

# THE ENGAGED SCHOLAR *Magazine*



Professors Rodney Whitaker (center) and Rick Roe (left) work with high school jazz students at the 28th Annual MSU Jazz Spectacular—page 12.





**Published by:**  
University Outreach  
and Engagement

Michigan State University

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Garden Level  
East Lansing,  
Michigan 48824

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*The Engaged Scholar Magazine* is published annually by University Outreach and Engagement, Michigan State University. The magazine focuses on collaborative partnerships between MSU and its external constituents—partnerships forged for mutual benefit and learning, with an emphasis on research.

All issues of *The Engaged Scholar Magazine* are available online at [outreach.msu.edu/EngagedScholar](http://outreach.msu.edu/EngagedScholar).

If you would like to be added to our mailing list, send a request to [outreach@msu.edu](mailto:outreach@msu.edu).

♻️ *The Engaged Scholar Magazine* is printed on recycled paper made from 30% post consumer waste.



## *Foreword:* Arts, Culture, and Community Vitality

Why are culture and the arts important? Most people who participate in artistic and cultural activities would say that these activities enhance the quality of their lives—they bring enjoyment, enrich perspectives, and stimulate the intellect.

But the arts can have broader impacts beyond the individual level. They can also fuel community, economic, and social development.

### **Framing Public Discussion**

Because art is about crossing boundaries and seeing things in different ways, it can be a vehicle for framing public discussion and building connections.

Philosophy provides the ground rules for discussing the economic and social ethics of a developing country in Stephen Esquith's "Ethics and Development in Mali" study abroad class.

Yong Zhao is forming cultural connections in the arena of educational policy. Zhao, who researches and teaches Chinese language and culture, is a firm advocate of looking at educational systems around the world and taking the best ideas from each of them.

### **Preserving Cultural Lore and Traditions**

The preservation, dissemination, and development of cultural lore and traditions is one major role of universities. MSU is often at the forefront of digital innovations for democratizing access to such information.

Ellen Cushman is partnering with the Cherokee Nation to preserve Native American technologies and practices for publication on the Web. The next generation follows closely behind, as engaged student Autumn Mitchell works to revitalize tribal language programs.

Mark Kornbluh's team at MATRIX has partnered with Marsha MacDowell's team at the MSU Museum and other institutions nationwide to develop an online quilt index and exhibition.

### **Voicing Workers' Experiences**

Art can also be used as a voice for social awareness. John Beck and Yvonne Lockwood's exhibition of workers' culture and Rob Roznowski's Michigan auto industry performance project are two powerful examples.

### **Investing in Community Vitality**

As the automotive industry scales down in Michigan, and alternative economic footings for the region are sought, cultural entrepreneurship (think "cool cities" initiatives) becomes more important.

The performing arts lend themselves particularly well to community development partnerships, and Rodney Whitaker's jazz studies program takes it to a new level, working with K-12 schools, city symphonies, and artist residencies.

Ed Mahoney has developed tools to measure the financial impact of such projects and provides advice for developing a cultural economy.

The ability to attract and retain creative human talent is a major key to economic growth. Communities are selling their "cultural vibrancy" to attract the most talented and brightest workers. MSU Museum director Kurt Dewhurst wraps up the issue with a thoughtful discussion of what we mean by cultural entrepreneurship and how the University can help to make it stronger, better, and more sustainable.

We hope you enjoy this issue of *The Engaged Scholar Magazine*. Our next issue will focus on natural resources, environmental issues, and the new bioeconomy. Also, please watch for our e-newsletter this fall.

**Linda Chapel Jackson**  
Editor

THE ENGAGED  
SCHOLAR *Magazine*



# Framing Public Discussion



All photos for this article are courtesy of Stephen Esquith.

**Sam Worland-Esquith, Stephen Esquith, and Chris Worland (back row) pose with Sam's host family in Diokeli, Mali, where Sam was a Peace Corps volunteer in 2001.**



**Students learn about natural dyes from Boubacar Doumbia (center), head of Groupe Kasobane Atelier in Segou, Mali. Doumbia will visit MSU next year to teach a fabric workshop with Worland and exhibit his own textiles at the MSU Museum.**

## ● Ethics and Development in Mali

**Stephen L. Esquith**

**Professor, Department of Philosophy, College of Arts and Letters  
Dean, Residential College in the Arts and Humanities (RCAH)**

It started out as a simple study abroad program: Ethics and Development in Mali.

Over the past several summers, MSU undergraduates have traveled to meet and work with the artists, writers, scientists, and teachers in Mali who are responding to the extraordinary challenges faced by this developing country. The program affords students a close-up view of the Malians'

struggle with problems of health, education, poverty, and spiritual well-being.

The students participate in debates about how to resolve these issues democratically, as the Malians are attempting to do: Should Mali permit the production of genetically modified foods? Should traditional arts and crafts be insulated from further commercialization, or should artists be encouraged to adapt their

*Economics, education, and other social issues are deeply rooted in cultural values. Because art is about crossing boundaries and seeing things in different ways, it can be a vehicle for understanding these issues, framing public discussion, and building connections.*

work for mass consumption? How should issues of gender discrimination and violence against women be addressed?

**Stephen Esquith**, who designed and directs the program, said, “Our goal is to help the students understand the complexity of these issues, and that what happens in countries such as Mali has a profound effect on their lives here at home.”

Over time Dr. Esquith, Chris Worland (a fabric artist and member of the MSU Museum Board), and Yoby Guindo (their Malian partner, who works with CARE Mali) found themselves coming back to work with the same three or four groups every trip, expanding the relationships as mutual trust and regard took root. “We are closely involved with the Kasobane art collective in Segou,” said Esquith. “They teach in local schools and do fabric art, in particular, mudcloth. Their focus is on preserving the meanings associated with this traditional practice while developing new economic opportunities for their students. This is an instructive model of how to preserve cultural traditions, maintain artistic integrity, and make a living through creative work.”



**Binde Traore does bogolan fabric art at his family compound in Kolokani, Mali.**

Another key partner is the University of Bamako’s Rural Polytechnic Institute, where Esquith taught ethics and development to Malian students as a Fulbright Scholar in 2005–2006 and whose director, Dr. Fafre Samake, has worked closely for many years with MSU agricultural economics professors John Staatz and Nango Dembele to design the study abroad materials on agriculture.

With funding from the MSU Museum and MSU’s International Studies and Programs, the partnership with Kasobane has become an incubator for a number of exchange projects between MSU and the West Africans. “In spring 2009,” said Esquith, “two artists from the Kasobane collective, Boubacar Doumbia and Kandiorou Coulibaly, will visit RCAH as artists-in-residence. Their work will be part of an exhibition of West African textiles at the MSU Museum, curated by Worland.”

Other RCAH projects that have grown out of this study abroad program include a partnership with MSU’s Center for Advanced Study in International Development to run an exchange program with twelve Islamic leaders from Mali, beginning in fall 2008. ●



**Binde's daughter was an instructor in his 2006 fabric workshop for MSU students.**

## Public Humanities Collaborative

MSU’s Public Humanities Collaborative (PHC) includes over 200 faculty and graduate/undergraduate students from across the University in the creative and performing arts, humanities, social sciences, medicine and life sciences, and communication arts and sciences. The PHC assists faculty and student efforts to engage in public work, enhances public understanding of liberal arts for democracy, and develops better ways to convey the importance and relevance of the arts and humanities in everyday public life.

PHC activities include a colloquy series, grants and fellowships, a graduate seminar, and other collaborative projects.

### *A Few of MSU’s Public Humanities Partnerships*

- MSU is a leading state partner working with Imagining America in the development of Imagining Michigan. This effort includes the Michigan Department of History, Arts, and Libraries, the Michigan Council for the Humanities, the Michigan Council for the Arts and Cultural Affairs, and other colleges and universities in Michigan.
- For over three decades, the Art Education Program in the Department of Art and Art History has sponsored a lab school for art educators. In addition, Saturday Morning Art (SMArt) provides senior MSU art education majors with opportunities to design and teach age-appropriate art lessons to young students.
- The MSU Museum, a Smithsonian Affiliate, has a strong reputation for collaboratively developed, scholarly based exhibitions and programs that broaden academic attention and general public appreciation of the artistic contributions of minority communities.

