Achieving Broader Impacts through Community Engagement Scholarship

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Defining Engagement

The collaboration between institutions of higher education and their larger communities (local, regional/state, national, global) for the mutually beneficial exchange of knowledge and resources in a context of partnership and reciprocity (Carnegie Foundation).

The purpose of community engagement (scholarship) is the partnership of college and university knowledge and resources with those of the public and private sectors to enrich scholarship, research, and creative activity; enhance curriculum, teaching and learning; prepare educated, engaged citizens; strengthen democratic values and civic responsibility; address critical societal issues; and contribute to the public good (CIC-Big Ten).


Four Distinguishing Characteristics of Engagement

It is **scholarly**. A scholarship-based model of engagement embraces both the *act of engaging* (bringing universities and communities together) and the *product of engagement* (the spread of scholarship focused, evidence-based practices in communities).

It *cuts across the missions* of teaching, research (*knowledge of discovery and knowledge of application*), and service, rather than being a separate activity, engaged scholarship is a particular approach to campus-community collaboration.

It is *reciprocal and mutually beneficial*; university and community partners engage in mutual planning, implementation, and assessment of programs and activities.

It embraces the processes and values of a **civil democracy**.

Engaged Research and Creative Activity Scholarly Approaches

Use-inspired basic research
Community-based research
Community-based participatory research
Applied research
Contractual research (funded by government, non-governmental organizations, or businesses)
Demonstration projects
Needs and assets assessments
Program evaluations
Translation of scholarship through presentations, publications, and web sites
Exhibitions, performances, and other creative activities
Engaged Teaching/Learning Scholarly Activities

**For-Credit**
- Service-learning
- Community engaged research as part of university classes
- Study abroad programs with community engagement components
- Online and off-campus education

**Not-for-Credit**
- Pre-college programs for youth in K-12
- Occupational short course, certificate, and licensure programs
- Conferences, seminars, not-for-credit classes, and workshops
- Educational enrichment programs for the public and alumni
- Media interviews or “translational” writing for general public audiences
- Materials made available to enhance public understanding
- Self-directed, managed learning environments, such as museums, libraries, gardens
Engaged Service Scholarly Activities

Technical assistance
Consulting
Policy analysis
Expert testimony
Legal advice
Diagnostic and clinical services
Human and animal patient care
Advisory boards and other disciplinary-related service to community organizations
Scholarship of Integration

Four Dimensions of Quality Outreach and Engagement

Significance
- Importance of issue/opportunity to be addressed
- Goals/objectives of consequence

Context
- Consistency with university/unit values and stakeholder interests
- Appropriateness of expertise
- Degree of collaboration
- Appropriateness of methodological approach
- Sufficiency and creative use of resources

Scholarship
- Knowledge resources
- Knowledge application
- Knowledge generation
- Knowledge utilization

Impact
- Impact on issues, institutions, and individuals
- Sustainability and capacity building
- University-community relations
- Benefit to the university

Community Engaged Scholarship and NSF Broader Impacts

Advance discovery and understanding while promoting teaching, training, and learning.
Creating the T-Shaped Student for a 21st Century Workforce

Collaborate Across Disciplines
Apply Knowledge from Other Disciplines
Connections to Community Contexts
Critical Reflection


With permission of MSU and IBM
Aligning Undergraduate Education: Tools of Engagement Online Learning Modules

- Increase student competency and understanding of outreach and engagement
- Cover the scholarly, community-based, collaborative, responsive, capacity-building aspects of outreach and engagement
- Are delivered at introductory, intermediate, and advanced levels
- Contain background information; pre-class, in-class, and post-class lesson plans; lecture notes; and background materials
- Employ multiple learning techniques
Getting Students Hooked!!!
International Study Abroad: Art, Cultural Heritage, and Museum Studies in South Africa

Through site visits to museum, conversations with arts professionals and museum staff, art-making, and reflection activities, studies critically assess the social, racial, religious, political and cultural factors that impact contemporary art and the institutions charged with preserving and presenting culture.

Interns spend the first 4 weeks working in a Cape Town museum in conservation, education, or curatorial departments to gain real-life museum experience. Regular reflection activities throughout the internship help frame experiences in the context of worldwide issues and standards of museum practice.

Students can complete 7 of the 15 credits needed to obtain a transcript for a Museum Studies specialization (undergraduates) or a certificate (graduate students).

