



STRATEGIC PLANNING PROCESS
WORK GROUP MEETING SUMMARY

Public Engagement Activities Work Group

Meeting Date:		Start Time:		End Time:	
Members:					
<input checked="" type="checkbox"/> Shamima Ahmed	<input checked="" type="checkbox"/> Sarah Aikman	<input checked="" type="checkbox"/> Keri Beach	<input checked="" type="checkbox"/> Richard Boyce		
<input type="checkbox"/> Lisa Brinkman	<input checked="" type="checkbox"/> Melanie Caldwell	<input checked="" type="checkbox"/> Karen Campbell	<input type="checkbox"/> Chaz Edwards		
<input checked="" type="checkbox"/> Deidra Fajack	<input type="checkbox"/> Tim Ferguson	<input checked="" type="checkbox"/> Cindy Foster	<input checked="" type="checkbox"/> Brian Hackett		
<input checked="" type="checkbox"/> Dana Harley	<input checked="" type="checkbox"/> Jan Hillard	<input checked="" type="checkbox"/> Mark Neikirk	<input checked="" type="checkbox"/> Kathy Steffen		
<input type="checkbox"/> Kim Vance	<input checked="" type="checkbox"/> Rebecca Volpe				
Meeting Location : SU 104					
Invited Guests:	Joseph Wind				

Items for discussion/decisions *(attach supporting documents as necessary)*

Item	Presenter	Time
1. Explanation of our charge as a work group	Jan Hillard	
2. Introductions	Jan Hillard	
3. Pass out explanation of Computer Resources	Jan Hillard	
4. Pass out meeting times and dates	Jan Hillard	
5. Pass out "Understanding what we are talking about."	Jan Hillard	
6.		

Action Items *(attach supporting documents as necessary)*

Item	Outcome	Responsible Person	Due Date

Notes:

- **Understanding what we are talking about (attachment)**
 - **Definitions**
 - **Collaboration**
 - **Reciprocity**
 - **Partnership**
 - **NKU is a national model – there is still more to research**
- **Public Engagement should include both Citizenship and Stewardship**
 - **Equally important democracy, public good (health, welfare, economy)**
 - **Global purpose strengthens society**
 - **Engaged citizen; but what about preparing for career**
 - **Job preparation can be linked to public engagement – career value is inherent**
 - **Different than just "plugging" students in like an internship – need to think about where they are, what they are doing, and understand their impact**



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- **Our groups essential questions (attachment)**
 - May not get all questions
 - Group need to think about how we proceed
- **Pulling together our conceptual framework (attachment)**
 - A lens for us to use – a way to sort out our thinking (to be efficient and effective)
- **S.P.O.T. Analysis – Strengths, Problems, Opportunities, Threats**
- **Strengths**
 - National model
 - Track record/momentum
 - Receptive region
 - Institutional commitment (valued for promotion and tenure)
 - Internal funding opportunities
 - Location of university
 - Committed/caring leadership (administration)
 - Service learning classes (120) benchmarks very well
 - Entrepreneurial spirit (embraced)
 - Buy in by all colleges/departments (university-wide culture)
- **Problems**
 - Do students understand and want to participate
 - Lack of time
 - Community did not have a plan
 - NKU needs to have an expectation of the community
 - Need more structure
 - Contracts, understanding, some come to NKU not knowing what they need or want
 - Lack of clear definition (clarity) of what we feel stewardship is to the community –what we do well
 - Need to evaluate current efforts (ongoing process)
 - System or process of what we are doing is not being used – Digital Measures (only for faculty), compliance is weak
 - Where does staff get included
 - What is everybody on campus doing – needs to be more transparent
 - No inventory of Service Learning classes
 - The way public engagement is defined is not respected enough for faculty to gain promotion/tenure – determination is a function of the department and a stage of how you progress through the ranks
 - Convince and carry the message of the importance
- **Opportunities**
 - Build template for mutual expectations
 - Extend readability of public engagement report
 - Embrace integration of the circle of scholarship, service, public engagement
 - More professional development around the scholarship of engagement
 - Staff performance evaluation needs to include public engagement involvement
 - Expand infrastructure
- **Threats**
 - NKU sometimes tries to be too much to too many (problem or threat?)
 - Over extended, under delivered
 - Big funnel, need a way to evaluate and know the things that are happening
 - How much is enough
 - Who do we work with
 - Impending cuts in state funding
 - When flagship university cuts funding for public engagement what kind of message does that send to the assembly
 - Expectations of legislature



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Next Meeting:

Date: January 30	Location: SU 104
Beginning Time: 11:30	Ending Time: 1:00