

**Re: Proposal to Incorporate the Outreach and Engagement Measurement Instrument (OEMI) into Digital Measures (Texas Tech's Activities Database)**

**Background**

In 2010, Texas Tech University adopted a new **Strategic Plan, *Making it possible...*; Priority 4** of the plan proposed to ***Further Outreach and Engagement***. Four years earlier, Texas Tech's unique history of engaged research and community partnerships was recognized nationally when it became the first Texas institution to be included in the "Community Engagement" classification of the Carnegie Foundation for the Advancement of Teaching. Carnegie describes Community Engagement as:

*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*

In order to obtain a better understanding of the scope of the university's outreach and engagement activities while gaining important benchmark data for Strategic Priority 4, Texas Tech opted to adopt the **Outreach and Engagement Measurement Instrument (OEMI)**, an online survey developed by Michigan State University in 2003. In fall 2009, it released the OEMI for the first time in a web-based format to all full-time university faculty and administrative staff through the Office of Planning and Assessment (OPA) and Institutional Research (IR). Survey responses yielded valuable data that captured faculty and staff engagement work, including, for instance, the total number of individuals and partners that faculty and staff engaged with; the geographic impact of their engagement activities; and external funding generated, among other data points. At the time, 446 TTU faculty and staff members provided quantitative and qualitative information on a total of 903 outreach and engagement projects and activities. Besides providing baseline data for the Strategic Assessment Report on Priority 4, the information gained enabled Texas Tech for the first time to fully describe the impact of its outreach and engagement efforts on the state, nation, and the world. Findings also helped champion changes to its Promotion and Tenure Policies that would recognize faculty for their Community Engagement work.

**Rationale**

Since the first administration in 2009, the OEMI was modified with the goal to create a more user-friendly version of this web-based tool; shorter versions of the survey were administered in 2010 and 2011. Data, however, continue to show that responses have primarily come from Texas Tech University staff and to a much lesser extent from faculty. This may be due to the time involved in completing this online survey. We are, therefore, proposing a more streamlined way of administering the OEMI by incorporating key questions of the OEMI into the University's Digital Measures Activities Database as it serves as individual faculty members' online portfolio of scholarly work. The capturing of OEMI data would allow for a more comprehensive and complete assessment of faculty engagement at Texas Tech; it would further help streamline and facilitate the gathering of data for the Annual Strategic Assessment Report on Priority 4.



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Welcome, Emma Demo.

Monday, November 12, 2012

## Activities Database - University

## Outreach and Engagement Measurement Instrument

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*Community Engagement* describes 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 for the Advancement of Teaching, Community Engagement Elective Classification definition, see [http://classifications.carnegiefoundation.org/descriptions/community\\_engagement.php](http://classifications.carnegiefoundation.org/descriptions/community_engagement.php))

Calendar Year

Program/Project Title

Status

Is this Program/Project Connected to a Contract or Grant?

If so, choose entered Contract/Grant

Please select...

Position

Approx. Total Number of Hours You Spent on the Activity during Calendar Year

Type (choose as many as apply)

- ☐ Clinical Service
- ☐ Engaged Instruction: Credit
- ☐ Engaged Instruction: Non-Credit
- ☐ Engaged Instruction: Public Events and Understanding
- ☐ Engaged Research and Creative Activity
- ☐ Performance
- ☐ Program Delivery

Other Type of Outreach/Engagement

Area(s) of Concern Addressed (Choose as many as apply)

- ☐ Business/Economic Development
- ☐ Community Development
- ☐ Culture/Civic Life
- ☐ Health and Health Care
- ☐ Education
- ☐ Environment/Natural Resources
- ☐ Global Issues

Other Area(s) of Concern Addressed

Was this activity an Individual, Institutional or a Multi-Institutional Initiative?

Brief Program Description (a few sentences at most)

Total funding generated by TTU institutional and Multi-institutional outreach and engagement activities (non-TTU sources)

\$

Sources of Funding (check all that apply)

- ☐ Private Business/Industry
- ☐ Federal Grant
- ☐ State Grant
- ☐ Other Non-Profit Organizations
- ☐ Event/Activities Fees
- ☐ Other (Specify Below)

Other Source of Funding

Number and Type of Participants &amp; Attendees (indicate all that apply):


TTU - Students


TTU - Faculty


TTU - Staff


Other 4-Year Institutions - students, faculty, staff


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Community Colleges - students, instructors, administrators 


K-12 - students, teachers, administrators 

Private business & industry 


Government and Other Non-Profit 


General Public 


Name(s) of Non-TTU Partners Involved in the activity

(list institutions, organizations, or agencies that you worked with by name; do not list individual organizational members' names; use one field per partner entity) 


Partner

Partner/Organization 


Add another Partner: 1  [ADD](#)

Countries (Other than United States) Check all that apply 

- ☒ United States
- ☐ Afghanistan
- ☐ Africa
- ☐ Albania
- ☐ Algeria
- ☐ All
- ☐ Andorra

States (Other than Texas) Check all that apply 

- ☒ Texas
- ☐ All
- ☐ Alabama
- ☐ Alaska
- ☐ Arizona
- ☐ Arkansas
- ☐ California

Texas Counties (Other than Lubbock) Check all that apply 

- ☒ Lubbock
- ☐ Anderson
- ☐ Andrews
- ☐ Angelina
- ☐ Aransas
- ☐ Archer
- ☐ Armstrong

List other TTU Personnel (faculty and staff) who were Lead, Co-PI or Key Personnel in the Activity 

Contributor

People at Texas Tech University 

First Name 

Middle  
Name/Initial  


Last Name 

Position 

Total  
hours  
spent on  
project 

Please select...

Add another Contributor: 1  [ADD](#)

**For Multiple Year Projects:**

Please note the year span for ongoing projects. Note: Ongoing projects should be added each year for complete records.


Year Started 

Year Ended 

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