Sponsored by the Department of Art, Art History and Design and the Museum Studies Program. Taught by Professors Kurt Dewhurst and Marsha McDowell.
New NSF international grant aims to improve student STEM engagement

The National Science Foundation (NSF) grant to a team of Michigan State University researchers and colleagues in Finland to develop and test innovative project-based science units in physics and chemistry classes designed to increase student engagement and encourage underrepresented groups of student to continue learning science. The MSU team includes Joe Krajcik (co-Principal Investigator) and Deborah Peek-Brown from CREATE, Melanie Cooper (Chemistry), Danny Caballero (Physics), and Corey Drake (Teacher Education).

Internal Efforts to Promote Undergraduate Research Involvement

Paid assistantships as well as research and independent study classes for credit.  
Professorial Assistantships  
Honors Research Seminars  
EuroScholars Research Abroad Program  
South Africa Scholars: Research and Community Engagement Program  
Independent Research, Independent Study, or Thesis Honors Courses
Quantum Education for Students & Teachers

- **QUEST**, a website for sharing the fun and excitement of quantum physics with educators, students, and the general public. Each year undergraduate students create new materials about quantum physics, try them out at various public outreach events, and improve them based on feedback.

- **About Us** introduces the faculty and students involved in QUEST and also the outreach activities QUEST undertakes.

- **Physics** provides a visual introduction to the main topics of the QUEST site: (a) the development of our theoretical and experimental understanding of quantum physics and (b) the roles quantum physics plays in our everyday lives.

- **Resources** contains materials for use by those interested in starting or augmenting their own public outreach efforts. These tip sheets, equipment lists, and slides have been developed by QUEST faculty members in collaboration with MSU undergraduates and have been tested in a variety of venues.

- **Links** highlights other outreach resources in the high-energy physics community, many provided by (inter)national particle and nuclear physics laboratories.

The leaders of the QUEST project, Prof. R. Sekhar Chivukula and Prof. Elizabeth H. Simmons, are theoretical particle physicists who teach at Michigan State University.
Aligning Graduate Student Educational Experience: Transcripted Certificate in Community Engagement (Core competencies).

Foundations of CES
Variations of CES
Initiating Partnerships
Sustaining Partnerships
Working with Diverse Communities
Techniques for Collaboration
Systems Approaches
  Collaborative Modeling
Evaluation Science
  Diffusion
  Dissemination
Assets and Capacity Building

Community Engaged:
  Research & Creative Activities
  Teaching and Learning
  Service (outreach)
  Commercialized Activities

Successful Careers:
  Documenting Accomplishments
  Quality, Excellence, & Peer Review
    Academic Peer Review
    Public Peer Review
  Ethical Issues

Communicating Engagement
  Academic Audiences
  Public Audiences
Community Engaged Scholarship and NSF Broader Impacts

Broaden participation of underrepresented groups
Information Technology Empowerment Center

The Promise of ITEC:
Building Opportunity in the Digital Economy

Located in Foster Community Center, Lansing, MI; Programs available through a network of over 15 school and community-based locations that develop academic and 21st Century Learning Skills (collaboration, creativity, problem solving, etc.).
ITEC’s Approach

- ITEC increases the number of Michigan youth who are motivated and prepared for academic and career success in science, technology, engineering, and math (STEM).

- Engage youth in technology-based, informal learning activities designed to enhance performance in science, technology, engineering, and mathematics (STEM).
Have Bus, Will Travel: TechTransport

- The ITEC Bus (November 2015)
  - TechTransport will travel to Lansing Metro’s most underserved areas to help bridge the digital divide.
  - Curriculum and programs to launch into space and explore the outer reaches of our solar system, galaxy, and universe.

Mobile learning and technology center
12 dual-screen workstations
3D Printer, Oculus Rift Virtual Reality headset
Power of We Consortium: Membership

