

Theme 4: Engagement, Extension, Outreach, and Service - Strategic Action Plan

Thematic Goal: Be a national leader and model for a re-invented and transformed public research land-grant university integrating research, education, and engagement.

Assumptions: ■ The integration of engagement, extension, outreach and service is central to the future of each and to K-State. ■ In this model, "*Engagement*" refers to all EEOS (Engagement, Extension, Outreach, and Service). ■ *Engagement* is core to our value and identity as a public research land-grant university contributing to the public good. ■ The University's commitment to *Engagement* must be at a level that brings national and international recognition. ■ *Engagement* at K-State is synergistic with our research and education efforts, not an add-on. ■ University *Engagement* activities extend to and benefit from our presence on the Olathe and Salina campuses as well as the statewide Extension Offices. ■ Respect and reciprocity for individuals, communities, companies, organizations, and the state, federal, and international programs with whom we work are integral to our *Engagement* activities. ■ Building on its long and successful history of *Engagement* as part of our national land-grant system, the Cooperative Extension Service will continue to evolve and play a primary role at Kansas State University.

	Activities	Outcomes -- Impact		
		Short Term	Intermediate	Long Term
I N P U T S & R E S O U R C E S	What we plan to do... 1. Expand our <i>Engagement</i> with local, state, regional, national, and international communities, build on our current capacity to respond to their needs, adopt effective practices at all levels, and ensure the communities have a voice in defining our engagement activities. 2. Respond to demographic changes in the state in a timely and transparent way to assist in our efforts to reach diverse populations and involve our Kansas audience in the new <i>Engagement</i> planning. 3. Increase our emergency response capabilities through activities such as greater participation of the university community in providing emergency preparedness classes, identifying an "emergency response service" corps to deal with community crises wherever needed, and contributing research that identifies best practices applicable to a given need. 4. Seek resources to increase involvement in K-12 engagement initiatives at the local, state, and national levels. 5. Promote and expand efforts towards recognition as a top military-inclusive university by providing services and programs to meet a broad range of needs. 6. Define the purpose of <i>Engagement</i> as it relates to our identity and promote and encourage a university culture that widely embraces <i>Engagement</i> as core to that identity. 7. Establish a common understanding of <i>Engagement</i> by clearly defining engagement, extension, outreach, and service and establish clear and measurable connections between scholarship, research, creative activities, and teaching and <i>Engagement</i> activities. 8. Promote the identity and image of K-State as one of <i>Engagement</i> integrated with education and research throughout the university; using strategies such as clearly identifying our vision and mission, establishing and implementing a marketing campaign for that vision, and designating university ambassadors for <i>Engagement</i> . 9. Celebrate, recognize, promote, and communicate the results and impact of <i>Engagement</i> activities at the same level as other K-State accomplishments. 10. Identify a central office and senior level administrator responsible for promoting and coordinating <i>Engagement</i> activities across campus, measure and report their impacts for Kansans and beyond, and designate <i>Engagement</i> liaisons to serve as champions and advocates. 11. Fully integrate <i>Engagement</i> into the undergraduate student experience, expectations, and student learning outcomes through strategies such as: a) requiring every student to have at least one meaningful, high-quality	What we expect to happen in 1-5 years... <ul style="list-style-type: none"> • Enhanced integration between academics and student service learning • Increased participation by undergraduates in expanded opportunities for meaningful <i>Engagement</i> experiences • Increased recognition of our services as a source of expertise, information, and tools for disciplines worldwide • Increased numbers and diversity of faculty and staff participating in <i>Engagement</i> • Increased extramural funding for <i>Engagement</i> initiatives at the local, state, national, and international level • Recognition as leaders in <i>Engagement</i> within our state and nation • Enhanced visibility and appreciation for <i>Engagement</i> and its interconnectedness with research and education within our university community 	What we expect to happen in 6-10 years... <ul style="list-style-type: none"> • Exposure on a national level as a leader/partner engaged in significant social, political, health, economic and, environmental issues • All undergraduate students engaged in at least one engagement /service learning project • Increased number of graduate students involved in <i>Engagement</i> • Increased appreciation by K-State graduates for lifelong involvement in engagement and service • Increased capacity to respond to emergencies worldwide • Preferred destination for faculty, staff, and students who value <i>Engagement</i> as integral to their academic and personal lives 	What we expect to happen in 11-15 years... <ul style="list-style-type: none"> • Nationally recognized as a leader in and model for a re-invented and transformed land – grant university integrating research, education, and engagement • Nationally and internationally recognized as leaders in <i>Engagement</i> on a global scale • Recognized as a leader in <i>Engagement</i> reaching both rural and urban communities

	Activities	Outcomes -- Impact		
		Short Term	Intermediate	Long Term
	<p><i>Engagement</i> experience before graduating,</p> <ul style="list-style-type: none"> b) increasing the number of students involved in community-based research, c) creating flexibility in semester-long offerings (modules), d) noting-<i>Engagement</i> experiences on transcripts, and e) increasing research grants and funding available to involve undergraduates in research activities, such as food safety. <p>12. Establish guidelines that define what comprises a quality service learning experience for students and faculty and assign leadership, accountability, and resources to coordinate service learning.</p> <p>13. Develop an <i>Engagement</i> minor or certificate program.</p> <p>14. Increase emphasis on recruiting, hiring, and retaining diverse faculty and staff with an appreciation and commitment to <i>Engagement</i> and encourage faculty to integrate <i>Engagement</i> in their work by:</p> <ul style="list-style-type: none"> a) redefining the concept of scholarship to include <i>Engagement</i> and promoting a better understanding and value of the scholarship of <i>Engagement</i>, b) defining research and education activities in terms of <i>Engagement</i> impact, c) revising promotion/ tenure, evaluation, and rewards systems to recognize and value the impact of engagement activities, d) providing the support and information for faculty to be able to more easily incorporate engagement in their work, e) assisting faculty to evaluate the effectiveness and impact of engagement work, f) supporting faculty efforts to generate funding through engagement activities, g) encouraging research on campus to generate products to be accessible to the general public, and h) increasing funding and resources to support <i>Engagement</i> activities, including grants management and impact reporting. <p>15. Establish a system to link students, faculty, and alumni with <i>Engagement</i> opportunities.</p> <p>16. Encourage cross-disciplinary <i>Engagement</i> activities through strategies such as creating incentives, revising corporate/industry policies to encourage collaboration, and creating an <i>Engagement</i> portal.</p> <p>17. Expand and strengthen <i>Engagement</i> partnerships with institutions in the academic, government, non-profit, and corporate sectors.</p> <p>18. Improve K-State facilities and information technology to enhance and facilitate collaboration and interaction among faculty, staff, students, our <i>Engagement</i> partners, and the communities we serve.</p>			