Strategic Plan Goal Steward Progress Report

Social Responsibility and Community Engagement

Goal Steward: Dr. Stephanie Russell, vice president for mission and ministry
Date: Sept. 1, 2013

Context:

This theme is a unique identifier for Marquette University and, as such, aspects of it will need to be woven into the other goals and throughout many areas of campus. The university should capitalize on the connection that students, employees, and alumni currently have to the service component of our Jesuit mission as a distinctive feature of the ethos of service that often attracts potential students, faculty and staff, and cultivates strong relationships with alumni. The theme and "Formation of the Mind and the Heart" goes hand-in-hand with that of Social Responsibility and Community Engagement, and close collaboration between the two will be needed for them to be most effective.

As stated on the website for the Carnegie Endowment for the Advancement of Teaching, "The Carnegie Classification™ has been the leading framework for recognizing and describing institutional diversity in U.S. higher education for the past four decades." Basing its typology on empirical data, the Carnegie Foundation describes and groups institutions of higher learning for the purpose of providing information to the public and supporting research in higher education.

In 2006, the Carnegie Foundation established a Carnegie Classification for Community Engagement, which seeks to describe dimensions of institutional mission that may not be evident in the national data, specifically their commitments to local, regional/state, national, and global community engagement. The Carnegie Foundation defines the purpose of community engagement as "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." The Classification for Community Engagement is voluntary and occurs on a five-year cycle. Schools that apply for the classification undergo a rigorous self-review regarding their current community engagements and aspirations for the future. While earning the classification is the goal, the process leading to it is also a helpful tool for assessing a university’s current commitments to community engagement and aspirations for the future.

Activities in progress to implement or advance the plan goal:

Objective: Serve as a pivotal resource for addressing key community issues.
Tactic (collaborating with Pursuit of Academic Excellence for Human Well-being): Develop new, strategic partnerships with the local community that improve learning opportunities for students and research opportunities for faculty. New partnerships developed this summer include:

- A $5 million grant from the Department of Veterans Affairs to the College of Nursing, which will expand the college’s class size, add faculty, and integrate veteran-centered educational opportunities into the pre-licensure curriculum with the goal of placing graduates in VA hospitals.

- A new O’Brien Fellowship in Public Service Journalism in the J. William and Mary Diederich College of Communication that gives students the opportunity to work alongside journalists from across the country who are researching and writing stories with the potential to change policies and improve lives.

Objective: Use current resources to address issues such as community health and K-12 education.

Tactic (collaborating with Pursuit of Academic Excellence for Human Well-being): Utilize existing academic strengths and programs to address pivotal issues in Milwaukee. New initiatives developed this summer include:

- A new Institute for Catholic Leadership to further support Catholic K-12 education efforts in the Milwaukee Archdiocese, region, and nation. The Institute will provide strategic support to Catholic schools and institutions in strengthening their missions, Catholic identity, leadership, and governance structures.

- A partnership between the College of Nursing and Children’s Hospital of Wisconsin to establish new primary care clinics in two underserved Milwaukee neighborhoods.

- Hiring renowned polling expert Charles Franklin as full-time, permanent director of the Marquette University Law School Poll, which will enable the university to continue to be a trusted national resource for tracking the state’s political climate.

- Expanding the School of Dentistry’s incoming class size by 20 students per year to allow Wisconsin’s only dental school to increase the amount of dental care provided to Wisconsin families in need.

Objective: Pursue Carnegie Community Engagement Classification.

Tactic: Develop a task force, coordinated through the Office of the Provost and the Office of Public Affairs, to complete and submit the Carnegie Community Engagement application, which is due on April 15, 2014. The Carnegie Foundation is particularly interested in advancing the relationship of teaching and research to community engagement, and thus the data collection process will focus strongly, though not exclusively, on these areas. Members of the Marquette community are welcomed and encouraged to contact the goal steward for Social Responsibility and Community Engagement with input for the task force as they complete the application process.

Tactic: Develop a community engagement database to centralize information about Marquette’s engagement with the community to better leverage partnerships and develop synergies between faculty and students studying similar topics. The Community Engagement Task Force, led by Rana Altenburg, vice president for public affairs, has been meeting regularly to move implementation forward. The university has received a grant for the development of software to document Marquette’s community engagement and social responsibility efforts, and is working with a vendor to develop the database, which will be a critical component of the Carnegie Community Engagement application.
Activities planned to implement or advance the plan goal:

- Launch the new community engagement database to the campus community (expected in 2014).

- Work with the Research in Action goal steward to identify and promote areas of research that relate to community engagement and social responsibility efforts.

- Develop a plan to partner with colleagues in Student Affairs and Service Learning to discuss how to gather feedback on student community engagement involvement and ideas for improvement.