MARCH 19, 2019

Steve Abel, Associate Provost for Engagement
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Rod Williams, Engagement Faculty Fellow
EVOLUTION OF ENGAGEMENT

TIMELINE

1990
- Boyer’s “Scholarship Reconsidered” published

2001
- Kellogg Commission Released “Returning to our Roots”

2004
- Purdue Engagement Council Established

2011
- Promotion & Tenure Task Force

2013
- Engagement Awards Program Initiated

2014
- SoE Fellows Program Initiated

2016
- Purdue Policy for P&T Revised

2017
- Faculty Engagement Survey

2018
- Guidebook and Faculty Development

Purdue Engagement Council Established

Engagement Awards Program Initiated

Purdue Policy for P&T Revised

Guidebook and Faculty Development
2017 FACULTY SURVEY

CLARITY OF DEFINITIONS

Scholarship  Engagement  Scholarship of Engagement
**DEFINITIONS**

**Scholarship:**
- innovative with a high level of disciplinary expertise, can be replicated, produces documented results that are impactful, and is professionally or peer-reviewed

**Engagement:**
- collaboration between institutions of higher education and their larger communities for the mutually beneficial exchange of knowledge and resources in a context of partnership and reciprocity

**Scholarship of Engagement:**
- a reciprocal relationship that yields innovations with disciplinary expertise, can be replicated, documented, is professional and/or peer reviewed, and has evidence of impact
CHARACTERISTICS OF SOE

- High level of disciplinary expertise
- Innovative
- Capable of being replicated and elaborated
- Documented results
- Impactful
- Professionally and/or peer reviewed
EXAMPLES OF SOE

Laws/public policy

Video archives, documentaries, films

Delivery of products/services

Refereed publications
SCHOLARSHIP OF ENGAGEMENT
EXEMPLAR:

MOTORCYCLE SAFETY AT PURDUE
(MS@P)

MARIFRAN MATTSON, PHD
“...campaign literally by accident”  
(Kosmoski, Mattson, & Hall, 2007)
Goals of MS@P

• The goal of the Motorcycle Safety at Purdue campaign (MS@P) is to make the road safer for everyone while emphasizing motorcycle safety.

• The campaign aims to accomplish this in three ways:
  • Encourage motorcyclists to engage in safety practices such as wearing proper safety gear, becoming properly licensed, and obeying traffic laws;
  • Encourage drivers of cars and trucks to be aware of motorcycles and to avoid distracted and aggressive driving;
  • Encourage friends and family of motorcyclists to talk about motorcycle safety.
PRIMARY MS@P MESSAGES

Every year 1,500 college-age adults **DIE** in motorcycle accidents.

Watch for motorcycles!

Every year more than 1,500 college-age adults **DIE** in motorcycle accidents.

Watch for motorcycles!

www.ItInvolvesYou.com
PRIMARY MS@P MESSAGES

GEAR UP PURDUE!

Whether you’re on the road or on the field – Gear up and be safe!

- HELMET
- JACKET WITH Padding
- GLOVES
- JEANS
- BOOTS
- HELMET
- JERSEY WITH PADS
- GLOVES
- PANTS
- CLEATS

LAMB SCHOOL OF COMMUNICATION

PURDUE UNIVERSITY
COMMUNITY and NATIONAL PARTNERSHIPS

• Purdue
  • Marketing and Media
  • Football
  • College of Liberal Arts
    • Spring Fest
  • Office of Engagement
    • Service Learning Grants

• Motorcycle Safety Foundation
  • Funding
  • Network

• Greater Lafayette City Bus
YOU WOULDN'T TURN WITHOUT LOOKING
WATCH FOR MOTORCYCLES AT ALL INTERSECTIONS

WATCH FOR MOTORCYCLES EVERYWHERE
COMMUNITY and NATIONAL PARTNERSHIPS

- City of West Lafayette
MEASURING IMPACT

• Formative, Process, and Outcome Evaluation
• Annual Survey
  • 3 target audiences
  • Assess changes in knowledge, attitudes, and behaviors
  • Significant changes in awareness of campaign and familiarity with messages
    • Watch message most effective
    • More emphasis on death and injury statistics
• Media Attention
• Reciprocal Partnerships
• Students
• Publications (articles, books, book chapters)
• Promotion on Scholarship of Engagement
SCHOLARSHIP OF ENGAGEMENT IS...

