



Office of Engagement

Office of Engagement

March 2024

Roberto Gallardo, Ph.D.
Vice President for Engagement
Associate Professor



Established: 2001

Vision + Mission:

The Office of Engagement (OoE) **connects** the **university** with **communities** and individuals in **partnerships** to make the world a more equitable, resilient and *prosperous place* for all, at home and across the globe.

The Office fosters **reciprocal relationships** with external partners, leveraging **university resources** in teaching, research, and engagement to solve *societal challenges*.

www.purdue.edu/engagement



Hovde Administration Building

Why is it critical to engage?

1

Eroding trust in universities can be reversed through meaningful engagement.

2

“Successful research-driven partnerships start with community needs and work backwards from there”.

*Source: College as a Public Good
The Chronicle of Higher Education, pg. 19*

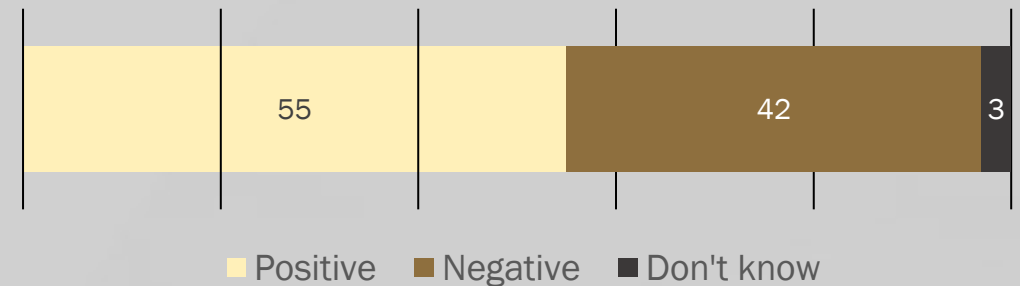
3

Translate teaching and discovery to advance the region, state, and nation.

4

Helps fulfill our land-grant mission.

How do colleges affect the country and local communities? (2022, percentages)



*Source: College as a Public Good
The Chronicle of Higher Education, pg. 11*

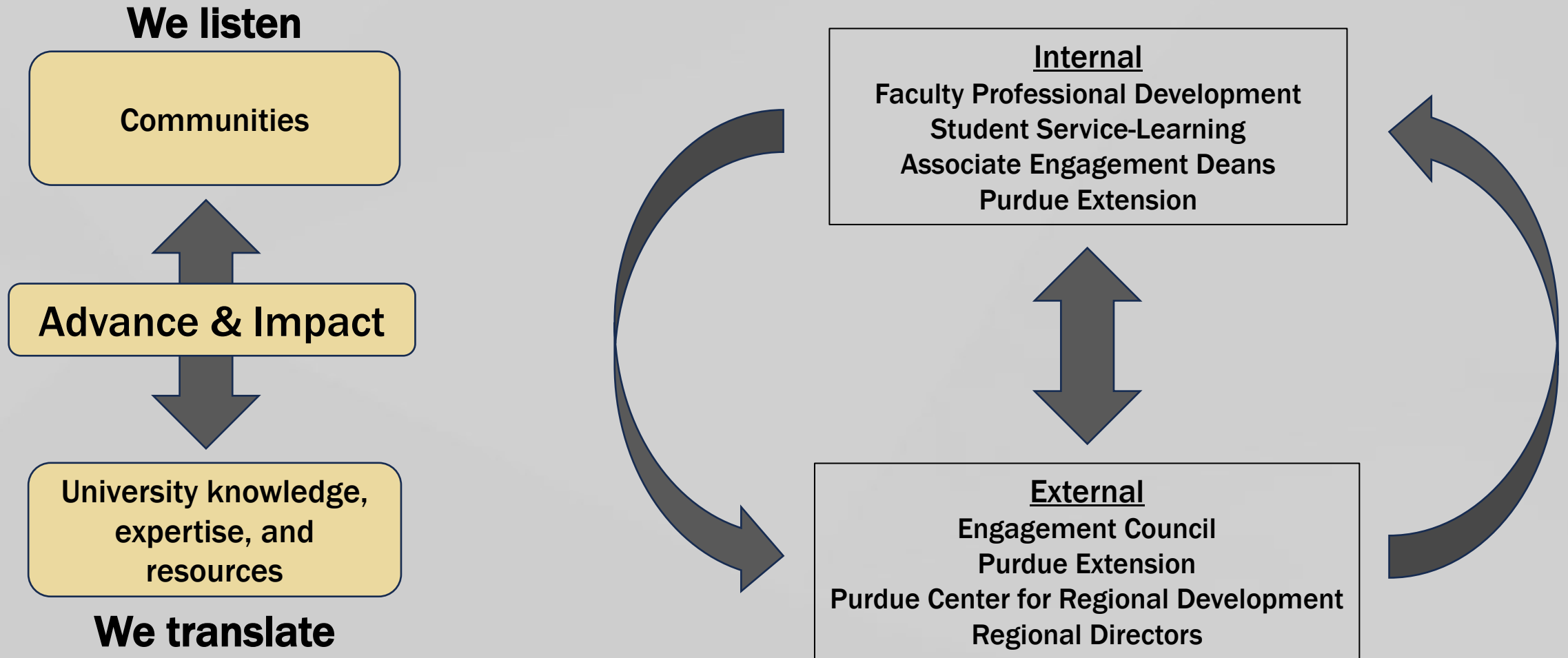
Purdue's Office of Engagement (OoE) Functions