**For more information, visit [phc.msu.edu](http://phc.msu.edu).**



# Framing Public Discussion

*Across cultures, there are a lot of misperceptions about different educational systems... In reality, every system has its strengths and weaknesses; each system was designed to support its own context.*



Yong Zhao with his online video game.

## Chinese Language and Culture Education

Yong Zhao

University Distinguished Professor  
Department of Counseling, Educational Psychology, and Special Education  
College of Education

Director, Confucius Institute at MSU  
Co-Director, U.S. – China Center for Research on Educational Excellence

It's not so much that **Yong Zhao** wants to educate American students specifically in Chinese culture, though that's certainly a core component of his work. Rather, Dr. Zhao's work is about changing the way we look at educational systems.

Across cultures, there are a lot of misperceptions about different educational systems. Societies tend to glorify their own system and criticize others, or vice versa. In reality, every system has its strengths and weaknesses; each system was designed to support its own context.

A product of both the Chinese and the U.S. educational systems, Zhao examines what is good and bad about each of them. Rather than promoting one system over another, he said, "The truth always lies in between. The educator's job is to bring as much truth as possible."

Zhao has actively pursued partnerships in China that are reshaping educational research and policy in both places. The U.S. – China Center for Research on Educational Excellence and the Confucius Institute at MSU both grew out of these efforts.

At the moment, there are five partner schools in Michigan and one in China, and Zhao expects several more to come on board within the next year. These partner schools are required not only to incorporate curricular changes, but also to make physical changes. Students in participant schools spend half of each day in a traditional Western-style classroom and half in an Eastern-style classroom, where desks are arranged differently and walls are decorated with Chinese signs and language posters. This facilitates an environment more conducive to role-playing in language learning.

Zhao used the example of a child speaking English with her parents at home and French at the house of her native French-speaking grandparents. By



embedding language and cultural lessons directly into a separate classroom, he said, teachers reinforce the notion that “in different places you should act differently”—an important concept as globalization increases.

The Confucius Institute has a strong Internet presence. Zhao pointed out that few American teachers are certified in Chinese. The small number and the correlating geographical constraints mean that only a limited number of schools can be reached, whereas Web sites are accessible to anyone with Internet access. Beyond the Confucius Institute Web site, Zhao’s team is also exploring Second Life, an interactive virtual world. Second Life has explicitly been designed for role-playing, and Zhao and his team are interested in the impacts this may have on online language learning.

Through his partnerships, Zhao has begun thinking much more broadly about his own research. Currently, he is exploring what globalization means for education. “Globalization,” he said, “enlarges the market for all kinds of talents.” Schools no longer have to limit learning; every child can pursue his or her own interests. Dr. Zhao hopes his research will help students discover, cultivate, and personalize their own talents and learning rather than continue under the “dictatorship of learning.” ●

## MSU Libraries Special Collections Focus on Arts and Culture

### ● Ethnic Studies Collection

The Ethnic Studies Collection focuses on African American and Latino issues, including the Civil Rights movement, the Black Panthers, the United Farm Workers, and the internment of Japanese Americans during World War II. Small press poetry titles by Chicana and Chicano authors, early works on slavery and the abolitionist movement, and a collection of African American cookbooks round out the collection.



Photo courtesy of MSU University Relations.

### ● Radicalism Collection

The Radicalism Collection includes books, pamphlets, periodicals, posters, and ephemera covering a wide range of viewpoints on political, social, economic, and cultural issues and movements in the United States and throughout the world.

### ● Russel B. Nye Popular Culture Collection

With over 300,000 items, the Nye Collection is a major scholarly resource for the study of popular culture from the nineteenth century to the present. Categories include comic art, science fiction, juvenile literature, mysteries, popular information, romances, textbooks, Westerns, Sunday School books, and performing arts.

### ● Africana

The Africana Collection is one of the largest in the United States, supporting broad faculty involvement in research and development projects. The MSU African Studies program consistently rates among the top two in the country, in number of faculty involved and dissertations produced.

### ● Fine Arts Library

The Fine Arts Library houses the collections of art (visual, architecture, and photography) and music (scores, recordings, and books).

[spc.lib.msu.edu](http://spc.lib.msu.edu)



# Preserving Cultural Lore and Traditions



Ellen Cushman and WRA 417 students prepare for a videoconference with members of the Cherokee Nation to discuss building the Web site.

## Collaborating with the Cherokee Nation

Ellen Cushman

Associate Professor, Writing, Rhetoric, and American Cultures  
College of Arts and Letters

For **Ellen Cushman**, research is a matter of accountability. “The Cherokee principle of gadugi (ga-DEW-key)—to ‘do for your people’—maps really well onto the land-grant university mission,” she explained.

This guiding principle has shaped her research. A citizen of the Cherokee Nation, Dr. Cushman has been collaborating with the Nation for several years. Although she has been involved in activist ethnographies in the past, she notes that, by working with the Cherokee Nation, she is negotiating through the identity politics of being a Native scholar.

As a Cherokee “outlander,” a citizen born and raised apart from the cultural core in Tahlequah, Oklahoma, Cushman found that by focusing her research on the needs of the Cherokees she was able to enact a kind of accountability to the Nation that would otherwise be inaccessible to her given her geographical constraints. Through this partnership, “Ellen the Scholar vs. Ellen the Cherokee” have been united; these two separate parts of herself have become, in her words, “mutually sustaining as opposed to antagonistic.”

Cushman’s research is on Cherokee use of technology as a means of cultural survival. This encompasses both material technologies (such as the historical uses of the *atlatl*, a tool used for improving the throwing distance of spears) and discursive practices (including the crafting of laws and modern technologies for language instruction and preservation). Her work also focuses on developing educational resources. In particular, she creates “knowledge products in collaboration with the Nation to further their goals.”

These products have taken several forms. Perhaps the largest collaboration to date was a three-year service-learning project by undergraduate and graduate students enrolled in WRA 417: Multimedia Writing. The students conducted research and created three interactive Web sites focusing on various eras of Cherokee history using video, audio, and interactive technologies (available on the Cherokee Nation Web site, [cherokee.org](http://cherokee.org)).

Although Cushman no longer teaches WRA 417, her collaboration continues. She has traveled several times to the Cherokee Nation headquarters in Tahlequah and worked directly with its programs, such as the Cherokee Nation Summer Youth Leadership Institute (YLI). She has also been asked to speak during the Cherokee National Holiday, where she was introduced by former Cherokee Chief Wilma Mankiller, and



*The preservation, dissemination, and development of cultural lore and traditions is one major role of universities. MSU is often at the forefront of digital innovations for democratizing access to such information.*



Photos courtesy of Ellen Cushman.

**Demonstration of traditional finger weaving for Youth Leadership Institute participants by representatives of the Eastern Band of Cherokee Indians, Oconaluftee Village, North Carolina.**



**Ellen Cushman (third from left) with Cherokee language and music instructors and administrators in the Joyce Kilmer Memorial Forest, NC.**



**History lesson in front of the Chieftains Museum, with YLI students.**

in May 2008, Chief Chad Smith appointed her to the Sequoyah Commission, which supports scholarly research relevant to Cherokee cultural preservation.

Cushman believes these experiences have made her research and outreach stronger. She has also learned that if she wishes to integrate a service-learning component into her teaching, she must both adapt the nature of her work for a different course and evaluate the needs of the community. This academic model and her partnership with the Cherokee Nation have led to what Cushman called “an emergent sense of outreach.” Her research is no longer about what is produced, but how. “It keeps outreach initiatives fresh and innovative,” she said. ●

## *Spotlight on Engaged Student Scholarship*

# **MSU Student Named a 2008 National Udall Scholar**



**AUTUMN MITCHELL**  
**Sophomore in Linguistics**  
**College of Arts and Letters**  
**and Honors College**

**Autumn Mitchell**, a sophomore at Michigan State University, will use her 2008 Udall Scholarship to encourage the revitalization of tribal language programs. Mitchell is from Blanchard, Michigan.