MESSY
TIME-CONSUMING
FULFILLING
INTEGRATION OF ENGAGEMENT, TEACHING, AND RESEARCH

Rod Williams, Engagement Faculty Fellow
GENERAL APPROACH

Learning-Discovery
- Amphibian Ecology
- Field Herpetology

Engagement
- Undergraduate Mentoring
- Graduate Mentoring
- Internships
- Service Learning
- Hellbenders

Engagement-Learning
- Teacher Training
- Graduate Workshops
- Student Clubs
- PK-12 Education for Wildlife

Engagement-Discovery
- Wildlife Conservation
- Forest Management
- Aquatic Ecology

Integrated University Engagement
SECONDARY APPROACH

1. Define the issue
2. Engage external partners
3. Create Outputs
4. Document and Disseminate Outputs
5. Report impact
Increased interest in “education” jobs
Poor communication skills
Lack of an understanding of Extension
STEM in schools
Develop the skills
Weeks 1-4
  • Extension: history, logic model, program development, delivery

Design the program
Weeks 5-8
  • Develop original program

Deliver the program
Weeks 8-15
  • Deliver programs
3D Model: Develop skills

- Theory
- Logic Model
- Audience
- Program Development
- Practice Delivery
General Audience
3D Model: Design

General Audience

![Image of Eastern Hellbender cover and additional images related to conservation efforts.](image-url)
General Audience
Design the content – Anglers

Be kind cut the line!

Hellbenders need your help! If you catch a hellbender while fishing, cut the line instead of removing the hook. For more information or to report a hellbender sighting, visit: www.helpthehellbender.org.

Sponsored by Purdue University

- Hellbenders can be 2 feet long— that's the length of this sticker!
- It is illegal to keep or kill a hellbender. Please release it if caught.
- Cutting the line is better for the animal than pulling out the hook.
- Report your sighting or capture at: www.HelpTheHellbender.org
Design the content – Kids
Deliver the Program– Local workshops

Feast Like a Hellbender

4 Programs targeting:

• Anglers, teachers, youth, and farmers

School programs

• Short stories, art, and mascot
• 24 schools
• 3 counties
Design the content – Teachers
3D Model: Deliver

> 80 presentations
10 workshops
13 peer-reviewed pubs
> 80 presentations
10 workshops
13 peer-reviewed pubs
Evaluating Extension Programming

- Pre- and post-surveys
- Informs future extension programming
IT CAN START WITH RESEARCH
100-yr study
3 Treatments
  • Control
  • Even-aged
  • Uneven-aged
3 Replicates
1. Survival of timber rattlesnakes: investigating individual, environmental, and ecological effects.
2. Effects of timber harvests and silvicultural edges on terrestrial salamanders.
3. Seasonal variance in hematology and blood plasma chemistry values of the timber rattlesnake.
4. Unexpectedly low rangewide population genetic structure of the imperiled eastern box turtle.
5. Relatedness and other finescale genetic population processes in a declining forest-dwelling turtle, *Terrapene c. carolina*.
6. Ranavirus infections among sympatric populations of larval amphibians and Eastern Box Turtles (*Terrapene carolina carolina*).
7. Effectiveness of two artificial cover objects in sampling terrestrial salamanders.
8. Seasonal variation in plasma reproductive markers of male and female Box Turtles.
9. Hibernal thermal ecology of *Terrapene c. carolina* within a managed forest landscape.
10. Short-term forest management effects on the long-lived reptile.
11. Temporal variance in hematologic and plasma biochemical reference intervals for free-ranging eastern box turtles (*Terrapene c. carolina*).
12. SalaMarker: A code generator for use of visible implant elastomers.
13. Identification of 12 polymorphic microsatellite loci for the eastern box turtle.
FOCUS GROUPS WITH K-12