- ➔ **Stewarding relationships with community, not-for-profit, public, private, and philanthropic partners.**
- ➔ **Connect, in a bidirectional way, community needs with University resources in teaching, research, and engagement to solve societal issues, i.e., childcare, broadband, etc.**
- ➔ **Develop and support resources for Purdue faculty, students, staff, academic units, and colleges so they can engage in a meaningful and scholarly way with external partners**
- ➔ **Reward engaged scholars, including faculty, students, and staff across all three mission areas**
- ➔ **Streamline and coordinate university-wide engagement related data for storytelling and document impacts**



Ultimately, OoE plays an essential role in helping Purdue University advance the region, the state, and the nation.

How do we engage?



Office Resources



Purdue Extension & PCRD



Regional Engagement Directors



Professional Development



Faculty/Student Grants



Awards and Recognition

Purdue Extension

- Part of the Colleges of Agriculture, Health and Human Sciences, and Veterinary Medicine
- More than **100 years old**
- Faculty/specialists/staff on campus and in **all 92 counties** of the state

Four program areas:



**Agriculture &
Natural Resources**



**Health & Human
Sciences**



**Community
Development**



**4-H & Youth
Development**

Purdue Center for Regional Development

WE INNOVATE

DATA VISUALIZATION

Storytelling through customized city-level, county-level, regional, statewide and national:

- Data Analysis
- Data Dashboards
- Story Mapping

WE EDUCATE

PRESENTATIONS & COURSES

Subject matter expert presentations on a variety of topics, including:

- Digital Inclusion
- Economic & Business Development
- Workforce & Talent Development
- Industry and Occupation Clusters
- GIS and Spatial Analysis

WE PURSUE

PLANNING & FACILITATION

- Community Forums
- Organizational Deliberation
- Focus Groups
- Networking or Special Interest Groups
- Key Informant Interviews
- Comprehensive Economic Development Plans (CEDs)
- Urban and Regional Comprehensive Plans
- Digital Inclusion/ Engagement Plans
- High-Quality Strategic Plans

WE ADVANCE

STUDIES & SURVEYS

- Economic Feasibility (*risks, benefits and cost analysis*)
- Economic Impact Analysis
- Fiscal and Tax Impact Analysis
- Housing Studies
- Online Surveys (*through Qualtrics*)
- Policy Briefs
- Project Evaluation
- Supply Chain Leakage
- Workforce Analysis
- Wage and Benefit Analysis
- Digital Inclusion



(765) 494-2744



pcrd.purdue.edu



Regional Engagement Offices

The **Office of Engagement** stewards relationships with external partners (public, private, philanthropic, and nonprofit) across the state and beyond.

Regional directors serve as key points of contact for partners to access and engage with Purdue – and as key points of contact for engaged faculty and staff to access and leverage the network of current and prospective community partners.



