

UAS faculty response on ‘Outreach Activities’ PBB measure

Definition:

UAS faculty favor using the term ‘outreach activities’ to describe the range of professional activities that are distinguishable from their institutional service, community service unrelated to their discipline, and disciplinary professional activities.

We agree that ‘outreach activities’ are characterized by the core concepts identified by other universities (e.g. UNC, UIllinois) as:

- Contributing to the public welfare or the common good
- Calling upon the faculty member’s academic and professional expertise
- Directly addressing or responding to real-world problems, issues, interests, or concerns

At UAS, the range of activities include:

Sponsoring and participating in public fora, seminars, performances, and exhibitions

Presenting lectures and workshops for the public

Broadcasting on-campus classes and programs to communities via cable TV

Interacting with the media (TV, radio, newspapers, etc.) to provide professional opinions

Serving as board members for public agencies, non-profits, community advisory groups

Hosting or serving as visiting scholars and offering public lectures and workshops

Organizing, hosting, and/or judging contests of a creative or educational nature

Working with K-12 educators on curriculum, in-service topics, classroom projects

Identifying and coordinating internships and service-learning activities for students

Undertaking community-based research

Applying for and managing grants that include activities in concert with external partners

Providing technical expertise to meet a community need or resolve a problem

Fostering partnerships with industries to identify and meet their training needs

Developing new degrees and certificates based on community needs and opportunities

Suggested metrics:

1. Compile lists of outreach activities in which faculty and students participate

- Compile lists from faculty activity reports or end-of-term surveys of faculty using categories such as those listed above for reporting
- Use data from the National Survey of Student Engagement for items that relate to students' community engagement (per UAA proposal – questions re course assignments, service-learning activities, community-based research, etc.)
- Use those lists and NSSE data to enhance public awareness of the University's role in the state

2. Conduct a periodic regional survey of public awareness about 'outreach activities' and public satisfaction with the University's role in

- Enhancing the state's research and technology capabilities
 - Preparing the workforce of the future
 - Keeping young people in the state
 - Enhancing the state's quality of life
 - Liaising with businesses and employers in the state
- * these are selected from the parameters identified by UAA

3. Use data from surveys of graduates

- Include questions that provide data on the importance of internship, service-learning, and community-based experiences while pursuing a degree and the extent of graduates' current involvement in 'outreach activities'