

## **Combined Report from the Community Engagement and Economic Development Taskforces**

### **Indicators for measuring the progress and impact of community engagement and economic development by the University of North Carolina System**

Following the May 2012 University of North Carolina (UNC) System Engagement Summit at the University of North Carolina at Wilmington (UNCW), UNC President Tom Ross commissioned two multi-campus taskforces to develop concise sets of indicators, or metrics, that all UNC campuses could use to assess “progress in community engagement and economic development” (Item 6.b., Summary of 2012 Institutional Goals and Priorities, Tom Ross). Community engagement and economic development are two critically important and closely interconnected strategies through which UNC students, faculty, staff, and alumni contribute to the promotion of vibrant, healthy, sustainable, and safe communities in North Carolina.

#### ***Collective Indicators***

The development of system-wide indicators are the first step to building the capacity of General Administration, as well as campuses individually, to understand the full scope and impact of UNC’s engagement in and with the state of North Carolina. Awareness of the types of and extent of activities serves as the first step towards being better able to [1] convey and strengthen the UNC’s reputation as a collaborative, inclusive, responsible, and effective member of North Carolina communities, and [2] strengthen and support UNC’s capacity to be strategic, proactive, and responsive in developing, maintaining, and celebrating mutually beneficial community-university connections and partnerships.

#### ***Trial Phase***

As indicators, the trial metrics are not expected to capture the full depth and scope of campus’s individual or collective engagement, nor will they replace other metrics traditionally collected to demonstrate the economic impact of campuses and the System as a whole. Indicators are meant to provide understanding about scope and trends, not to fully capture and describe all related activities. The trial metrics proposed in this initiative focus primarily on inputs and activities as a first step to greater understanding of UNC’s commitments to, relationships with, and impacts on citizens, communities, and businesses of North Carolina. While it is desirable to collect data on outputs and outcomes to assess the impact of the UNC institutions’ efforts, the current state of data (and importantly, the capacity of campuses to collect and compile data in a common manner across all UNC campuses) suggests that reporting outcomes is neither feasible nor desirable in this initial trial phase. Once the relative type and scope of engagement is known, further refinements to the metrics and mechanisms may be developed to support a more robust and efficient system for collecting, reporting, and using data. Metrics for AY2011-2012 will be due April 12, 2013.

#### ***Feedback and Refinements***

It is important to recognize that the current capacity to assess progress in community engagement and economic development varies across institutions as each has its own distinct mission, strategic goals and priorities, and resources that connect differentially to community engagement and economic development. To assist campuses to develop and implement strategic processes to collect data in the trial phase, the taskforces will offer a series of videoconferences and meetings between December 2012 and March 2013. An online form has also been developed to assist campuses to collect and report measures on community-university partnerships and projects (Metric Area 3), if they do not already have a system in place to collect such data. It is anticipated that campuses may elect to supplement these indicators with additional information as they communicate their own stories of engagement. Additional or alternative metrics and measures may be recommended to the taskforce throughout the trial phase. All recommendations should address how the criteria for inclusion are met as outlined in the section below. In April 2013 the taskforces will review the trial phase metrics and processes to suggest modifications, adjustments, and/or abandonments of the recommended measures may be implemented to continue the refinement of the process.

#### ***Criteria for Metrics***

- [1] provide useful indicators of community engagement and/or economic development across key university and community constituents, including students, faculty, staff, alumni, residents and leaders
- [2] meaningfully demonstrate the pervasiveness and depth of UNC campus’s interconnectedness to, relationships with, and collective impact on the residents of North Carolina and beyond;
- [3] provide useful information to inform the strategic directions of individual campuses, as well as the System as a whole;
- [4] are data that are commonly asked by accrediting and awards-granting agencies (e.g., SACS institutional effectiveness standard 3.1.1.5; Carnegie Foundation’s elective classification for community engagement;
- [5] recognized as indicators of economic impacts resulting from university activities as recommended by NACIE, APLU, UEDA, CICEP and other entities involved in measuring the economic development produced by academic institutions); and,
- [6] can be collected annually to identify trends in community and economic engagement with adequate systems in place.

**Appointed Taskforce Members**

Emily Janke (Chair, Community Engagement Metrics, UNCG), Jerry McGuire (Chair, Economic Development Metrics, UNCG), Deborah Bailey (NCCU), Lynn Blanchard (UNC-CH), Angela Brenton (WCU), Leslie Boney (GA), Scott Daugherty (SBTDC), Terri Helmlinger Ratcliff (NCSU), Rocky Lane (ECSU), Zagros Madjd-Sadjadi (WSSU), Notis Pagiavlas (WSSU), Wayne Szafranski (NCAT), Ted Morris (ECU), Erin Schuettpelz (UNCCH), Courtney Thornton (GA), Beth Velde (ECU), Kay Zimmerman (NCSU)

**Thank you to Individuals, Groups, and Campuses that Provided Additional Assistance and Input**

These metrics have been informed by national and international literature and models, as well as colleagues who have particular interest and expertise in the areas of community engagement and economic development. Input was gained through individual as well as collective feedback from a variety of calls and meetings, including the following: Barbara Holland (Consultant), Zac Smith (GA Fellow), Fiona Baxter (ECU), UNC Faculty Assembly, Institutional Research Directors, Economic Transformation Council, UNC Chancellors; Attendees on the Oct. 4, 2012 videoconference, Andy Furco and colleagues from the University of Minnesota Metrics Committee, and all contributing campus representatives.