Each year the Morris K. Udall Foundation awards a number of scholarships to Native American and Alaskan Native students committed to tribal public policy or health care issues.

“To me, receiving this scholarship means that somebody outside the tribal community is recognizing the importance of saving indigenous languages,” said Mitchell, a member of the Saginaw Chippewa Indian Tribe. “This is a longstanding issue in indigenous communities, but it doesn’t often reach the mainstream. I hope the Udall Scholarship will enhance my ability to help my tribe retain our language.”

In high school, Mitchell volunteered at her local elementary school, helping with curriculum development for the Ojibwe language teachers.

“Autumn Mitchell has a clear and focused desire to revitalize indigenous languages by working in concert with her own and other tribal communities,” said Cynthia Jackson-Elmoore, dean of the MSU Honors College. “She understands the importance of giving back to her community and has a commitment to making sure that her efforts toward language revitalization are sustainable.”

As part of her mastery of linguistics and policy skills, Mitchell is studying the Ojibwe language, French, and political science at MSU. “I came to MSU because the university offers Ojibwe language classes,” Mitchell said.

The Ojibwe (or Ojibwa) language, known to its own speakers as Anishinabe or Anishinaabemowin, is an Algonquian tongue spoken by people in the northern United States and Canada.

Mitchell plans to pursue an advanced degree at a Canadian university, partly because of the large population of Ojibwe in Canada. “I greatly desire to see indigenous languages learned as a first language once more,” Mitchell said. “By working to assist with language efforts and overseeing language political initiatives, I anticipate increasing the number and quality of those programs within tribal communities.”

*Adapted with permission from a story by Kristin K. Anderson of MSU University Relations.*

# Preserving Cultural Lore and Traditions

*MediaMatrix makes it easy for users to create and share their own multimedia libraries (called secondary repositories), complete with customized sound and video clips, and to augment existing catalog records with information of their own.*

## ● Linking Arts and Data Management

Mark Kornbluh

Professor and Chair, Department of History  
College of Social Science

Director, MATRIX – Center for Humane Arts, Letters, and Social Sciences Online

The Internet offers a vast wealth of text, images, video, audio, and other multimedia resources available to any user who takes the trouble to find them. But in order to be useful, rather than overwhelming, access to this information must go beyond simple links. Good tools of data management—of indexing and archiving information—must be simple enough for general audiences to use and, at the same time, complex enough to accommodate constant, exponential change.

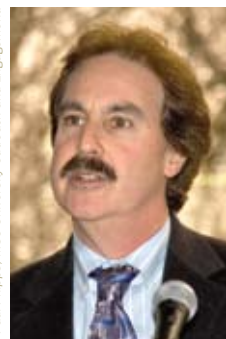
Meeting this challenge is at the heart of the work being carried out by MSU's MATRIX – Center for Humane Arts, Letters, and Social Sciences Online, and its director, **Mark Kornbluh**.

“Users need to be able not just to retrieve information, but to employ it constructively,” said Dr. Kornbluh. “While access to online resources has steadily improved in the last decade, online archives and digital libraries remain difficult to use, particularly for students and novice users.”

Kornbluh, his team at MATRIX, and their collaborators are addressing the problem with a gamut of strategies that range from micro to macro levels. The goal of these strategies is to link people who understand arts and humanities scholarship with those who know how to design sophisticated electronic search and management tools.

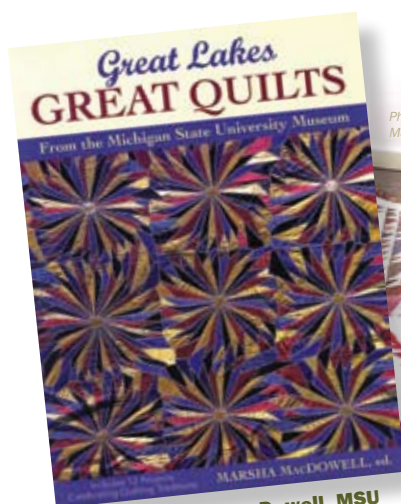
Projects that tackle the challenges of data management from the individual user's perspective include MediaMatrix, an online, easy-to-use suite of tools developed and patented by Kornbluh and his team, including Dean Rehberger and the late Michael Fegan. MediaMatrix allows users to find, segment, annotate, organize, and publish digital media found on the Internet and in digital repositories.

Photo by Paul Phipps, MSU University Outreach and Engagement.



**Mark Kornbluh accepting an Excellence Award in Interdisciplinary Scholarship on behalf of MATRIX, April 19, 2008. The award was given by the Phi Kappa Phi Honor Society, MSU Chapter.**

**The Quilt Index, a partnership between MATRIX and the MSU Museum, brings together resources of quilt collections at major museums and universities across the country.**



**Book by Marsha MacDowell, MSU Museum Curator of Folk Arts and Professor of Art and Art History.**

Photo by Greg Kohuth, MSU University Relations.



**Mary Worrall, Quilt Project manager and assistant curator, MSU Museum, displays quilts from the collection.**



**“Star of Bethlehem” quilt by Margaret (or Anna) David, ca. 1920, Peshawbestown, Leelanau County, Michigan.**

Photo by Peter Glendinning, MSU Art and Art History Department.



*[The collaboration] links people who understand arts and humanities scholarship with those who know how to design sophisticated electronic search and management tools.*

“Scholars have a long history of working with texts and are comfortable making annotations, summaries, and quotations,” said Kornbluh. “Streaming media, however, is another matter. We have often preferred the transcript over the original.” MediaMatrix makes it easy for users to create and share their own multimedia libraries (called secondary repositories), complete with customized sound and video clips, and to augment existing catalog records with information of their own. MediaMatrix is available for public use at [matrix.msu.edu/~mmatrix](http://matrix.msu.edu/~mmatrix).

MATRIX’s macro-level projects are represented by large, multi-institutional and often multi-national partnerships to develop online exhibitions and libraries. For example, the Quilt Index ([quiltindex.org](http://quiltindex.org)), a partnership with the MSU Museum that was funded by the National Endowment for the Humanities and the Institute for Museum and Library Services, brings together the resources of quilt collections at major museums and universities from across the country to provide central, searchable access to thousands of quilts documented across individual archives. Quilts can be searched across the collections for patterns, quilters, themes, techniques, and other characteristics.

The curatorial expertise for creating the key fields of information and indexing the collection was provided by MSU Museum’s Marsha MacDowell, curator of folk arts and co-director of the project, and her colleagues. Kornbluh’s staff contributed the sophisticated database structure for an integrative index and a distributed, Web-based delivery system. ●

# MSU On the Air

## WKAR TV & Radio

### ● MSU PBS/NPR Broadcasting Services

WKAR ([wkar.org](http://wkar.org)) has a staff of over 70 employees who use their skills to reach more than half a million mid-Michigan residents each week with classical music, news, and diverse public television programming.



A WKAR fundraiser.

Their efforts have resulted in numerous awards, the latest of which came in March 2008. For the third consecutive year, WKAR-TV was named Michigan Public Television Station of the year by the Michigan Association of Broadcasters.

MSU Broadcasting Services, headquartered in the Communication Arts and Sciences Building on campus, is an administrative division of Libraries, Computing and Technology, and is academically affiliated with the College of Communication Arts and Sciences.

## Impact 89FM

### College Radio Station of the Year

### ● MSU Student Radio

Approximately 120 students, ranging from freshmen to doctoral candidates, work at the award-winning WDBM 88.9 student radio station. For the eighth time in the last nine years, WDBM—or Impact 89FM—has been named the college radio station of the year by the Michigan Association of Broadcasters and Broadcast Music, Inc. The Gold Record Award was presented to them at the Great Lakes Broadcasting Conference this past March.

Impact 89FM specialty shows feature a variety of music genres. Evening and weekend programs include Sit or Spin, Afterglow, Jazz Spectrum, Progressive Torch & Twang, Accidental Blues, Basement, Thee Hourz O’ Power, Flashback, Mechanical Pulse, and Cultural Vibe.



The Impact 89FM studio.

