Goal Three
Enhance Community Engagement

Introduction

The focus of this goal is to foster the engagement of students, faculty, and staff in the life of our communities and in pursuits improving their economic and social well-being. Following is a definition of community engagement developed by the community engagement planning committee in 2004:

Community engagement is the development of collaborative partnerships between education, business, social services, and government that contribute to the academic mission of the University and directly benefit the community. Community engagement at Indiana State University includes activities in the teaching, research, and service endeavors of faculty, students, and staff. Examples of community engagement activities include:

- Technical assistance and applied research to help increase understanding of a local or regional problem or test solutions for that problem.
- Lectures, seminars, and other public forum that provide a neutral place to explore community issues.
- Extension of learning beyond the University walls and into the community.
- Enriching the cultural life of the community.
- Service, including internships and service-learning, that directly benefits the public.
- Economic development initiatives, including technology transfer and support for small businesses.
- Involvement of community members in planning and decision making activities of the University.

Implementation teams associated with this initiative are focused on creating new or improving current structures, programs, or activities that support faculty, staff, and student community engagement activities. Academic programs and administrative units involved in community engagement will continue to have responsibility for determining the communities with which they engage and types of engagement activities that are appropriate for their student, faculty, staff, and external partners.

Initiatives

Goal three includes three initiatives. The first two initiatives, create a coordinated community engagement program and expand distance education offerings, include several components or sub-initiatives and expected outcomes. The third initiative, enhance the visibility of ISU in Indianapolis, is more focused. The following section provides an update of the actions of each of the initiative teams.

Initiative 1 – Create a Coordinated Community Engagement Program, *Chair: Nancy Rogers, Associate Vice President for Community Engagement and Experiential Learning*

This implementation team has completed or is working on the following action items:

- Create an organizational structure that supports community engagement. An external review of the Career Center will be conducted in late April. This external review will help the Career Center with a staffing plan that allows them to serve greater numbers of students and employers.
- Develop expanded business incubation program. In collaboration with the Rural Health Innovation Collaborative, a feasibility study of developing an expanded business incubator was completed. Recommended action items regarding the study are pending.
- Increase the percentage of courses with a civic commitment and/or service-learning component. Baseline data for each college was collected through an inventory of existing courses which included a community engagement and/or service-learning component. A second inventory will be completed this spring to determine if the new foundational studies program and other efforts have impacted this number.
- Connect ISU to the Riverfront. A group of faculty have drafted a proposal for the Riverfront Science and Technology Center. Several classes have completed river related projects. A faculty team visited the National Great Rivers Research and Education Center in Alton, IL in November.
- Incorporate alumni into community engagement activities. Contacts were made between the Career Center and 50 alumni at the Indiana Black Expo. Special marketing materials and promotional items were created for alumni that participate in the annual Career Fairs.
- Develop a staff policy that encourages community engagement. A policy was approved in September and became effective October 1, 2010. Thirty-two staff members have requested community service leave as of 3/17/2011.
- Develop a Service-Learning Scholars program. A group of faculty and staff visited three programs in Utah in February. Professor Steve Stofferahn has drafted a plan. Implementation of a pilot program will begin in the fall.
- Develop a class legacy project. A pilot project was conducted during the Spring 2010 term. Students assisted with riverfront clean-up. For the 2010-11 AY, first-year students will build a fitness trail at David Park Elementary School. The project has been developed by a steering committee of first-year students.
- Support early career/professional experience. The implementation team has decided to focus their efforts on connecting freshmen and sophomores with the Career Center.

Initiative 2 – Expand Distance Education, Chair: Marcia Miller, Associate Dean, College of Nursing, Health, and Human Services

This initiative includes the following action items:
- Adult Degree Completion. The Adult Career Education program was launched during the fall term. Steve McCaskey was appointed as program coordinator. A variety of

marketing efforts have been initiated. All of the core classes have been developed for delivery in an accelerated format.

- Foundational Studies for Distance Students. Fifteen faculty are participating in a faculty development program to improve teaching ability of the faculty in the online environment.
- Transform Masters in Sport Management for Online Delivery. Sport Management faculty are in the process of developing nine required courses.

Initiative 3 – Enhance the Visibility of ISU in Indianapolis*, Chair: Tara Singer, Assistant Vice President, Communications and Marketing*

This initiative includes the following action items:
- Continue to pursue the possibility of the MBA being offered in the greater Indianapolis area. The program has been approved and will be offered in Mooresville. Recruitment activities will start soon for the first cohort in fall 2012.
- Develop preliminary implementation plan for academic program expansion in Indianapolis. This activity has not started.
- Enhance ISU's image and awareness in the Indianapolis media market. The Indianapolis media report issued by Borshoff has been updated. President Bradley has spoken twice in FY 2011 to Indianapolis based audiences, Columbia Club and Indianapolis Rotary, and will be featured at a May Economics Club event.
- Identify and partner with one or two philanthropic organizations in Indianapolis. An Indianapolis service project was held on September 25, 2010 at Riverside Park, and coordinated with Indianapolis Parks and Recreation and Special Olympics Indiana. More than 120 volunteers associated with ISU participated in the event. ISU sponsored the Special Olympics Indiana recognition dinner on February 5, 2011.
- Identify and support campus-coordinated events held in Indianapolis each year. A website promoting Indianapolis events was launched and a postcard was mailed to Indianapolis alumni promoting the website and announcing fall events.
- Initiate and carry out the implementation plan to consolidate operations in highly visible space. Deliberations regarding this item are in progress.