

## **Office for Public Engagement Workplan for 2006-07**

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### **Priorities to improve competitive performance**

Work with the units that report to OPE (BCED, CTS, CURA, CYFC, Metropolitan Studies Consortium) and other UM offices (e.g., multicultural, CEHD) on interconnected public engagement-related issues (urban agenda, diversity, preK-12, transportation, etc.)

Cross-functional team? Yes, from units listed above

Timeline: Develop ongoing set of projects and forums during 2006-07

Anticipated results: Better coordination of UM activities, and more prominent national positioning of the UM as an academic leader on these issues

Obtain expanded and more stable funding for public engagement activities such as small grants, service-learning, America Reads, etc. through biennial budget proposal and grants developed by OSAA grant writer.

Cross-functional team? Need inputs from affected activities

Timeline: Biennial budget proposal by September/October; grants throughout the year

Anticipated results: More funding will lead to more activities, which should raise our competitive rankings in surveys (an increasing number) that evaluate service and social contributions of universities.

### **Priorities to help achieve strategic directions of the U**

Follow up on public engagement issues from strategic positioning task force reports, especially Form 7.12 and faculty culture issues

Cross-functional team? Collaboration with Vice Provost Carney and those continuing work of Faculty Culture Task Force

Timeline: Continuing throughout year

Anticipated results: Clearer understanding and greater acceptance of public engagement as an important component of faculty activity and evaluation

Develop a range of new communications mechanisms—including an electronic newsletter, an improved website, and means to connect with external audiences—to publicize our public engagement activities.

Cross-functional team? Collaboration with U Relations and college communications directors

Timeline: Continuing throughout year

Anticipated results: Better awareness of our public engagement activities, both within and outside the U

Organize a broad range of forums, workshops, and conferences on various aspects of public engagement

Cross-functional team? Collaboration and cosponsorship with units that want to explore public engagement-related issues

Timeline: Continuing throughout the year

Anticipated results: Increased awareness and understanding of public engagement-related

issues. Some of the events may lead to collaborative research and teaching, new grant funding, publications, and greater national visibility of our efforts.

Work with Science Museum, Citizens League, and Governor's Roundtable on STEM workforce and related preK-12 issues

Cross-functional team? Work with IT, CBS, CHED, Consortium on Post-secondary Academic Success

Timeline: Continuing throughout year

Anticipated results: Better pipeline of under-represented students to the U, potentially better access to grants depending on participation of students of color

Develop mechanism for the University of Minnesota to invest some of its funds in neighborhood banks, thereby advancing U priorities through community development

Cross-functional team? Work with MN Campus Compact, Jewish Community Action, banks, and Pfutzenreuter

Timeline: Fall semester

Anticipated results: The U will maintain adequate financial returns and security while advancing its community development priorities

### **Measures to assess progress and impact productivity**

Establish a GIS-capable database of public engagement activities

Issues to address

Cross-functional team? Work with CURA, CYFC, MES, U Relations

Timeline: Continuing throughout the year

Anticipated results: Much better knowledge of U activities throughout the state, for use in working with legislature and communities, to identify potential synergies, and to avoid embarrassing overlaps