Survey of Faculty and Academic Staff  
**Outreach and Engagement Activities  
Jan. 1 — Dec. 31, 2024**

# Respondent: {last name}, {first name}

## What is outreach and engagement?

Faculty and academic staff participate in outreach and engagement when – through their research, creative activity, teaching, and/or service – they leverage their scholarly or professional expertise for the benefit of and often in collaboration with communities and/or organizations outside the academy. That is, outreach and engagement is scholarly activity conducted for the direct benefit of audiences external to the academy: for example, government agencies, businesses, health and welfare organizations, preK-12 schools, non-profit organizations, the general public, and the like. In its most community-engaged form, this work involves shared goals, expertise, resources, and results in mutually identified benefits.

## Who should complete this survey?

All faculty, academic specialists, research associates, extension staff with academic appointments, and visiting faculty are asked to complete this survey. Adjunct faculty, graduate assistants, administrative professionals, and other MSU employees are not included at this time. Even if you did **NOT** participate in any outreach and engagement activities during this period, please continue and enter "0" in the first question. Nothing further will be asked of you.

## What to report?

Outreach and engagement cuts across the traditional categories of scholarly work, neither a separate sphere of activity distinct from teaching or research, nor identical with "service." Consequently, this survey asks you to report on projects and activities that you may have reported in other places as instruction, research, or creative activities. After offering examples of the many forms outreach and engagement can take, the first question of this survey asks you to estimate the percentage of all of your academic work (i.e., instruction, advising, research and creative activity, service, and administration) that represents your outreach and engagement effort.

Thank you for taking the time to help us gather this important data.

Respectfully,  
Kwesi Brookins  
Vice Provost for University Outreach and Engagement  
Michigan State University

# Overall Effort

## For this period, what percentage of your time did you expend in outreach and engagement work?

Count all work that has an outreach/engagement component, namely, the portion of your research, creative activity, teaching, and service that is conducted for the direct and immediate benefit of audiences external to the academy. This work may take many forms, such as:

* Community-Engaged Research – Community-based, participatory research, applied research, action research, use-inspired basic research, design thinking research, demonstration projects, needs and assets assessments, program evaluations, etc.
* Community-Engaged Creative Activity – Collaboratively created, produced, or performed theater, music, performance, sculpture, novels, plays, poetry, spoken words, film, documentaries, multi-media, exhibitions, etc.
* Community-Engaged Teaching – Service-learning, community-engaged research as part of university classes, study abroad programs with community engagement components, online and off-campus education offerings, service-learning in K-12 settings, pre-college programs, conferences and seminars for the public, not-for-credit classes and workshops, educational enrichment programs for the public and alumni, science cafes, science on tap, library talks, science festivals, media interviews or “translational” writing for general public audiences, materials made available to enhance public understanding, science communications, managed or curated learning environments (e.g., museums, libraries, gardens), etc.
* Community-Engaged Service – Technical assistance, consulting, strategic planning, policy analysis, expert testimony, legal clinics, diagnostic and clinical services for humans and animals, advisory boards and other disciplinary-related service to community organizations, etc.
* Community-Engaged Commercialized Activities – Technology transfer, inventions, patents, copyrights, licenses for commercial use, innovation and entrepreneurship activities, university-managed or supported business ventures (e.g., business parks or incubators), new business ventures, social entrepreneurship, etc.

Include your time spent in planning, advising, and assessing as it relates to your outreach/engagement activities. Please enter the percentage of your time you spent in outreach/engagement work, not the percentage of your time that may have been formally assigned to this function by your department or college.  
If you did not participate in any outreach/engagement activities during this period, please enter "0".

 % of time expended in outreach and engagement work

Projects and Activities  
  
To learn more about your outreach and engagement work we ask you to report on specific projects and activities. **You may report up to 10 projects and activities.**  
After each project or activity, you can choose to continue and report another (up to the limit of 10), or, when you have no more to report, you can click "Finish Survey." This will take you to a summary page. Until that point, you may navigate back through your projects and activities to review and revise them.  
  
All projects and activities may be eligible for inclusion in a publicly available website that will contain a catalog and interactive map of MSU public impact activities. For each project or activity, you will be asked whether you give permission for inclusion in this website.

# Project or Activity 1

Sample Project

Part 1 of 4

## **Title** (maximum 250 characters):

## Please select the societal issue(s) this project or activity was meant to address.

Select all that apply.

The term "societal issues" as used in this survey refers to issues confronting society, not to academic disciplines or methodologies. The survey results are meant to be used to report the scope of MSU academic staff’s contributions to pressing societal issues: enhancing educational outcomes, improving the economy through strengthening business and industry, etc. One vital societal issue is increasing public understanding of how the findings of disciplinary study - in science, economics, cultural studies, communication – apply to people's lives. Outreach/engagement activities focused primarily on that goal should be listed under *Public Understanding and Adult Learning* or *Education, Pre-Kindergarten through 12th Grade*, depending on the predominant age range of the audience.

