



# Leading with Purpose, Partnership, and Impact

## Executive Summary: Strategic Priorities

University Outreach and Engagement—an academic support unit that convenes community and academic partners in mutually beneficial ways to address pressing societal challenges—presents this summary to publicly articulate its priorities and to reinforce MSU's public mission and value.

### Pillar 1: External Partnerships and Engagement

Building strategic community partnerships, facilitating learning and scholarship, and supporting place-based initiatives

### Signature 5-Year Initiatives

- Engagement Innovation Labs
- Partnering to incubate community-driven, funded research
- Strategic collaborations with MSU Extension
- Advancing local and regional engagement

### Pillar 2: Excellence in Engaged Scholarship and Learning

Supporting professional development for faculty, staff, and students, and demonstrating institutional leadership in engaged scholarship on campus and at national and international levels

- Faculty/academic staff affiliates program
- Aligning engaged research priorities with cross-campus efforts
- Integrating engagement in promotion and tenure
- Supporting faculty global engagement

### Pillar 3: Communicating the Outreach and Engagement Story

Fostering a culture of engagement on campus by telling stories of engagement, promoting programs, awarding exemplary work, and creating public access to MSU's resources

- Coordinating a unified communications structure
- Refining and broadening reach
- Publishing an annual impact report
- Spartan Public Engagement Map

### Pillar 4: Organizational Excellence

Building a thriving, inclusive structure and culture within UOE where collaboration, trust, and professional growth are core to how we work together

- UOE-wide professional development framework
- Culture and climate committee
- UOE Employee Handbook
- Building capacity for revenue generation



## Alignment with MSU 2030 Strategic Priorities

UOE PILLARS	MSU 2030 Strategic Priorities						
	Student Success	Staff and Faculty Success	Discovery and Innovation for Impact	Sustainable Health	Stewardship for a Sustainable Future	Access, Opportunity and Excellence	Cross-Cutting Themes
1. External Partnerships and Engagement	Obj. 1 Obj. 4		Obj. 1 Obj. 2 Obj. 3	Obj. 3 Obj. 4		Obj. 1 Obj. 5	• Build Community • Grow Talent
2. Excellence in Engaged Scholarship and Learning	Obj. 1 Obj. 4 Obj. 5	Obj. 2	Obj. 1			Obj. 5	• Build Community • Grow Talent
3. Communicating the Outreach and Engagement Story		Obj. 2 Obj. 3				Obj. 5	
4. Organizational Excellence		Obj. 2			Obj. 1	Obj. 3	• Next Generation



**Spartans Will. **ENGAGE.****

### Questions?

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**MICHIGAN STATE  
UNIVERSITY**

University Outreach  
and Engagement

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