**Recommended Trial Metrics**

**METRIC AREA 1: Student Curricular Engagement** – *Through community-based, community-engaged, and entrepreneurship-focused learning experiences, students will develop and expand critical thinking skills, gain the ability to apply discipline-based theory to resolve "real-life" challenges and problems faced by North Carolina residents across academic disciplines, and be prepared to enter jobs in high growth and priority areas for North Carolina.*

**MEASURE 1.1: Student Participation in Community-Based Academic Learning**

**1.2: Student Participation in Community-Engaged Academic Learning (if applicable)**

**1.3: Formal Entrepreneurial Education Efforts**

**1.4: Education Pipelines Focused on Health and Wellness**

**1.5: Education Pipelines Focused on PreK-12 Education**

**1.6: Job Placement, Earning Rates, and Residency**

**What data campuses are to report for this metric\***

- Total number and proportion of students participating in community-based learning courses for academic credit by semester, course number, and course type [1.1]
- Total number and proportion of all students participating in community-engaged learning courses for academic credit by semester, course number, and course type [1.2] (if applicable)
- Total number of graduates with majors, minors, or certificates in entrepreneurship programs [1.3] (if applicable)
- Total number of graduates who have been educated, trained, and prepared for health and wellness [1.4]
- Total number of graduates who have been educated, trained, and prepared for preK-12 education [1.5]
- Total number of graduates who are successfully certified/licensed in healthcare & wellness disciplines in NC [1.4]
- Total number of graduates who are successfully certified/licensed in preK-12 education disciplines in NC [1.5]

**Data below will be collected by General Administration. Campuses do not need to provide any of the data below.**

- Total number of graduates in jobs related to providing health and wellness services in NC [1.4]
- Total number of graduates in jobs related to providing preK-12 education in NC [1.5]
- Total number of students placed in jobs in NC within one year of graduation, includes all graduates at all levels [1.6]
- Earning rates of students placed in jobs in NC [1.6]

\*All metrics include undergraduate and graduate students, if applicable

**METRIC AREA 2: Cutting-Edge Research, Inquiry, and Creative Activity through Community Engagement and Economic Development** - *UNC faculty, staff, and students generate cutting edge research, inquiry, and creative activities that build the capacities of communities to address pressing issues and build healthy and productive futures*

**MEASURE 2.1: Total Sponsored Research Invested In by Any Sponsor**

**MEASURE 2.2: Total Sponsored Research Invested In by North Carolina Organizations**

**MEASURE 2.3: North Carolina Community Involvement in Sponsored Projects**

**What data campuses are to report for this metric**

**Data will be collected by General Administration. Campuses do not need to provide any additional data.**

**METRIC AREA 3: Transformative Community-University Projects and Partnerships for Mutual Benefit\***- *UNC faculty, staff, and students connect their intellectual capital and resources in a way that build the capacities of communities to address pressing issues and build healthy and productive futures*

**MEASURE 3.1 Community-university projects**

**MEASURE 3.2 Community partners**

*What data campuses are to report for this metric\**

- Total number of community-university projects
- Name of each project
- Form of university activity
- If students are involved, type of involvement
- Primary focus/impact area
- Number of community partner organizations or groups involved in the project [3.2]
- Sector to which community partner(s) belong(s)
- County (if NC), State, Country (if outside USA) in which project activities take place, primarily
- Economic contributions and/or impact (if applicable and/or available)

\* See Appendix A for further definitions/fields

**METRIC AREA 4: Transformative Continuing Education and Outreach to Enhance the Quality of Life in North Carolina**– *UNC provides important areas for continual learning to improve the potential for personal and professional development. UNC also delivers various events, venues, broadcasts, and performances that produce community development and economic impacts through ticket sales, concessions, and industries and businesses related to these services.*

**MEASURE 4.1 Continuing Education and/or Professional Development Experiences**

**MEASURE 4.2 Community Participation in UNC-Sponsored Events and Media Presentations**

*What data campuses are to report for this metric*

- Total number of participants in non-degree credit education (face-to-face, or hybrid) [4.1]
- Total number of offerings of non-degree credit education (face-to-face, or hybrid) [4.1]
- Total number of participants in non-degree credit distance (100% online) education [4.1]
- Total number of offerings of non-degree credit distance (100% online) education [4.1]
- Total attendance of university events, including athletic and performance venues [4.2]
- Television ratings, both UNC-TV and other providers [4.2]

**METRIC AREA 5: Success Stories of Community Engagement and Economic Development**

**MEASURE 5.1 Collection of community engagement and economic development success stories**

*What data campuses are to report for this metric*

- 3-5 illustrations of exemplary projects, programs, or initiatives that make a positive and profound impact on the quality of life in North Carolina.