### Public Engagement Activities Work Group

#### Meeting Date:

- **Members:**
  - ☒ Shamima Ahmed
  - ☐ Lisa Brinkman
  - ☒ Deidra Fajack
  - ☒ Dana Harley
  - ☐ Kim Vance
  - ☒ Sarah Aikman
  - ☒ Melanie Caldwell
  - ☐ Tim Ferguson
  - ☒ Jan Hillard
  - ☒ Rebecca Volpe
  - ☒ Keri Beach
  - ☒ Karen Campbell
  - ☒ Cindy Foster
  - ☒ Mark Neikirk
  - ☒ Richard Boyce
  - ☐ Chaz Edwards
  - ☒ Brian Hackett
  - ☒ Kathy Steffen

- **Meeting Location:** SU 104

- **Invited Guests:** Joseph Wind

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

<table>
<thead>
<tr>
<th>Item</th>
<th>Presenter</th>
<th>Time</th>
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<tbody>
<tr>
<td>1. Explanation of our charge as a work group</td>
<td>Jan Hillard</td>
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<td>2. Introductions</td>
<td>Jan Hillard</td>
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<td>3. Pass out explanation of Computer Resources</td>
<td>Jan Hillard</td>
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<td>4. Pass out meeting times and dates</td>
<td>Jan Hillard</td>
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<td>5. Pass out “Understanding what we are talking about.”</td>
<td>Jan Hillard</td>
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#### Action Items *(attach supporting documents as necessary)*

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<tr>
<th>Item</th>
<th>Outcome</th>
<th>Responsible Person</th>
<th>Due Date</th>
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**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
STRATEGIC PLANNING PROCESS
WORK GROUP MEETING SUMMARY

- 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
Next Meeting:

<table>
<thead>
<tr>
<th>Date: January 30</th>
<th>Location: SU 104</th>
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<tbody>
<tr>
<td>Beginning Time: 11:30</td>
<td>Ending Time: 1:00</td>
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