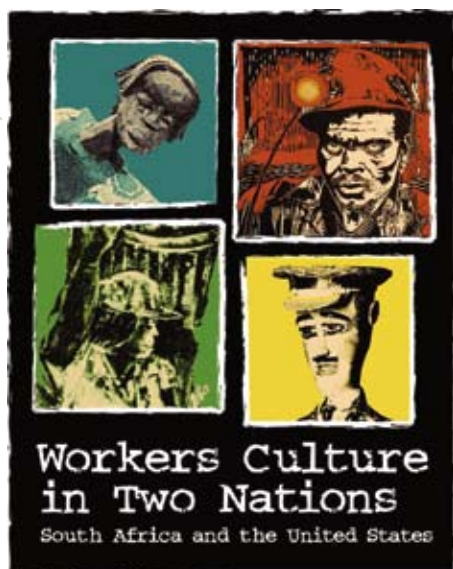
The Impact’s Web site ([impact89fm.org](http://impact89fm.org)) includes podcasts, videos, and in-studio guests.

Photo courtesy of MSU College of Communication Arts and Sciences.

Photo courtesy of MSU College of Communication Arts and Sciences.

# Voicing Workers' Experiences

Photo courtesy of MSU Museum.



Design for "Workers Culture in Two Nations" poster and exhibition.

*"I love my work with Michigan unions and employers, which focuses on workers gaining greater voice and increased job security, employers gaining greater effectiveness and viability, and communities retaining vitality and stability."*

John Beck

Photo courtesy of MSU University Relations.



Yvonne R. Lockwood and John Beck, curators of "Our Daily Work/Our Daily Lives."

## ● "Our Daily Work/Our Daily Lives" Exhibition

John P. Beck

Associate Professor and Associate Director  
School of Labor & Industrial Relations  
College of Social Science

Adjunct Curator, MSU Museum

Yvonne R. Lockwood

Curator of Folklife  
MSU Museum

John Beck sees work as one of the most important means by which we define ourselves and others. Work affects us and we in turn affect work. But Beck's interest in work also extends beyond the workplace. According to Beck, "Our relationship to work is not only economic and social, it is cultural as well. Our personal and communal relationships to work take many cultural and artistic forms expressed through poetry and narrative, sculpture and painting, humor and drama, craft and representation. Through expressive culture, we integrate our occupation and personal life."

In his capacity as adjunct curator for the MSU Museum, John Beck co-directs, with Yvonne R. Lockwood, "Our Daily Work/Our Daily Lives," a project that focuses on workers' culture. Dr. Lockwood is curator of folklife at the Museum and senior academic specialist, Michigan State University Extension. Established by the MSU Museum's Michigan Traditional Arts Program and the School of Labor and Industrial Relations' Labor Education Program, "Our Daily Work/Our Daily Lives" showcases the rich diversity of workers' experiences and cultures. Presentation formats include poetry readings, exhibits of paintings, and lunchtime "brown bag" discussions.

In both 2001 and 2003, this program co-sponsored art exhibitions by Lansing area UAW members, which were held at the Creole Gallery in Lansing. More recently, in April 2007, Doug Rademacher, president of UAW Local 602, gave a "brown bag" talk on "Life and Work in the Shadow of the Verlinden Plant: UAW Local 602 Oral History Project." Beck advised the Local 602 oral history project team, which recorded over 125 interviews with plant management, current and retired workers, skilled tradespeople, and a number of business owners and neighbors who grew up near the Lansing Verlinden plant. Local 602 also aided Lockwood and Beck in their 2006-2007 exhibit, "Workers Culture in Two Nations: South Africa and the United States," which focused on autoworkers, miners, domestics, and agricultural laborers in both countries.

In 2003, Beck and Lockwood won a "Sustained Effort Toward Excellence in Diversity" award for "Our Daily Work/Our Daily Lives." ●

For more information, visit [museum.msu.edu/s-program/mtap/Programs&Services/dailylives.html](http://museum.msu.edu/s-program/mtap/Programs&Services/dailylives.html).



*“The one thing I learned about working in a drop forge is never to work in a drop forge.”*

– Joe Halsted, UAW Local 61

## “As the Iron Cools” Auto Industry Performance Project

Robert J. Roznowski

Assistant Professor, Department of Theatre  
College of Arts and Letters

Too many Michigan households know firsthand the sad saga of the declining automotive industry. However, it isn’t every day that the oral history of unemployed Michigan autoworkers and others associated with the industry is collected and becomes the basis for a theatrical production.

But this is just what happened in the case of “As the Iron Cools,” a documentary theatre performance led by **Rob Roznowski**, MSU Theatre Department assistant professor and head of acting and directing, and graduate assistant Daniel Roth, who first had the idea to focus on the Michigan auto industry and who acted as the play’s producer. Roznowski and Roth worked with 12 students (from various disciplines) in a THR 410 Oral Interpretation class, the United Auto Workers, and various executives from the auto industry to create this piece of documentary theatre. The production

portrayed, in poignant detail, some of the real-life impacts of job loss on unemployed auto workers and others affected by the economic downturn in the industry.

The students conducted and videotaped interviews with 15 people from a cross-section of members of the auto industry to gather their oral histories. Then, using these recordings as the basis for dialogue and vignettes, the students wrote scripts and dramatized the histories to tell various stories, from union auto worker to “Big Three” executive. The students created and directed the production.

This production, which included both live theatre and documentary film, highlighted the individual and state-wide impacts of the auto industry’s decline. It also provided a way to give a voice to members of the auto industry community, who took pride in seeing

their life and work experiences, both positive and negative, shown in such a creative way. The presentation allowed the audience members to share on an emotional level.

In addition, the video recordings produced from the interviews have been transcribed and preserved as a small but important part of the oral history record of a great and longstanding Michigan institution—the auto industry.

Based on this experience and his previous outreach programs, Roznowski sees many possibilities for similar future community collaborations. “Collaborative theatre allows the arts to illuminate community and social issues in a holistic way,” he said.

The “As the Iron Cools” project was funded by a grant from the College of Arts and Letters. ●



Daniel Roth (left), producer of “As the Iron Cools” documentary theatre project, and Robert J. Roznowski.

Photo by Paul Phipps, MSU University Outreach and Engagement.



Rob Roznowski at the Arts Marathon Weekend.

Photo by Adina Huda, MSU University Outreach and Engagement.

## Arts Marathon Weekend

The Arts Marathon Weekend, held April 18-20, 2008, boasted 48 hours of continuous arts programming to showcase the best of the MSU art scene. Nearly 100 events were available, including many for children. Rob Roznowski was one of its organizers. He said, “The arts scene at MSU is vibrant. The event was constructed to highlight the Year of Arts and Culture at MSU, and to give those on and off campus a chance to experience the many great performances, exhibitions and presentations that MSU offers in a consolidated time frame.”

# Investing in Community Vitality

Photo by Amanda Darche, MSU College of Music.



Twenty-five students from the mid-Michigan area took part in Summer Jazz Camp through MSU's Community Music School in 2008. The week long camp, led by Professors of Jazz Rodney Whitaker and Diego Rivera, culminated in a performance at the East Lansing Summer Solstice Jazz Festival on June 20, 2008.

Photo courtesy of MSU College of Music.



Rodney Whitaker at work behind the double bass.

## Professing Jazz

**Rodney T. Whitaker**

**Professor and Director, Jazz Studies Program  
College of Music**

How, in a few short years, do you grow a modest undergraduate jazz studies curriculum into one of the strongest programs in the United States? How do you . . . branch out from a standard classroom teaching model to one that embraces passing the torch of cultural leadership as well as musical expertise to the next



generation? . . . promote and celebrate diversity? . . . nurture a love for music in young children?

If you are **Rodney Whitaker**, the answer to these questions is simple (though not necessarily easy): You improvise. Try something. Have a go. Give it a whirl. Take it out for a spin.

Fortunately, improvising is exactly what Whitaker does best. Unlike most of us, he has the credentials for it, from Wayne State University as well as from years of performing double bass with the Jazz at Lincoln Center Orchestra and other legendary jazz artists.