* Business and Industrial Development
* Children, Youth, and Family (non-school related)
* Community and Economic Development
* Cultural Institutions and Programs
* Diversity, Equity, and Inclusion
* Education, Pre-Kindergarten through 12 Grade
* Food and Fiber Production and Safety
* Governance and Public Policy
* Health and Health Care
* Labor Relations, Training, and Workplace Safety
* Natural Resources, Land Use, and Environment
* Public Safety, Security, and Corrections
* Public Understanding and Adult Learning
* Science and Technology

## Describe the project or activity.

What actions did you take; for whom, why? Include goals of the project, research conducted, classes held, etc. NOTE: If you give permission to share this description publicly (later in survey), this is the text that will appear, so just a few lines may be sufficient.

## Is this project or activity expected to continue?

* This is a one-time project or activity
* This is an ongoing project or activity

## How was this project or activity conducted/delivered?

Select all that apply.

* Face-to-face — Participants were physically present
* Virtually — Participation was mediated through technology

# Sample Project

Part 2 of 4

## Please indicate where the project or activity took place.

List physical locations, e.g. schools, hospitals, businesses, neighborhoods, agencies, non-profit organizations, community venues, cultural institutions, etc. (up to 10).

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
|  | Location | Address | | | | |
|  | Name (if applicable) | Street Address | City | State / Province / Region | ZIP or Postcode | Country |
| 1 |  |  |  |  |  |  |
| 2 |  |  |  |  |  |  |
| 3 |  |  |  |  |  |  |
| 4 |  |  |  |  |  |  |
| 5 |  |  |  |  |  |  |
| 6 |  |  |  |  |  |  |
| 7 |  |  |  |  |  |  |
| 8 |  |  |  |  |  |  |
| 9 |  |  |  |  |  |  |
| 10 |  |  |  |  |  |  |

## Please list the primary partner(s) external to MSU that were involved in this work, and their locations (up to 10).

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
|  | Partnet Name | Partner Location | | | | |
|  | Name (if applicable) | Street Address | City | State / Province / Region | ZIP or Postcode | Country |
| 1 |  |  |  |  |  |  |
| 2 |  |  |  |  |  |  |
| 3 |  |  |  |  |  |  |
| 4 |  |  |  |  |  |  |
| 5 |  |  |  |  |  |  |
| 6 |  |  |  |  |  |  |
| 7 |  |  |  |  |  |  |
| 8 |  |  |  |  |  |  |
| 9 |  |  |  |  |  |  |
| 10 |  |  |  |  |  |  |

Note: Responses to questions about the locations of projects/activities and external partners will allow the University to geographically map outreach and engagement efforts.

# Sample Project

Part 3 of 4

## Did MSU students participate in the project or activity?  Select all that apply.

* Graduate and/or professional students participated
* Undergraduate students participated

## If you received additional funding to pursue this project or activity, above and beyond your University pay, identify the funding source(s).

Select all that apply.

* None
* President Office funds
* Provost Office funds
* Unit funds (college, department, etc.)
* Internal institutional grants
* Private industry
* Private foundations
* Governmental agencies (federal, state, and local)
* Nonprofit organizations (if not reflected by other categories)
* Other (describe below)

## How many people were directly involved in or directly served by your outreach and engagement project or activity?

For example, count research partners; participants in your non-credit classes and programs and in your off-campus courses and programs; attendees at exhibits and performances; MSU students participating in experiential/service learning and those with whom they worked directly at their placements; clinical clients; and partner-organization staff and clients with whom you worked. Do not count those indirectly served such as those whom your partner served.

## Number of people physically present at programs or activities:

## Number of people not physically present but participating through technology (videoconferences, websites, etc.):

## What, if any, products resulted from your outreach and engagement project or activity?  Select all that apply.

* None
* Academic publications (journal articles, chapters, books, etc.)
* Communication products for the general public
* Presentations
* Reports
* Performances/exhibitions
* Training materials/curricula
* Online training materials/curricula
* Informational websites
* Blogs
* Podcasts
* Social media content
* Software
* Inventions/patents
* Other (describe below)

# Sample Project

Part 4 of 4

## **Did the project or activity have any impact on your scholarship or teaching practices?**

For example, did you develop new areas of research or inquiry, new pedagogical practices, etc.?  If yes, please describe.

* No
* Yes

## Have you created any scholarly work that describes or assesses how you went about your outreach and engagement work?

If yes, please describe.

* No
* Yes

## Do you give permission for your report of this project or activity to appear in a publicly available website that contains a catalog and interactive map of MSU public impact activities (if applicable)?

* In catalog and on a map
* In catalog only
* Please do not make this project or activity public

## Please provide any additional comments you have about this project or activity.

# Respondent: {last name}, {first name}

## Projects or Activities Reported:\*

1. Sample Project  
2.  
3.  
4.  
5.  
6.  
7.  
8.  
9.  
10.

If you would like to report another project or activity, click "Next" below.

If you have finished, click the "Finish Survey" button. You will see a summary page with all of your responses, and a link that will let you download a copy of the completed survey.

To revisit projects and activities entered, use the "Previous" button to page backward.

\*Note that if you are paging backward through prior projects, you will not see your full list of titles. As you page forward, the titles will appear.

You have indicated that you are finished. If you would like to return to the survey, click "Return to Survey" below. Otherwise, click "Confirm Exit" to proceed to the summary page.