Community Partners

- Action of Greater Lansing
- Advent House
- Allen Neighborhood Center
- Asset Independence Coalition
- Baker Donora Focus Center
- Birth to Five/Great Start Collaborative
- Black Child and Family Institute
- Capital Area Center for Independent Living
- Capital Area Child and Family Charities
- Capital Area Community Services, Inc.
- Capital Area District Library
- Capital Area Youth Alliance
- Capital Area Health Alliance
- Capital Region Community Foundation
- Catholic Diocese of Lansing
- Child Abuse Prevention Services
- Christian Services
- Church of Greater Lansing Network
- City of East Lansing
- Community Coalition for Youth
- Community Economic Development Network
- Cristo Rey Community Center
- Fenner Conservancy
- Franklin Street Community Housing Corporation
- Greater Lansing African American Health Institute
- Greater Lansing Food Bank – Ingham County
- Greater Lansing Health Ministries Consortium
- Greater Lansing Homeless Resolution Network
- Greater Lansing Housing Coalition
- Habitat for Humanity, Lansing
- Immigrant & Refugee Resource Collaborative
- Impact
- Indigenous Youth Empowerment Program
- Infant Mortality Coalition
- Ingham Health Plan Corporation
- Ingham Substance Abuse Prevention Coalition
- Labor Council for Latin American Advancement, Lansing Chapter
- Land Use and Health Resource Team
- Lansing Black Chamber of Commerce
- Lansing Community College
- Lansing Latino Health Alliance
- Lansing Regional Chamber of Commerce
- Long-term Care Collaborative
- McLaren Greater Lansing
- Michigan Disability Rights Coalition
- Michigan Energy Options
- Michigan State Housing Development Authority
- Michigan State University
- Mid-Michigan Environmental Action Council
- National Council on Alcoholism/Lansing Regional Area
- Nokomis Learning Center
- NorthWest Initiative
- One Love Global
- Peckham, Inc.
- Prima Civitas
- South Lansing Community Development Association
- Southside Community Coalition
- Sparrow Health Systems
- St. Vincent Catholic Charities
- Tri-County Regional Planning Commission
- Women’s Center of Greater Lansing
- Xicano Development Center
- YMCA of Metropolitan Lansing
Wiba Anung (Early Star) Community Partners

- Bay Mills Indian Community
- Hannaville Potawatomi Indian Community
- Keweenaw Bay Indian Community
- Lac Vieux Desert Band of Chippewa Indian Community
- Little Traverse Bay Bands of Odawa Indians
- Nottawaseppi Huron Band of Potawatomi
- Pokagon Band of Potawatomi Indians
- Grand Traverse Band of Ottawa and Chippewa Indians
- Sault Saint Marie Tribe of Chippewa Indians
- Bay Mills Community College
Community Engaged Scholarship and NSF Broader Impacts

Enhance infrastructure for research and education
Ten Principles of Successful Partnerships

Initiating Partnerships.
1. Share a worldview or common vision.
2. Agree about goals and strategies.
3. Have trust and mutual respect.

Sustaining Partnerships.
4. Share power and responsibility.
5. Communicate clearly and listen carefully.
6. Understand and empathize with each other.
7. Remain flexible.

Outcomes of Partnerships.
8. Satisfy each other’s interests—mutual benefit.
9. Have their organizational capacities enhanced.
10. Adopt long-range social change perspectives.
# Spectrum of Collaboration: What is the Participation Goal?

**Increasing Levels of Public Impact and Engagement**

<table>
<thead>
<tr>
<th>Public Participation Goal</th>
<th>Inform</th>
<th>Consult</th>
<th>Involve</th>
<th>Collaborate</th>
<th>Empower</th>
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<td></td>
<td>To provide the public with balanced and objective information to assist them in understanding the problem, alternatives, opportunities, and/or solutions.</td>
<td>To obtain public feedback on analysis, alternatives, and/or decisions.</td>
<td>To work directly with the public throughout the process to ensure that the public concerns and aspirations are consistently understood and considered.</td>
<td>To partner with the public in each aspect of the decision including the development of alternatives and the identification of preferred outcomes.</td>
<td>To place final decision-making in the hands of the public.</td>
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## Degree of Engagement in Community Engaged Research & Evaluation

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<tr>
<th>Stage in Engaged R/E</th>
<th>Degree of Engagement</th>
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<tbody>
<tr>
<td>Identify issue of importance</td>
<td>Community Research/Evaluation</td>
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<td>Decide on research question(s)</td>
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<td>Select research design</td>
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<td>Develop instrument/process</td>
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<td>Collect data</td>
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<td>Analyze data</td>
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<td>Interpret data</td>
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<tr>
<td>Disseminate of findings</td>
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<td>Create academic products</td>
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<td>Create public products</td>
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Adapted from Stanton, 2008
Michigan State University’s ADVANCE Program

- Michigan State University’s National Science Foundation (NSF) ADVANCE Program. The resulting initiative, *Advancing Diversity through the Alignment of Policies and Practices* (ADAPP), provided support for MSU colleges in a sweeping effort to align our values of diversity and quality with academic human resource policies and practices at the department- (or unit-) level.