One of Whitaker's first enterprises after taking the reins of MSU College of Music's jazz studies program in 2000 was the MSU Professors of Jazz. The Professors are the College of Music jazz studies faculty, wound up into a tight "hard-bop" traveling band with a comprehensive outreach and recruitment agenda. They are the operative basis for a number of outreach activities within the College of Music as a whole, as well as for initiatives of the jazz studies program. The group offers concerts for young people, master classes, lecture demonstrations, residencies, and collaborative performances at festivals, clubs, and other venues.

The Professors are also the performing artists for another Whitaker undertaking, Jazz Kats: Jazz for Kids. This ongoing partnership with MSU's Wharton Center for Performing Arts is modeled after Jazz at Lincoln Center's highly successful programs for youth. Jazz Kats' narrated performances illustrate basic elements of jazz, dance styles that have evolved from the various eras of jazz history, compositions by artists who participated in the civil rights movement, and other themes.

For the past five years, the jazz faculty has been involved in a partnership with the Arts League of Michigan. Through this partnership, the Professors of Jazz run an annual jazz camp

Photo by Paul Phipps, MSU University Outreach and Engagement.



*The ability to attract and retain creative human talent is a major key to economic growth. Communities are selling their “cultural vibrancy” to attract the most talented and brightest workers.*

Photo by Richard Goboy.



**The Professors of Jazz.**

mentorship program for aspiring musicians in grades 9–12. They also conduct a regular concert season in Detroit, where Whitaker is artistic director of the Detroit Symphony jazz education program. “We get a lot of high caliber students from these programs,” he said.

New directions at the College of Music include an increasingly collaborative relationship between the classical and jazz areas. Whitaker and Jack Budrow, who teaches double bass in the classical studies area, work together to prepare students for a greater variety of opportunities to perform and earn a living. Students have been enthusiastic about the unusual crossover, agreeing that proficiency in both genres is an advantage.

However, Whitaker cautions that passion is the only real key to success as a professional musician. “If you are dedicated, if you know you simply couldn’t do anything else with your life, then the money will take care of itself,” he said. “This is what I do. It’s my life.” ●

*“This is what I do.  
It’s my life.”*

**Rodney Whitaker**

Photo courtesy of MSU College of Music.



**MSU’s Eric “RicStar” Winter Music Therapy Camp, named in honor of 12-year-old Eric Winter, a nine-year music therapy client diagnosed with cerebral palsy at birth, who passed away on February 16, 2003.**

## *Raising Communities of Musicians*

For the MSU College of Music faculty and students, seeing children grow in their ability to express themselves creatively through music is the reward for the work they do in several communities throughout Michigan.

In East Lansing, the Community Music School (CMS) spreads musical expertise and enjoyment through private lessons, choirs, early childhood classes, youth and senior bands, adult classes, summer camps, and music therapy services. But Rhonda Buckley, director of the CMS and associate dean for outreach and engagement in the College of Music, has an ambitious vision to expand these opportunities into greater Lansing and Detroit.

That vision is becoming a reality through two partnerships. Joining with the Cristo Rey Community Center in Lansing, a multicultural agency offering family and health services to mostly low-income residents, MSU music faculty and students are connecting with the community by offering concerts and private lessons.

The Detroit Public School Partnership is a multidimensional endeavor, involving coaching, mentoring, and performing for Detroit youth in the public schools. The College of Music also presented a series of workshops at Cornerstone Schools in Detroit, providing both entertainment and instruction.

**For more information, visit [music.msu.edu/cms/](http://music.msu.edu/cms/).**

# Investing in Community Vitality

*“If Michigan wants to develop a cultural economy in the future, one way is to promote art education for children.”*

Ed Mahoney

Photo courtesy of MSU Museum.



Artisans and musicians participate in the Great Lakes Folk Festival in East Lansing every August.

## ● Doing Research with Community Partners

Edward M. Mahoney

Associate Professor, Department of Community, Agriculture, Recreation and Resource Studies  
College of Agriculture and Natural Resources

**Ed Mahoney** is a huge advocate for outreach partnerships. “The best way to form relationships with clients,” he said, “is to do research with them. Data requires very strong partnerships with different constituent groups. You can reach more people through partnerships, and you can pay your partners back with better research.”

Mahoney has a long history of partnerships. Hired by former MSU extension director and MSU president Gordon Guyer in 1983 as an MSU Extension specialist, Mahoney has developed applied-research relationships with 15-20 agencies, some of which have lasted for over 20 years. Most of his work with partners has been done via mutually beneficial surveys; client organizations get data to improve their services and Mahoney gets both access to the organization’s membership and his own data for analysis (about 25-30% of the survey questions pertain directly to his own academic research).

One of his most recent projects is the Cultural and Economic Development Online Tool (CEDOT). The goal is to gather information annually in order to understand the economic significance of culture for residents and tourists by asking such

questions as: How are people coming to Michigan? Are Michigan artists selling more art? Are people coming to concerts? Festivals? Libraries?

“Culture is such a broad term,” Mahoney said. In evaluating and building Michigan’s cultural tourism, “we have to define the Michigan market first.” A preliminary survey, conducted in November 2006, was designed to find exactly that—data on participation in arts and cultural activities, market segments, cultural consumerism, and cultural tourism.

Mahoney, along with Betty Boone, director of Michigan’s Office of Cultural Economic Development, has also been examining the impacts of arts education in schools on later exposure to art, cultural consumption, and cultural tourism. “If Michigan wants to develop a cultural economy in the future, one way is to promote art education for children,” Mahoney said. Exposure, he explained, makes people into cultural consumers and also influences whether they are members of arts associations, volunteers, and donors. A long-term impact of arts education is that it creates more opportunities—“not just more consumers, but more people who actually help supply the product.”

Boone uses the collaboratively collected data to argue in support of arts education; together, she and Mahoney are, as he explained, “translating it right into dollars and cents.”

Now, as he’s nearing retirement, Mahoney fears that young faculty will prioritize other forms of research. “If you take enough time to develop and maintain relationships, outreach research can develop a lot of money,” he said. Mahoney estimated that he has brought in around \$750,000 in donations and over \$400,000 in contracts and grants, but the amount of time taken to develop such relationships is quite significant and often does not achieve the same level of recognition that other kinds of research might attain. To make the partnerships truly worthwhile, “You have to commit to engaging partners from the beginning”—a risk Mahoney is not sure many young scholars are willing to take. However, having adopted that strategy himself, Mahoney is a testament to the impacts such long-term investments can have. “Clients immediately see the significance of what you’ve done,” he said, “and are capable of putting it into practical action.” ●



# Wharton Center Education and Outreach

Photos courtesy of Wharton Center for Performing Arts.



## **The Act One Family Series (for ages 5 years and older)**

Act One Family Series weekend matinee performances by national and international touring youth theatre companies are designed to appeal to young audiences.

## **The Act One School Series (for grades K-8)**

Act One School Series provides curriculum-linked, performing arts enrichment activities for students in grades K-8. The lecture-demonstration format introduces students to music and dance artists from around the world.

## **Jazz Kats: Jazz for Kids (for grades 5-8)**

Jazz Kats performances feature distinguished artists from Michigan State University's College of Music ensemble, the Professors of Jazz. The program is directed by Rodney T. Whitaker.

## **Annual Young Playwrights Festival (for high school students)**

Michigan high school students are invited to write and submit one-act scripts to a juried competition. Six scripts are selected as finalists to be performed at Wharton Center by MSU Theatre Department students. All finalists receive awards.

## **Programs for Adult Learners**

The Kennedy Center's Partners in Education, Professional Development Series is designed to enhance teachers' ability to teach in and through the arts.

Wharton Center also offers lifelong educational opportunities through an MSU Alumni Evening College course, "Backstage at Wharton," and through the Wharton Center Preview Lectures.

## **Artist Residencies**

Residencies provide unique opportunities to integrate teaching artists into the academic and community experience.

Photos courtesy of Wharton Center for Performing Arts.



