SCHOLARSHIP OF ENGAGEMENT

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Rod Williams, Extension Wildlife Specialist
Evolution of Engagement at Purdue

Timeline

Boyter’s “Scholarship Engagement Reconsidered” published

1990

Kellogg Commission
Released “Returning to our Roots”

&

Purdue Office of Engagement
Established

2001

Purdue Engagement Council
Established

2004

Engagement Awards Program
Initiated

2011

Kellogg Promotion & Tenure Task Force

2013

SoE Fellows Program
Initiated

2014

Purdue Policy for P&T Revised

2016

Guidebook and Faculty Development

2017

Faculty Engagement Survey

2018
Clarity of Definitions

- Scholarship
- Engagement
- Scholarship of Engagement
Clarity of 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 Scholarship of Engagement

- 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
- Adoption of innovations
- Delivery of products/services
- Changes in professional practice
- Refereed publications
SCHOLARSHIP OF EN EXEMPLAR:

MOTORCYCLE SAFETY AT

MARIFRAN MATTSON, PHD
“...campaign literally by accident” (Kosmoski, Mattson, & Hall, 2007)
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.
Every year more than 1,500 college-age adults DIE in motorcycle accidents.

Watch for motorcycles!

www.itInvolvesYou.com
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

PURDUE UNIVERSITY
Office of Engagement
3/23/2021
COMMUNITY and NATIONAL PARTNERS

- 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.
COMMUNITY and NATIONAL PARTNER

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
INTEGRATING ENGAGEMENT ACROSS MISSION AND
General Approach

Learning
- Amphibian Ecology
- Field Herpetology

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

Integrated University Engagement
- Teacher Training
- Graduate Workshops
- Student Clubs
- PK-12 Education for Wildlife
- Wildlife Conservation
- Forest Management
- Aquatic Ecology
Secondary Approach

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

Report impact
Teaching and Extension

- Increased interest in “education” jobs
- Poor communication skills
- Lack of an understanding of Extension
- STEM in schools
3D Model of Teaching and Extension

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

PURDUE UNIVERSITY | Office of Engagement
3D Model: Design

General Audience
General Audience

3D Model: Design
3D Model: Design

General Audience
3D Model: Design

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

HELP the HELLBENDER

HelpTheHellbender.org

- 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
3D Model: Design

Design the content – Kids
3D Model: Design & Deliver

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

Hellbender Short Stories
3D Model: Design & Deliver

Design the content  – Teachers

The Nature of Teaching
Discovering the Watershed Lesson Plan
3D Model: Deliver

> 80 presentations
10 workshops
13 peer-reviewed pubs
Scholarly Impact

> 80 presentations

10 workshops

13 peer-reviewed pubs
Evaluating Extension Programming

- Pre- and post-surveys
- Informs future extension programming
It can start with Research
Hardwood Ecosystem Experiment (HEE)

100-yr study
3 Treatments
  • Control
  • Even-aged
  • Uneven-aged
3 Replicates
Hardwood Ecosystem Experiment
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
**Ended with Extension and Teaching**
Focus Groups with Educators

- 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.
Program Model

Formal Classes/professional development

- Nature of Teaching Mammals
- Nature of Teaching Birds
- Nature of Teaching Forest Ecology

2-Day workshops
Scholarship with Impact

Impact Metrics:

Publications
(#, downloads, citations, etc.)

Workshops
(knowledge, implementation, change, etc.)
P&T Documentation

Define the issue

Engage external partners

Create Outputs

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

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

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

Exhibits for Small (10,000) audiences:
1. Tooth Sleuth, Imagination Station 2018
3. Tooth Sleuth, Clay County Science Day 2013
4. Tooth Sleuth, Oak Park Conservatory 2013
5. Tooth Sleuth, Explorium of Lexington 2013
Impact

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.
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Drafting Engagement Dossiers

1. Define the issue
2. Engage external partners
3. Document outputs

Report impact
Framing the Dossier

Learning-Discovery

Integrated Engagement

Discovery

Engagement-Learning

Engagement

Engagement-Discovery
Evaluating Engagement Dossiers

Engagement

Scholarship

Impact
Evaluation Questions

ASSESSING SCHOLARLY WORK

- Expertise: How is the work viewed within the scholar's field?
- Innovation: How does the work build upon the knowledge, research, or practice in the field?*
- Replicated: How has the work been shared with colleagues?**
- Documenting: Was the methodology clear and sound? Are results valid and reliable?**
- Reviewed: How has the work been shared: published articles, academic presentations, exhibitions of work, creative performances?**
- Impactful: How has the scholar's work resulted in the development of new information, methods or approaches?* Did the work result in the development of new information, methods or approaches?*
- Did the work result in new knowledge, and reliable? Were limitations discussed? Where is the work accessible?*
- Are results valid and reliable? Were limitations discussed? Where is the work accessible?*

*ASSESSING SCHOLARLY WORK

**ASSESSING SCHOLARLY WORK

ASSESSING SCHOLARLY WORK

- How do the actions taken result in the scholar's work being recognized and measured?
- How do the scholarly actions result in the scholar's work being recognized and measured?

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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 systemwide
- $1.5K per project
- 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