2012 Outreach Scholarship
Kellogg Award

Tips for Preparing the Application Packet
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Kellogg Award Reviewers
In this session

- About the Award
- Criteria
- Your projects
- Tips
- Measuring Impact, Impact, Impact
You

Your Institution

Will you be shepherding or preparing an application?

Process of inviting and selecting application

Introductions
About the Awards

http://www.aplu.org/
The C. Peter Magrath Community Engagement Award

Recognition of the outreach and engagement partnership efforts of four-year public universities the is the goal of the C. Peter Magrath Community Engagement Award and the Outreach Scholarship W.K. Kellogg Foundation Engagement Award, sponsored by A·P·L·U and the National Outreach Scholarship Conference.

Established in 2006 with support from the W.K. Kellogg Foundation, the awards program seeks to identify colleges and universities that have redesigned their learning, discovery, and engagement functions to become even more involved with their communities. The engagement awards program consists of two awards: The Outreach Scholarship/W.K. Kellogg Foundation Engagement Award and the C. Peter Magrath University/Community Engagement Award.

2011 MAGRATH AWARD

:: Overview and Applications Guidelines (pdf)

2011 KEY DATES

March 21: Entry Deadline
May 11: Regional Winners Announced
September 1: Digital Story Submission Deadline
October 1-3: Final Judging, National Outreach Scholarship Conference, Michigan State University
History

- 2005 National Outreach Scholarship Conference at UGA
- Mort Neufville, APLU
- WKK Kellogg Foundation and Presidents Commission on Future of LGU and Colleges
- Outreach Scholarship W.K. Kellogg Foundation Engagement Award
- C. Peter Magrath Community Engagement Award
- A·P·L·U president from 1992 to 2005
Sponsored by A·P·L·U and the National Outreach Scholarship Conference
5 regional Outreach Scholarship awards
  Awarded and judged at the National Outreach Scholarship Conference
  Recipients move on to compete for the national award
  Certificate
  $6,000

History
History

- Magrath Award
- presented during the A·P·L·U Annual Meeting
- Sculpture
- $20,000 prize. The national award is named for C. Peter Magrath
Who Can Apply?

- All public 4-year institutions are eligible
- 2 applications per institution
- Must include a community partner
  - Can be a 2-year and private 4-year institutions
- Letter of endorsement from the president/chancellor
- Letter of endorsement from a community partner or consortium of partners
2010 The Riverworks at Sturgeon City, North Carolina State
   Environment and Economic Development
2009: The American Dream Academy, Arizona State
   Education and Minority Families
   Poverty
2007: Institute for Advanced Learning and Research, Virginia Tech
   Economic Development
2006: Marin Jischke, Chair of group that prepared the Kellogg Commission’s report on engagement

Past Winners
Criteria
Evaluation Criteria

- Project exemplifies description of an engaged institution, ie, partnerships, sharing and reciprocity
- Overall quality and significance of the project
- Institutional commitment (past, current, and future)
- Impact on community, university, and on scholarship
- Lessons learned & best practices
Measuring Impact
Measurable improvements in
- Health and well-being
- Economic development
- Educational achievement
- Environmental conditions
- Social and community benefits

Funding: grants, gifts, fees

Impact on Community
Students and Faculty

- Learning - academic content
- Personal growth of students
- Citizenship in community
- Engaged Scholarship – publications
- Departmental, College or University changes

Impact on University
Tips
Tips

- Have someone not familiar with the project read the proposal
- Have a good copy editor review. (spelling, grammar,)
- Need clear support that it is a presidential priority
- Be specific:
  - “health inequalities” – what does this mean?
  - “numerous changes”
  - “convene as equals” – How?
- Demonstrate reciprocity
Expressed need

“The University of _____ believes that….“ Is not a community-expressed need

The community “identified two daunting obstacles: 1, 2.”

Define terms even if common

Examples: epilepsy, refugee, history of a neighborhood’s name
Tips

- Outline specific outcomes
  - a program to improve health? Has the health been improved?
  - It is not enough to say that a program has been in place for so long with some demonstration that actual improvements have been measured and documented.

- Demonstrate sustainability over time
  - How is it or will it be funded?
Your Projects
1. **Institution**
   - Mission: Civic Purpose?
   - Carnegie Community Engaged Designation?

2. **Community**

3. **How, Why, When was the partnership started?**
   - Desired Outcomes: Community, Students, Faculty, Institution

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*Setting the Context*
Who

- Community members
- University students
- Faculty and staff

What

When

Where

Why

The Project or Program
Examples
Examples

Local partners: “teaching as much as they learn”

Institutional support: “The University _______ seeks to learn alongside _______ communities…….”

Heading about “shared responsibility”

Clear goal of the endeavor: “protecting livelihoods and landscapes”
Examples

- Students “who want to ground learning in community settings”
- Specifics
  - 13 graduate students; products
  - The role of _______ was to.....
Four “concrete outcomes” OR “We learned four important lessons from partnering with....”

What the university is struggling with: “wrestling with how to measure and reward community engagement, support if financially, and structure it within the university....”

Acknowledge that the university “lacks integrative structures”

Quotes from faculty members: “We teach differently now....”

Examples
Reciprocity
☞ Assure a reciprocal and mutual relationship with the community

Impact
☞ Build in measures: anecdotal evidence is not enough to declare success

Integration
☞ Build the project into the larger fabric of the institution and the community

Sustainability
☞ Secure long-term commitment and funding

Interdisciplinary and Scholarly
☞ Involve university members from a variety of disciplines

Innovative
☞ Show how the project is different

Summary
Digital Presentations
Measuring Impact

- How are you measuring outcomes?
- What methods used?
- How was community involved in the assessment process?
For the community
For the students: academic content, personal growth, civic responsibility
For the faculty members
For the institution as a whole (for departments, for colleges)

Impact Results
How are the assessment date being used to sustain and enhance the project?
How is the project sustained over the long term?
Lessons Learned

Best Practices