**Wharton artists-in-residence for the 2008-2009 season are jazz legend Wynton Marsalis, Cuban band Tiempo Libre, jazz vocalist Sophie Milman, and the return of the Stratford Shakespeare Festival of Canada.**

## *Coming Soon to Wharton Center...*

In May 2008 the Michigan State University Federal Credit Union announced a \$2.5 million gift to MSU's Wharton Center for Performing Arts to help fund a new Institute for Arts and Creativity. Existing educational programs will be incorporated into new initiatives, including a collaborative program of artist residencies that will serve as the cornerstone of the new institute. Also, as part of the first major enhancement to the Wharton Center facility in 25 years, the physical space will be equipped with state-of-the-art technology for long-distance learning broadcasts.

**For more information, visit Wharton Education and Outreach, [whartoncenter.com/education](http://whartoncenter.com/education).**



# Outreach and Engagement at Michigan

Photo by Marsha MacDowell, MSU Museum



*Each issue of The Engaged Scholar Magazine features a brief “think piece” about the theory and practice of engaged scholarship. For this issue, MSU Museum director **Kurt Dewhurst** offers a thoughtful discussion of cultural entrepreneurship—what it is, and how the University can help to make it stronger, better, and more sustainable.*

## ● Arts and Cultural Entrepreneurship

**C. Kurt Dewhurst**

**Director, Michigan State University Museum**

**Professor, Department of English, College of Arts and Letters**

Over the last five years there has been a growing recognition that the creative economy is only just beginning to be understood and harnessed as a tool for community development. Richard Florida's (2002) groundbreaking book, *The Rise of the Creative Class: And How It's Transforming Work, Leisure, Community and Everyday Life*, has become much cited as the economist presents a “creativity index” for ranking cities and communities to determine their competitiveness for success in the twenty-first century knowledge economy.

Florida argues that “in today's global economy, the places that attract and retain talent will win, and those that can't will lose.” In a chapter in his follow-up book, *The Flight of the Creative Class: The New Global Competition for Talent* (2005), Florida declares that “universities are the intellectual hubs of the creative economy. Universities foster technology, and the other two Ts of economic growth, talent and tolerance.”

Florida also expresses concern that “with budget cuts in U.S. public higher education, the system has become less and less accessible to those who need

it most . . . we must begin to think of creativity as a common good like liberty or security. It's something essential that belongs to all of us, that must always be nourished, renewed, and maintained—or else it will slip away.”

Michigan has embraced the power of the creativity economy and has been a leader in reinventing state government by creating an Office of Cultural Economic Development in the Department of History, Arts, and Libraries. This office has worked across state government to create the “Cool Cities” initiative and other innovative strategies to retain and attract the “creative class.”

In the words of Betty Boone, director of the Office of Cultural Economic Development, “Growing entrepreneurship and jobs is a primary objective of the Cultural Economic Development Strategy to leverage Michigan's creative talent and cultural assets to spur economic growth and build community prosperity” (2006, p. 1).

Michigan State University has been an active collaborator with both the State of Michigan and communities across the state to transform the thinking and actions necessary to build effective and vital communities for the future through engaged scholarly work.

MSU engaged scholars bring a new set of tools to their work. They work with community partners in an equitable way that values mutually agreed upon (or “co-created”) outcomes.

Faculty members and academic specialists across the MSU campus are involved in a wide variety of cultural research projects and community development initiatives, both in Michigan and across the globe. They are bringing their knowledge to bear by developing new economic models for measuring the cultural economy; working with communities to conduct cultural asset inventories, documentation and mapping research that can provide the foundation for a creative future; building cultural-destination tourism; helping develop local craft and design industries; building accessible travel databases; teaching cultural entrepreneurial skills; and creating arts and culture-based trails as part of the growing scholarly interest in arts, culture, and entrepreneurship.

University-engaged scholars are also playing critical leadership roles in helping convene key community stakeholders and content experts to establish innovative entrepreneurial research teams. Many of these efforts are moving beyond the local community level to regional strategies that are built on place-based cultural assets shaped by attention to authenticity and excellence. Another significant outcome of successful cultural entrepreneurial work is advancing cross-cultural understanding in a diverse society—enhancing tolerance—one of Richard Florida's three T's that are instrumental for a creative economy.

As we move into the twenty-first century the vital interconnections between science, technology, culture, and creativity are being realized in new ways that are enriching the lives of those in Michigan and around the world. ●





**A new sculpture, added within the last year, is Twyla, by Bill Barrett. It is located near the new Grand River parking structure.**

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Florida, R. L. (2002). *The rise of the creative class: And how it's transforming work, leisure, community and everyday life*. New York: Basic Books.

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**Banks of the Red Cedar, John S. Coppin, 1954. Oil on canvas. Located in the Hannah Administration Building.**



**Euclidean Iris, Austine Wood-Comarow [no date]. Backlit acrylic. Located in the Kellogg Center.**

## Public Art on Campus

The Public Art on Campus (PAOC) Committee was established in 1999 by a resolution of the MSU Board of Trustees "to advance the presence of public art on campus."

There are over 900 artworks catalogued in the PAOC Web site.

**For more information, visit [publicart.msu.edu](http://publicart.msu.edu).**

## MSU Cultural Engagement Council

The MSU Cultural Engagement Council (CEC) is composed of leaders of allied cultural units, outreach, and student life. The CEC strives to increase the visibility of campus cultural resources and expand MSU cultural engagement among our students and across Michigan, nationally, and internationally. The CEC seeks to build among students and the community a common understanding of the importance of culture through new and innovative partnerships and collaborations, and to enhance teaching and research in all aspects of the study of culture.

**For more information, visit [artsandculture.msu.edu](http://artsandculture.msu.edu).**



Students in the 2008 Creative Kids Valentine making workshop.

## The Kresge and Broad Art Museums

The Kresge Art Museum at MSU offers many activities for children, families, schools, and the general public through exhibitions, public programming, and docent-led tours. The Museum's permanent collection numbers over 7,000 objects and presents 8-10 changing exhibitions each year.

The new Eli and Edythe Broad Art Museum, scheduled to open in 2010, will offer new opportunities for the public to be involved in the fine arts, including a program for Alzheimer's patients. Current offerings will expand to even larger audiences.

- School tours include activities that stimulate interest in art and critical thinking skills.
- Lectures and gallery walks are led by well-known scholars and experts.
- Senior outreach includes slide and lecture presentations at senior centers, service organizations, and retirement homes.
- Summer Art Camp is a place for children to explore and create original art through interactive tours.
- Creative Kids workshops allow children to have interactive experiences with visual arts and other modes of communication.
- Online exhibitions are available at the Museum's Web site ([artmuseum.msu.edu](http://artmuseum.msu.edu)), and include samples of art from around the world.

For more information about the new Broad Museum, visit [special.news.msu.edu/broadmuseum](http://special.news.msu.edu/broadmuseum).



## News & Notes from UOE

### Announcements

MSU's **Center for Community and Economic Development** has moved to new quarters. The new address is: 1615 East Michigan Avenue, Lansing, MI 48912-2822. Phone: (517) 353-9555; Fax: (517) 484-0068. For more information, contact Rex L. LaMore, director, [lamore@msu.edu](mailto:lamore@msu.edu), or John Melcher, associate director, [melcher@msu.edu](mailto:melcher@msu.edu).

### Events

The **Information Technology Empowerment Center (ITEC)** collaborative held its ground-breaking ceremony on January 28, 2008, at the former Holmes Street School in Lansing. ITEC's mission is to help prepare Lansing-area children and adults for participation in a fast-paced, global IT-based economy. The center will offer hands-on activities designed to teach science, technology, engineering, and mathematics (STEM) skills. MSU is a primary partner, along with **Prima Civitas**, **Dewpoint, Inc.**, **Spartan Internet Consulting**, **Lansing School District**, and the **City of Lansing Economic Development Corporation**. For more information, contact Kirk Riley, executive director, [kirk@iteclansing.org](mailto:kirk@iteclansing.org), or call (517) 432-1451.

MSU's **Center for Service-Learning and Civic Engagement** celebrated its 40th anniversary on April 1, 2008, with a reception at the Kellogg Center.

