

## THE UNIVERSITY OF IOWA OFFICE OF THE PROVOST

### APPENDIX XI

#### Executive Summary

##### The Task Force for Public Outreach and Civic Engagement

Charge: to “articulate a strategic vision and priorities for the University to form partnerships with communities and organizations in the state, in order to apply all the resources of the University and help create better futures for Iowans.”

##### Some Key Findings:

The future prosperity and success of the State of Iowa and The University of Iowa are inextricably intertwined; there currently exists a great wealth of public engagement and community outreach activities on campus and around the state; no centralized information clearinghouse to facilitate internal collaboration and inform stakeholders exist; The University’s teaching mission contributes to engagement across the state, educating teachers and administrators in 80% of Iowa’s K-12 school districts and training 79% of Iowa’s dentists, 50% of Iowa’s physicians, and 48% of the state’s pharmacists; the University needs to align mission statements and promotion criteria to recognize and reward appropriate forms of engagement. Technology support resources that meet the needs of faculty are fundamental to institutional excellence and impact; expertise in the arts and humanities is not reaching as wide an audience as is possible or necessary in an age of new media; the Institute for Clinical and Translational Science (ICTS) provides the synergy, resources, and experience necessary to forge networks across the state and nation to develop new cures and treatments for disease.

##### Initiative 1: Build a Culture of and Infrastructure for Engagement at The University of Iowa:

This initiative seeks to transform the University into an institution whose identity, culture, and commitments are consistent with the Carnegie Foundation’s elective classification for Community Engagement by pursuing nine goals:

- Build the infrastructure to support multiple, university wide, well-coordinated public engagement in its many forms, including an engagement information system;
- Align the reward system with the Iowa Promise engagement objectives;
- Promote publicly engaged teaching and learning;
- Promote publicly engaged arts, scholarship, and research;
- Ensure best practices and sustainability;
- Create an engagement information system;
- Broadcast and deliver through new media exemplary projects and programs nationally and internationally;
- Enhance new technologies and media consultation;
- Expand arts and humanities engagement.

This blueprint of goals for greater engagement builds on the work of several key University resources including the Center for Teaching, the Obermann Center for Advanced Studies, the Civic Engagement Program, ITS-Instructional Services, and International Programs, while drawing on teaching and learning across campus. Many of the findings and recommendations of the PETRAS subcommittee are reinforced by feedback the Task Force received from publicly engaged faculty across campus (see Appendix V).

##### Resources Required:

- Numerous Road Map initiatives can and are being pursued through existing resources. Additional funding for incentives such as small grants to seed partnerships, a lecture series, and a proposed Public Scholar program will be required to catalyze greater engagement among faculty, staff, and students.
- A new position for a director, University and Civic Engagement (see Appendix VII).
- New funding will be required for programming and website development funds for the Engagement Information System (see Appendix VIII).
- New funding for media solutions staff (see Appendix X).
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##### Initiative 2: Expand Partnerships with Community Colleges

To address an Iowa State Board of Regents priority, extend University resources to place-bound students, advance the professional development of the working age population (ages 25-64), and respond to the educational needs of community college students, the University has entered into partnerships with four institutions. The objective is to offer upper division (bachelor’s) degree options to community college graduates at Western Iowa Tech Community College, Kirkwood Community College, Des Moines Area Community College, and Eastern Iowa Community College District. Under this initiative, the University is promoting the BLS, the BAS, and the RN-BSN to place-bound community college graduates as a way for them to continue their studies and complete a UI Bachelor’s degree.

##### Resources Required:

This initiative is revenue generating.

##### Conclusion

We believe these two major initiatives described in this report will help build partnerships for which the University is uniquely poised and able to accomplish. If we pursue these initiatives, the University of Iowa will quickly assume a role as a national leader in publicly engaged teaching, research, and service. As a way to coordinate campus-wide efforts for greatest impact, the University should strongly consider committing to earning and obtaining the Carnegie Foundation’s elective classification for Community Engagement, an ambitious yet feasible goal that would set the University on course to fulfill Iowa Promise II. Ultimately, a University more thoroughly engaged with its students, local, and global communities will increase student retention, enhance the UI’s international reputation, and create better futures for Iowans.