would be willing to fund a donor-named community engagement center.
2. Apply for the Carnegie Community Engagement classification in 2020, *see appendix* for specs.
3. Inventory and communicate existing outreach and engagement efforts on campus.
    - For example, *see appendix* for a compilation of some of the unsung O&E efforts in Fulbright.
4. Develop cross-college tools for implementing and assessing outreach and engagement efforts.
    - For example, develop short data collection forms with examples of sector modifications.
5. Have investigative journalists who visit with people across campus and across the state.
    - For example, ask on campus *What are we known for?* toward reporting unique aspects of our university, and ask off campus *How has UA helped make an impact in your community?*;
6. Launch an academic marketing campaign, e.g. *What would you go Hog wild for?* commericals
7. Encourage, facilitate, and support collaborations across disciplines, colleges, centers, and units.
    - For example, provide seed grants to form interdisciplinary collaborations to foster nationally competitive grant applications which build upon local support for sponsored scholarship.
    - Other examples include hosting conferences, expanding speaker series, hosting national journals at UA, supporting graduate student travel, facilitating study abroad, performing arts shows and venues, hosting and advertising public lectures, communicating with local media, hosting "open house" events which expose stakeholders to research labs and projects.
8. Utilize and connect existing university structures to build upon and enhance current strengths.
    - For example, the UA Cooperative Extension Service has offices in all 75 counties across the state and the university has 48 existing outreach-related research centers.
9. Facilitate and champion existing outreach-engaged grant-awards, publications, and teaching.
    - For example, faculty and student orientation tours of top outreach and engagement efforts.
10. Incentivize faculty participation in critical outreach and engagement.
11. Engage graduate and undergraduate students in enriched-learning experiences with community and industry focused projects that build practical capacities and skills for future employment.
12. Connect alumni with campus outreach and engagement efforts and communities.
13. Foreground outreach and engagement in promotional literature and branding.
    - For example, if Carnegie CE status is awarded, include this in brochures, websites, etc.
    - Also include service-learning and other community engagement efforts in admissions materials to use as recruiting tools.
14. Adopt a universally understood scope for engagement, and expectation management with regard to liabilities, student and faculty competencies, and protection for licensed professionals.
15. Identify collaborative initiatives to provide training, evidence based practice, and consultation.
    - For example, explore student-led interdisciplinary health care clinics to serve local communities within the state.
16. Engage Arkansas citizens and industry by utilizing a physical and online inter-college strategy.
    - For examples, utilize existing UA county extension offices, planned Little Rock initiative, Fleischer Scholar partnerships with banks, high schools, perhaps Walmarts throughout state.
17. Ease efforts to communicate existing O&E by digitizing and simplifying dissemination modes.
    - For example, post website forms that allow faculty, students, and staff to submit information easily in real-time without needing to track down particular people, emails, or listservs.
18. Develop and improve outreach efforts on existing UA System campuses across Arkansas.
    - For example, UALR, UA Monticello, UA Community Colleges (Morrilton, Batesville, Hope)
19. Sustainably fund outreach and engagement by enhancing grant and other funding acquisition.
    - For example, support staff within each college that assist faculty in submitting grants to fund outreach and engagement efforts, which build upon existing administrative support through providing substantive, area-related expertise for in-house review of program and donor fit.
20. Expand curriculum that is relevant to stakeholders and communities: interdisciplinary minors, graduate programs, study abroad, and clinical service provision.
    - For example: homelessness research & service-learning, food initiatives, Delta-region efforts