### Honors

MSU was named to the **President's Higher Education Community Service Honor Roll with Distinction** for helping to build a culture of service and civic engagement in our nation during 2007.

### Publications

In partnership with MSU Press, the National Center for the Study of University Engagement has established a ***Transformations in Higher Education: Engaged Scholarship*** book series and contracted for the first three volumes in the series. For more information, contact Hiram E. Fitzgerald, [fitzger9@msu.edu](mailto:fitzger9@msu.edu).

**The Engaged Scholar E-Newsletter** will debut in October 2008. This four-times-a-year supplement to *The Engaged Scholar Magazine* will offer timely updates and interactive coverage of Michigan State University's ongoing partnerships with Michigan, our nation, and our world. To learn more, visit [outreach.msu.edu/engagedscholar](http://outreach.msu.edu/engagedscholar).

### Transitions

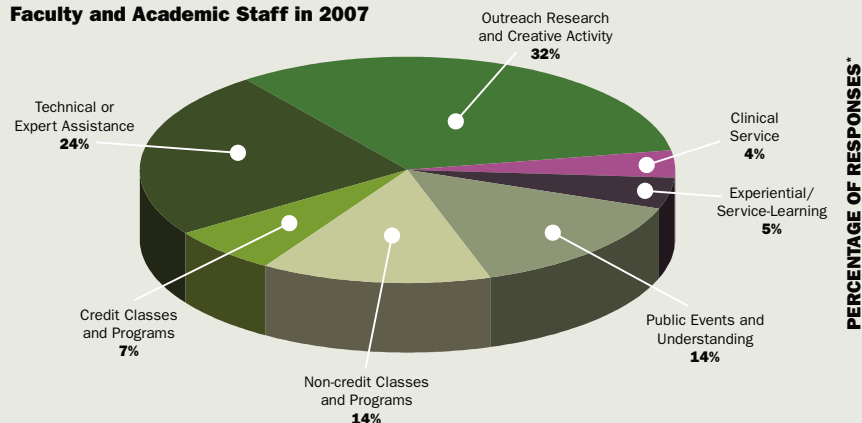
**Diane Zimmerman**, founding director of the National Center for the Study of University Engagement (NCSUE), retired in March 2008. Dr. Zimmerman co-wrote and edited several key documents in the development of the MSU model for university engagement, including ***Points of Distinction: A Guidebook for Planning & Evaluating Quality Outreach*** (1996) and **"Measuring Scholarly Outreach at Michigan State University: Definition, Challenges, Tools"** (2002, *Journal of Higher Education Outreach and Engagement*). She led the initiative to develop the Outreach & Engagement Measurement Instrument and, with Burton Bargerstock, gave direction to the founding of the MSU Usability & Accessibility Center. Zimmerman holds a Ph.D. in higher education administration from Michigan State University. Burton A. Bargerstock and Laurie Van Egeren were appointed as NCSUE's new co-directors in January 2008.



# Snapshot of Outreach and Engagement at Michigan State University, 2007

Sponsored by MSU's National Center for the Study of University Engagement (NCSUE), the Outreach and Engagement Measurement Instrument (OEMI) gathers data about the outreach activities of MSU faculty and academic staff. The information is self-reported and participation in the annual survey is voluntary. Data for 2007 was collected between January and March 2008 and represents the fourth year of data collection; 737 faculty and academic staff responded to the survey. Since 2004, 2,054 distinct (non-duplicative) respondents have reported their outreach and engagement through the OEMI. For this snapshot, OEMI data is augmented with data from the service-learning and civic engagement student application system.

**Forms of Engagement reported by MSU Faculty and Academic Staff in 2007**



## OEMI results for 2007 include the following:

**\$18,028,410**

Value of salary investment by MSU faculty and academic staff in addressing issues of public concern (data from those reporting outreach activities on the OEMI)

**97%**

Respondents whose outreach contributed to achieving Boldness by Design (BBD) imperatives:

**77%** = Enhanced the student experience

**79%** = Enriched community, economic, and family life

**48%** = Expanded international reach

**67%** = Increased research opportunities

**53%** = Strengthened stewardship

**1,068**

Number of specific projects/activities reported

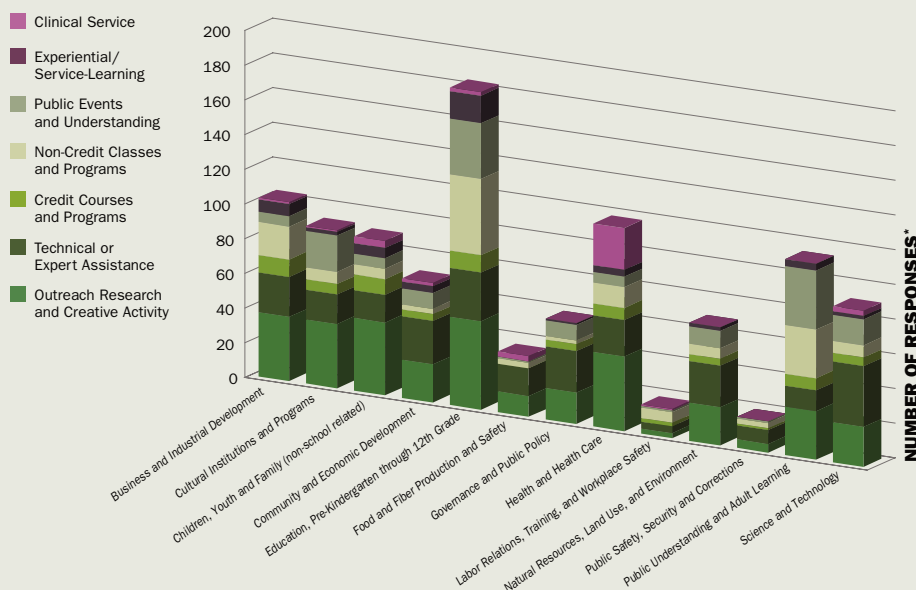
Of the respondents who described specific projects/activities:

**69%** = Reported working with external partners

**66%** = Reported having created intellectual property and scholarly outcomes

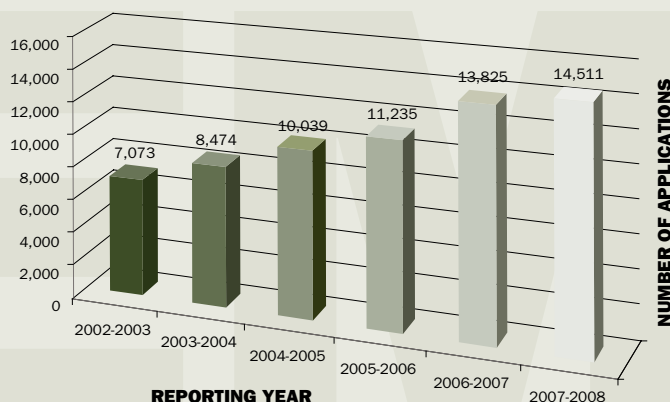
**59%** = Reported that their outreach work impacted their scholarly or teaching practices

**Forms of Outreach Cross-Tabulated with Societal Concerns for 2007**



\*The number of "responses" is greater than the number of "respondents." Respondents were given the opportunity to describe their engagement activities for up to two areas of social concern; each description was counted as a separate response.

**Number of Student Applications for Service-Learning Received and Accommodated, 2002-2008**



**NCSUE**

NATIONAL CENTER FOR THE  
STUDY OF UNIVERSITY ENGAGEMENT

# 2008 Outreach Scholarship Community Partnership Award

## Telemedicine Effort Honored

Photo by Harley J. Sealey, MSU Instructional Media Center



**Sally R. Davis (left) and Pamela S. Whitten (right) with MSU President Lou Anna K. Simon (center) at the 2008 Awards Convocation.**

The 2008 recipients of the Outreach Scholarship Community Partnership Award have attracted significant funding and national recognition for their pioneering efforts to harness the power of information technologies to improve public health care delivery in rural areas.

**Pamela S. Whitten** of MSU's Department of Telecommunication, Information Studies, and Media in the College of Communication Arts and Sciences and **Sally R. Davis**, director of the Upper Peninsula Telehealth Network based at Marquette General Health System, are testing the implementation of telemedicine services for residents of Michigan's Upper Peninsula.