- Lack of professional training in natural resources
- Lack of knowledge to use outdoor space
- General mistrust of the outdoors and forestry
About

The Nature of Teaching includes three signature programs: Wildlife, Health and Wellness, and Food Waste. Each signature program provides standards-based lesson plans free as a downloadable PDF. Lesson plans are classroom ready for grades K-5. The Nature of Teaching also offers professional development workshops for teachers focused on science, the environment, and getting students connected with nature.
Formal Classes/professional development
- Nature of Teaching Mammals
- Nature of Teaching Birds
- Nature of Teaching Forest Ecology

2-Day workshops
Impact Metrics:

Publications
 (#, downloads, citations, etc.)

Workshops
 (knowledge, implementation, change, etc.)

Percent Gain in Positive Attitudes

Graph showing percent gain in positive attitudes for different core questions.
P&T DOCUMENTATION

1. Define the issue
2. Engage external partners
3. Create Outputs
4. Document and Disseminate Outputs

Report impact
Engaging Students with Extension

**Issue:** The 1999 Kellogg commission reported on the future of state and land-grant universities. That report highlighted that an engaged institution must: **enrich students’ experiences by bringing research and engagement into the curriculum and offering practical opportunities for students to prepare for the world they enter.** In response to these needs, Dr. Williams developed five Extension initiatives to engage university students with Extension: #1 an innovative service learning course, #2 an Extension internship program, #3 a formal Extension course for graduate students, #4 graduate student Extension workshops, and #5 connecting graduate student research with Extension.
Dr. Williams collaborated with numerous scholars (in addition to undergraduate and graduate students) on his Engaging Students with Extension signature program that resulted in the outputs below, including: Dr. Linda Prokopy (FNR), Dr. Laura Bowling (AGRY), Dr. Aaron Thompson (HLA), Mr. Brian MacGowan (FNR), Mr. Jarred Brooke (FNR), Dr. Steve Abel (Associate Provost of Engagement), and Dr. Fred Whitford (BTNY).
CREATE SCHOLARLY OUTPUTS

OUTPUTS

Peer-reviewed Extension Publications (*post-tenure; total downloads 41,886)

Websites
The Nature of Teaching. 2010-2016 Totals: 18,175 visits, 35,766 page views.

Exhibits for Small (10,000) Audiences
1. Tooth Sleuth, Imagination Station 2014
3. Tooth Sleuth, Clay County Science Day 2013
4. Tooth Sleuth, Oak Park Conservatory 2013
5. Tooth Sleuth, Explorium of Lexington 2013

Workshops and Programs
1. 2017 Nature of Teaching: Maine Wildlife Curricula. Augusta, Maine. (n=10)
2. 2016 Nature of Teaching: Maine Wildlife Augusta, Maine. (n=8)
3. 2016 Nature of Health and Wellness. West Lafayette, IN. (n=17)
4. 2016 Nature of Health and Wellness. Kokomo IN. (n=14)
5. 2016 Nature of Health and Wellness. SIPAC. (n=16)
6. 2016 Nature of Health and Wellness. Davis PAC. (n=18)
8. 2015 Bringing natural resources to K-8. Tippecanoe School Corporation Elementary Science Committee. Lafayette, IN (n=25)
10. 2014 Junior Master Naturalist, Herpetology Workshop. Clinton County Soil and Water Conservation District. (n=20)
11. 2014 Mind Boggling Event. Tippecanoe County Parks Dept. Lafayette, IN. (n=30)
13. 2013 The Nature of Service Learning. Lafayette, Indiana (n=75)
14. 2013 Forest Education. Martell Forest, West Lafayette, IN. (n=60)
15. 2013 Animal Diversity. Tippecanoe Co. Mayflower Mill (n=120)
A total of 56 students have taken this service learning course and all have participated in developing and delivering Extension programs. Fifty-one percent of the student’s have produced a numbered, peer-reviewed Extension publication. Those publications are lesson plans and used in the Nature of Teaching teacher workshops (that have trained hundreds of teachers). The nine publications students co-authored have been downloaded 275,268 times.

