To What End - Tracking and Assessing Community Engagement Across Universities

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To What End - Tracking and Assessing Community Engagement Across Universities

Abstract
This is a presentation from the Coalition of Urban and Metropolitan Universities (CUMU) Conference in Omaha, Nebraska on October 12, 2015.

Keywords
community engagement, university, tracking, assessment, community, engagement, data

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To What End - Tracking and Assessing Community Engagement Across Universities

Coalition of Urban and Metropolitan Universities (CUMU) Conference
Omaha, Nebraska
October 12, 2015

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# Metropolitan Universities Journal (MUJ)

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<th>Audience</th>
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| • Leadership in higher education  
• 27% of subscriptions from presidents and vice presidents | • Pertinent to mission of metropolitan universities  
• Theoretical and applied  
• Best practices and effective strategies | • Barbara Holland, Executive Editor  
• Guest editors for thematic issues  
• Published by Indiana University-Purdue University Indianapolis (IUPUI) |
MUJ: Upcoming Issues

CUMU Conference Issues

To What End? Measuring Community Engagement – Valerie Holton, Virginia Commonwealth University

Lessons from 20 Years: The Portland State University Senior Capstone – Amy Spring and Seanna Kerrigan, Portland State University

Innovations in Promotion and Tenure Policies – Claire Cavallaro, California State University, Fullerton

Urban Food Networks – Julie Fox, Ohio State

Campus and Community in Shared Spaces – Heidi Barajas, University of Minnesota

New Models of Global Learning – Gil Latz, Indiana University – Purdue University Indianapolis

Urban Planning and Design Innovations – Travis Hicks, University of North Carolina, Greensboro

Collective Impact Strategies – Joe Allen, University of Nebraska Omaha
# To What End? 
Measuring Community Engagement

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<tr>
<th>Authors</th>
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<tr>
<td>Howard Rosing</td>
<td>DePaul University</td>
<td>2006, 2015</td>
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<td>Guiseppe Getto &amp; Dennis McCunny</td>
<td>East Carolina University</td>
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<td>Ann Bomberger &amp; Michelle Homan</td>
<td>Gannon</td>
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<td>Kathleen Stanton-Nichols, Julie Hatcher &amp; Amanda Cecil</td>
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<td>Emily Janke &amp; Kristin Medlin</td>
<td>University of North Carolina, Greensboro</td>
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<tr>
<td>Valerie Holton, Jennifer Jettner, Jennifer Early &amp; Kathleen Shaw</td>
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<td>2006, 2015</td>
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<td>Lane Perry, Betty Farmer, David Onder, Benjamin Tanner &amp; Carol Burton</td>
<td>Western Carolina University</td>
<td>2008, 2015</td>
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Why are we doing this?

- Public mission
- Analyzing institution and policies
- Telling the story
- Encouraging networking and collaboration
- Quality management
- National awards and recognitions
Lessons Learned
Don’t get hung up on definitions
Start with the landscape
Be clear about who, what, how and why … before you ask for information
Incorporate multiple approaches to gathering information
Move towards impact measurement
Conclusion