- Michigan State University implemented six guiding principles: Quality ♦ Inclusiveness ♦ Transparency ♦ Objectivity ♦ Consistency ♦ Alignment

- Initially 3 colleges were involved, after two years, the program was expanded to include all 17 colleges. At end of grant, ADVANCE programs were aligned into the university’s mission via oversight by 3 central administration units.
Building Capacity: Pen to Paper Writing Retreat: Writing With, For, and About Service-Learning and Community Engagement

Pen to Paper is an academic writing retreat designed to provide time, space, and resources to help faculty, academic staff, and graduate students working on (or planning for) journal manuscripts related to service learning and community engagement. The two-day retreat provides participants with time to discuss ideas with journal editors, receive mentoring from senior faculty coaches, share ideas with peers, and write. Pen to Paper offers two tracks—Planning to Write and Manuscript-Ready—and will accommodate 15-20 participants in each track; therefore space is limited to 40 total.
Community Engaged Research: Getting Started

Community Engaged Research: Getting Started provides a basic introduction for faculty and academic staff relatively new to community engagement. While workshop presenters will provide an overview of principles and practices, the main focus is on developing a practical research plan, including the identification of potential community partners, development of research statements, and consideration of various community collaboration approaches.
SYSTEMIC ENGAGEMENT for Systems of Complex Problems

Systems Thinking: Complex problems cannot be solved by isolated-impact approaches

Collaborative Inquiry: participatory approaches to research and evaluation

Support for Ongoing Learning: Lifelong or long-term strategic planning

Emergent Design: Co-constructive processes

Multiple Strands of Inquiry and Action: Tacit and Explicit Knowledge

Transdisciplinarity: researchers and community partners working jointly on a common problem using a shared conceptual framework that draws from multiple disciplines.


**Participants**

**Faculty and students** interested in learning about the basics of systems thinking and modeling and how to use them to address complex problems

**Community members** interested in learning how to more effectively address complex community problems using systems thinking and modeling

**Why Participatory Systems Modeling?**

Certain features of complex systems (e.g., non-linear relationships, feedback loops, and delays between cause and effect) make their behavior counterintuitive, meaning that actions taken to resolve problems frequently either make the problems worse or generate entirely new problems.

Quantitative systems modeling consists of a variety of techniques that represent the behavior of complex systems mathematically using computer simulation software. Such modeling can help to clarify the often puzzling dynamics of complex systems, leading to more effective problem solving efforts.

**Focal Complex Systems**

Features quantitative systems modeling techniques to tackle social and environmental problems related to (but not limited to) food systems, natural systems, wildlife management, water, health, transportation, and education.

Organized by the Sustainable Michigan Endowed Project (SMEP), the [Environmental Science & Policy Program](https://www.msu.edu/environmental-science-policy) (ESPP), and University Outreach and Engagement (UOE) at Michigan State University (MSU).
Innovations in Participatory Modeling Partner: Dynamic Systems and Social Network Analyses

FoodPLUS|Detroit’s projects are designed to facilitate increased connectedness through a broad base of multi-stakeholder engagement focused on innovating existing and emerging food/agriculture work.

FoodPLUS scope of services; MSU offerings in applied research, outreach, engagement and education; progressive review schedule, budget, logic model, theory of change; Michigan Good Food Charter and Detroit Future City alignment review and feedback; and comprehensive implementation plan. Current and future projects will work to build Detroit’s capacity in all sectors of the food system and the related resources systems.
Institute for Water Research: Community Engagement Scholarship Model

Conceptual Diagram of MSU Institute of Water Research as a Boundary Organization.
Community Engaged Scholarship and NSF Broader Impacts

Broaden dissemination to enhance scientific and technological understanding
Intentional Approaches to Spread of Effects: Diffusion and Dissemination Science

- **Diffusion**: Process used to communicate innovation over time among members of a social system. Diffusion occurs through (a) need for individuals to reduce uncertainty, (b) need for individuals to respond to their perception of what others are thinking, and (c) general perceived social pressure to do as others have done.

- **Dissemination Science**: Study of how effectiveness-based practices, programs, and policies can best be communicated to an interorganizational societal sector of potential adopters and implementers to produce effective results. (Dearing, 2009)

- Societal sector: collection of focal organizations operating in the same topical domain without respect to proximity together with organizations that critically influence the performance of the focal organization. (Dearing, 2008).


Michigan State University seeks public input to sharpen research and outreach focus

Michigan State University Extension professionals throughout the state are asking Michigan residents to help them determine where they should place their emphasis in the future.

The MSU Extension and AgBioResearch Survey to Sharpen Our Focus online survey will supplement 14 upcoming face-to-face meetings throughout the state that will engage nearly 500 residents.

If you want to know what people want, ask them!!!
Host Rob Stephenson and a cast of inquisitive kids. The Curious Crew members are young explorers from across mid-Michigan. The setting is Impression 5 Science Center in Lansing. The host is an award-winning educator.