Unique challenges that face patients in Michigan's Upper Peninsula include strong winter weather, remote home locations, and specialized services available only in distant urban areas. Dr. Whitten and Ms. Davis have teamed up to become passionate advocates for delivering health care services to these underserved populations.

They have also published papers in top telehealth journals. These articles analyze the organizational and structural issues that must be addressed before the technology can succeed.

John E. Barnas, executive director of Michigan Center for Rural Health, said "Their leadership and guidance mean that many rural patients now stay home and 'visit' the doctor, who is 100 miles away. Can there be any greater gift to an elderly patient when the wind is howling and the snow is blowing?" ●

For more information about MSU support for outreach work, visit [outreach.msu.edu/award.asp](http://outreach.msu.edu/award.asp).

## 1<sup>st</sup> Annual MSU Curricular Service-Learning and Civic Engagement Awards

In recognition of its 40th year, the Center for Service-Learning and Civic Engagement, in partnership with the Associate Provost for University Outreach and Engagement and the Vice President for Student Affairs and Services, and with endorsement from the Provost, inaugurated the MSU Curricular Service-Learning and Civic Engagement Awards.

Conferred annually, the awards recognize individuals who have demonstrated innovative and/or sustained effort in the area of academic, curricular, or co-curricular service-learning/civic engagement that is specifically linked with the mission and efforts of their colleges. Recipients are selected from faculty and staff by the deans of each college.

At a ceremony on April 1<sup>st</sup>, 2008 awards were presented to 13 individuals representing 11 of the University's 17 degree-granting colleges. The recipients were:

### COLLEGE OF ARTS AND LETTERS

**David Cooper**, Professor, Writing, Rhetoric, and American Cultures; Director, Public Humanities Collaborative

### COLLEGE OF AGRICULTURE AND NATURAL RESOURCES

**Diane Doberneck**, Adjunct Assistant Professor, Liberty Hyde Bailey Scholars Program

### COLLEGE OF NURSING

**Mildred Horodynski**, Professor, Nursing

### COLLEGE OF SOCIAL SCIENCE

**Esther Onaga**, Associate Professor, Family and Child Ecology

### COLLEGE OF BUSINESS

**Edmund Outsley**, Deloitte/Licata Teaching Fellow, Accounting and Information Systems

### COLLEGE OF MUSIC

**Mitchell Robinson**, Associate Professor, Music Education; Coordinator, Music Student Teaching

### COLLEGE OF HUMAN MEDICINE

**Rae Schnuth**, Associate Professor and Community Assistant Dean

### RESIDENTIAL COLLEGE IN THE ARTS AND HUMANITIES

**Anita C. Skeen**, Arts Coordinator

### COLLEGE OF NATURAL SCIENCE

**Laurie Thorp**, Coordinator, Residential Initiative on the Study of the Environment (RISE) Program

### COLLEGE OF ENGINEERING

**Theresa Isela VanderSloot**, Advisor, Computer Science and Engineering

**George Stockman**, Professor, Computer Science and Engineering

**Adam Pitcher**, Systems Analyst, Computer Science and Engineering

### LYMAN BRIGGS COLLEGE

**Kent Workman**, Assistant Director for Student Affairs

More information about the Center for Service-Learning and Civic Engagement is available at [servicelearning.msu.edu](http://servicelearning.msu.edu).





# About University Outreach and Engagement

## University Outreach and Engagement (UOE)

is a campus-wide central resource dedicated to helping academic units construct more extensive and effective engagement with communities. It is the charge of the Office to ensure that MSU's outreach efforts are internally coordinated, externally linked, responsive to important societal issues, and consistent with its mission and policies.

*Hiram E. Fitzgerald*  
Associate Provost  
Michigan State University  
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Web: [outreach.msu.edu](http://outreach.msu.edu)  
E-mail: [outreach@msu.edu](mailto:outreach@msu.edu)

The UOE Associate Provost is supported by the advice of two important councils:

**Outreach and Engagement Campus Senior Fellows**, a group of faculty who have distinguished themselves through careers as engaged scholars

**Outreach and Engagement Community Senior Fellows**, comprising leaders from government, business, foundations, and nonprofit organizations

For lists of these individuals, see [outreach.msu.edu/people.asp](http://outreach.msu.edu/people.asp).

Contact University Outreach and Engagement to learn how you can become more active in the MSU engagement enterprise.

## UOE DEPARTMENTS

### National Center for the Study of University Engagement • [ncsue.msu.edu](http://ncsue.msu.edu)

*Burton A. Bargerstock and Laurie Van Egeren, Co-Directors*

NCSUE is a national innovator, conducting studies about faculty work and rewards as well as conversations on benchmarking, engaged scholarship, and scholarship of engagement.

### University-Community Partnerships • [outreach.msu.edu/ucp](http://outreach.msu.edu/ucp)

*Patricia A. Farrell, Director, and Senior Director, UOE*

UCP facilitates research collaborations between MSU faculty and community-based partners to address a wide variety of societal issues.

### Center for Community and Economic Development • [ced.msu.edu](http://ced.msu.edu)

*Rex LaMore, Director*

Located in central Lansing, CCED works to improve the quality of life for people in distressed Michigan communities through responsive engagement, strategic partnerships, and collaborative learning.

### Community Evaluation and Research Center • [outreach.msu.edu/cerc](http://outreach.msu.edu/cerc)

*Laurie Van Egeren, Director*

CERC provides a hub for university-based evaluators and conducts participatory program evaluation in the areas of education, youth development, early childhood, health, and community development.

### Center for Service-Learning and Civic Engagement • [servicelearning.msu.edu](http://servicelearning.msu.edu)

*Karen McKnight Casey, Director*

CSLCE provides curricular and co-curricular service-learning and engagement opportunities for MSU students and helps faculty integrate service-learning into their courses.

### Communication and Information Technology • [outreach.msu.edu/cit](http://outreach.msu.edu/cit)

*Burton A. Bargerstock, Director*

CIT provides public access to information about university-wide outreach initiatives through portal Web sites, as well as consulting and product development services for Web sites, databases, publications, graphic design, event management, and information technology.

### MSU Usability & Accessibility Center • [usability.msu.edu](http://usability.msu.edu)

*Sarah J. Swierenga, Director*

UAC conducts research and evaluates new interface technologies to ensure that they are useful, usable, accessible, and appealing to a broad audience.

### Wharton Center for Performing Arts • [whartoncenter.com/education](http://whartoncenter.com/education)

*Michael J. Brand, Executive Director*

Wharton Center educational programs connect students to the performing arts by offering a wide range of programs suited to a variety of learner needs.

### Michigan State University Museum • [museum.msu.edu](http://museum.msu.edu)

*C. Kurt Dewhurst, Director*

The MSU Museum reaches a broad public audience through collections, field- and collections-based research, public service and education programs, traveling exhibits, and innovative partnerships.

### Estate and Wealth Strategies Institute • [ewsi.msu.edu](http://ewsi.msu.edu)

*Robert A. Esperti and Renno L. Peterson, Co-Directors*

EWSI is a nonprofit organization dedicated to developing strategies for wealth, estate, business, and charitable planning.

# outreach.msu.edu

*This is 4.5" x 2.5"*

*No varnish here.*



*Watch for these upcoming events...*

**October 7-9, 2008**

**9<sup>TH</sup> Annual National Outreach Scholarship Conference  
at The Pennsylvania State University**

More information at: [outreach.psu.edu/outreach-scholarship](http://outreach.psu.edu/outreach-scholarship)

**November 13, 2008**

**Michigan World Usability Day Conference  
at Michigan State University**

More information at: [usability.msu.edu](http://usability.msu.edu)

**November 21, 2008**

**Michigan Pre-College and Youth Outreach Conference  
at Michigan State University**

More information at: [outreach.msu.edu/events/precollege](http://outreach.msu.edu/events/precollege)

**For additional events, visit [outreach.msu.edu](http://outreach.msu.edu).**



# Outreach and Engagement