In 2015, Dr. Williams was awarded the College of Agriculture Kohls outstanding undergraduate teaching award. In 2016, he was awarded the prestigious University-level Charles. B. Murphy Award for Undergraduate Teaching for his scholarship and integration of Extension with undergraduate learning. In 2017, he was awarded the Office of Engagements Service Learning award for his innovative Service Learning course. In 2018, Dr. Williams was inducted into Purdue’s Book of Great Teachers.
Chapter 1 • The Evolution of Engagement
Chapter 2 • Drafting Impactful Dossiers
Chapter 3 • Evaluating Engagement Dossiers
Chapter 4 • Awards and Resources
DRAFTING ENGAGEMENT DOSSIERS

1. Define the issue
2. Engage external partners
3. Create Outputs
4. Document and Disseminate Outputs
5. Report impact
PROMOTION & TENURE - LINKAGES

- Engagement
  - Learning
  - Industry
  - Discovery
  - Learning & Discovery
“Did the collective outputs from the faculty member and partners result in new knowledge, changes to laws or public policy, the adoption of new practices or innovations, while addressing the defined issue”
<table>
<thead>
<tr>
<th>EXPERTISE</th>
<th>INNOVATION</th>
<th>REPlicated</th>
<th>DOCUMENTING</th>
<th>REVIEWED</th>
<th>IMPACTFUL</th>
</tr>
</thead>
<tbody>
<tr>
<td>How is the work viewed within the scholar’s field?</td>
<td>How does the work build upon the knowledge, research, or practice in the field?*</td>
<td>Was the methodology clear and sound?</td>
<td>How has the work been shared with colleagues?*</td>
<td>How has the scholar’s work been shared: published articles, academic presentations, exhibition of work, creative performances?*</td>
<td>What actions did the intended audience take as a result of this work?*</td>
</tr>
<tr>
<td></td>
<td>How does the work respond to an identified need?*</td>
<td>Are results valid and reliable?</td>
<td>How has the work added to the body of knowledge?*</td>
<td>How has the scholar’s work resulted in the receiving of an award, honor by peers?*</td>
<td>What measurable impacts occurred as a result of the effort (e.g., knowledge gained, information shared, behavior changed)?*</td>
</tr>
<tr>
<td></td>
<td>Did the work result in the development of new information, methods or approaches?*</td>
<td>Were limitations discussed?</td>
<td>Where is the work accessible?*</td>
<td>How has the scholar’s work resulted in testimonials, letters of recommendation, or adaptations that affirm the value of this work?*</td>
<td>How were the developed materials or processes subsequently used by others?*</td>
</tr>
</tbody>
</table>

ASSESSING SCHOLARLY WORK
AVAILABLE RESOURCES

• Service Learning
  • Five fellows per year
  • Designated community partners
  • Up to $5K project support
  • Support for instructional design content and assessment

• Scholarship of Engagement Fellows
  • 12 fellows system-wide
  • $1.5K per project
  • Complete scholarship of engagement project
  • Mentor review of promotion documents

• Awards & Recognition
  • Faculty Engagement Scholar
  • Faculty Engagement Fellow
  • Corps of Engagement
  • Service Learning
  • Jefferson Awards Foundation
TRANSFORMATION HAS BEGUN

2010 – 2014

17

Individuals promoted and/or tenured fully or partially on the basis of engagement

2015 – 2019

72

Individuals promoted and/or tenured fully or partially on the basis of engagement
THANK YOU!!

ENGAGE
PURDUE

PURDUE.EDU/ENGAGEMENT