

# 2012 Outreach Scholarship Kellogg Award

{ Tips for Preparing the Application Packet

{ Trish Kalivoda

Senior Associate  
Vice President for  
Public Service and  
Outreach  
The University of  
Georgia

{ Jim Zuiches

Vice Chancellor for  
Extension,  
Engagement, and  
Economic  
Development  
NC-State

# Kellogg Award Reviewers

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

In this session

& 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/>

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#### UNIVERSITY ENGAGEMENT

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## 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.

The **Outreach Scholarship** awards are presented annually each fall during the National Outreach

### 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**

**November 13-15: National Winner Announced, A·P·L·U 124th Annual Meeting, San Francisco**

- ⌘ 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

# History

- ⌘ 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



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

# History

- ⌘ 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

# Who Can Apply?

- ⌘ 2010 *The Riverworks at Sturgeon City*, North Carolina State
  - ⌘ Environment and Economic Development
- ⌘ 2009: *The American Dream Academy*, Arizona State
  - ⌘ Education and Minority Families
- ⌘ 2008: *Rethinking Urban Poverty: the Philadelphia Field Project*, Pennsylvania State
  - ⌘ 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

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# 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

# Evaluation Criteria

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# 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



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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

# Tips

## ⌘ 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?

# Tips



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Your Projects

1. **Institution**
  - ⌘ Mission: Civic Purpose?
  - ⌘ Carnegie Community Engaged Designation?
2. **Community**
3. **How, Why, When was the partnership started?**
  1. **Desired Outcomes: Community, Students, Faculty, Institution**

# Setting the Context

## & Who

- ⌘ Community members
- ⌘ University students
- ⌘ Faculty and staff

## & What

## & When

## & Where

## & Why

# The Project or Program

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# 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.....

# Examples

- ⌘ 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 for 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



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# Digital Presentations

2010-North Carolina State University  
*The Riverworks at Sturgeon City*

2009-Arizona State University  
*The American Dream Academy*

2008-The Pennsylvania State University  
*Rethinking Urban Poverty: the Philadelphia Field Project*



2007-Virginia Tech

*Institute for Advanced Learning and Research*

- ⌘ How are you measuring outcomes?
- ⌘ What methods used?
- ⌘ How was community involved in the assessment process?

# Measuring Impact

- ⌘ 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 data being used to sustain and enhance the project?
- ⌘ How is the project sustained over the long term?

# Sustaining the Project



& Lessons Learned  
& Best Practices

# Lessons Learned