Gravity

WKAR-TV national award (2015) from the National Educational Telecommunications Association (NETA), Community Engagement/Impact Award for the WKAR original TV series, “Curious Crew”
International Studies Programs’ Engagement Approach
Partnerships for Sustainable Community Development – The Tanzania Partnership Program

**Mission:** To find long-term solutions, build capacity and create collaborations that promote resilient and sustainable communities. To unite development, education and research that boldly pushes the frontiers of knowledge and the role universities play in transforming local communities and the lives of individuals.

**Partners:**
- Michigan State University (multiple colleges)
- Institute of Resource Assessment (IRA), University of Dar es Salaam
- Dar es Salaam University College of Education (DUCE)
- Aga Khan Foundation (AKF) and Aga Khan University (AKU)
- Sokoine University of Agriculture (SUA)
- District Governments
- Milola Village, Lindi District, Tanzania
- Naitolia Village, Monduli District, Tanzania

**Approach:**
- Addressing complex problems through an integrated and interdisciplinary approach
- Create an iterative relationship between Development, research and education
Transdisciplinary Approaches

- Focus on complexity in science and in problems
- Accept local contexts and uncertainty
- Assume intercommunicative action: result of inter-subjectivity
- Are action oriented: linking knowledge from research with societal decision-making processes
- Embrace knowledge generation and knowledge application research

Community Engaged Scholarship and NSF Broader Impacts

Benefits to Society
The MSU Science Festival is a terrific opportunity to share enthusiasm about science. We are a learning community of 450,000 people, with teachers, scholars, students, parents, business leaders, workers and government employees who daily are affected by the sciences and technologies that drive the 21st century knowledge economy.
Community-Based Participatory Research

- “A collaborative approach to research that equitably involves all partners in the research process and recognizes the unique strengths that each brings. CBPR begins with a research topic of importance to the community and has the aim of combining knowledge with action and achieving social change...”

- WK Kellogg Foundation Community Health Scholars Program
CBPR: Learning Provides Connectivity between University and Community

• **Learning:**
  – About each other’s capacity and limitations
  – About each other’s goals, culture, expectations
  – To develop students as active citizens
  – To exchange expertise, ideas, fears, concerns
  – To share control and direction
  – To share results and apply them in different ways
  – To adapt based on evaluation and documentation
  – To experiment; to fail; to try again. To Trust

The Concept of a Learning City (Region) has its Origins in Reports Advanced by the Organization of Economic Co-operation and Development (OECD, 2002)

A learning city (region) was envisioned as a city where all segments of society shared a commitment to, “promote inclusive learning from basic to higher education, re-vitalize learning in families and communities, facilitate learning for and in the workplace, extend the use of modern learning technologies, enhance quality and excellence in learning; and foster a culture of learning throughout life” (Conference Report: International Conference on Learning Cities, 2014, p. 27).

### Commonalities and Differences in Key Aspects of Community Engagement Scholarship (CES) and Learning Cities/Regions (LC/Rs)

<table>
<thead>
<tr>
<th>CES</th>
<th>LC/Rs</th>
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<tr>
<td>Life span</td>
<td>Life span</td>
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<tr>
<td>Evidence based</td>
<td>Place based</td>
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<tr>
<td>Authentic partnerships</td>
<td>Individual and organization learning</td>
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<td>Systems Change (Systems focus)</td>
<td>Systems Change (Economic focus)</td>
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<td>Education</td>
<td>Education</td>
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<td>Government</td>
<td>Government</td>
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<td>Business</td>
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<td>Civil society</td>
<td>Civil society</td>
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<td>Sustainability</td>
<td>Sustainability</td>
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<td>Systems change models</td>
<td>Systems and networks formation</td>
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<td>Co-creation of knowledge</td>
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<td>Data driven decision making</td>
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<td>Impact metrics</td>
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<td>Focus on scholarship</td>
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<tr>
<td>Discovery: new knowledge</td>
<td>Learning</td>
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<td>Application: scaling up</td>
<td>Dissemination (outreach)</td>
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<td>Learning</td>
<td>Innovation</td>
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<td>Dissemination (outreach)</td>
<td>Democratization of knowledge</td>
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<td>Innovation</td>
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<td>Democratization of Knowledge</td>
<td>Equity and Social Justice</td>
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NSF Broader Impacts and Community Engagement Scholarship

Benefits to society

- Co-creation of knowledge
- Sustainable transfer of knowledge
- Generates true empowerment approaches to community development
- Creates mutually beneficial outcomes
- Creates public support for solution-focused partnerships
- Creates public support for PreK/12 educational improvements
- Potentially involves (impacts) whole community (diffusion)
- Creates transdisciplinary partnerships
- Creates startup companies, product improvements, innovation, and workforce development programs
- Enhances quality of research and evaluation
  - Implementation and fidelity
  - Reliability and validity
  - Diffusion and dissemination
References


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