Northwest Indiana

Matthew Wells

matthew.wells@pnw.edu



Central Indiana

(includes WL Campus)

Virginia Vought

vvought@purdue.edu



Northeast Indiana

Sean Ryan

ryans@pfw.edu



Nonprofits

Lisa Duncan

llduncan@purdue.edu



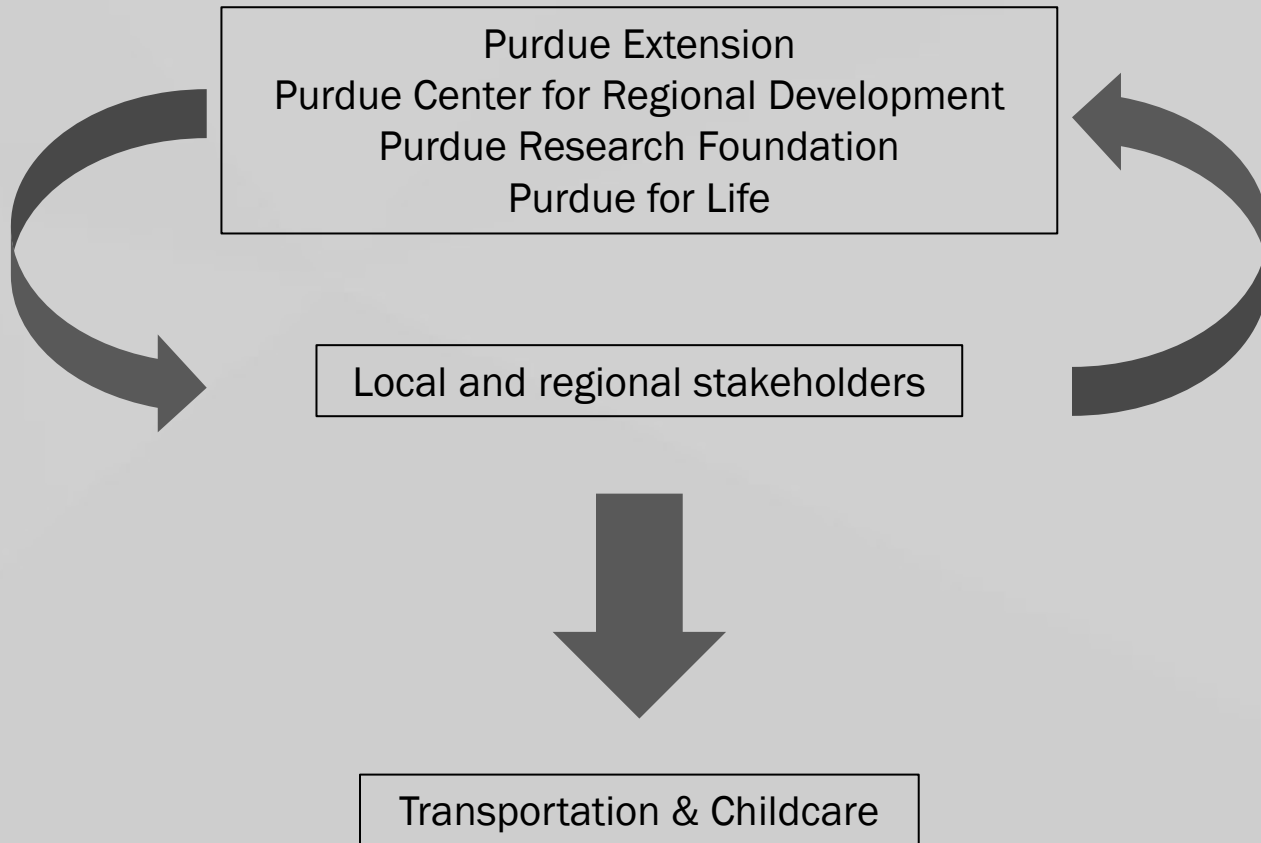
Southeast Indiana

Julie Rigrish

jrigrish@purdue.edu

Engagement Case Studies - CCC

College and Community Collaboration



7 counties

500 additional childcare seats; **3** facilities

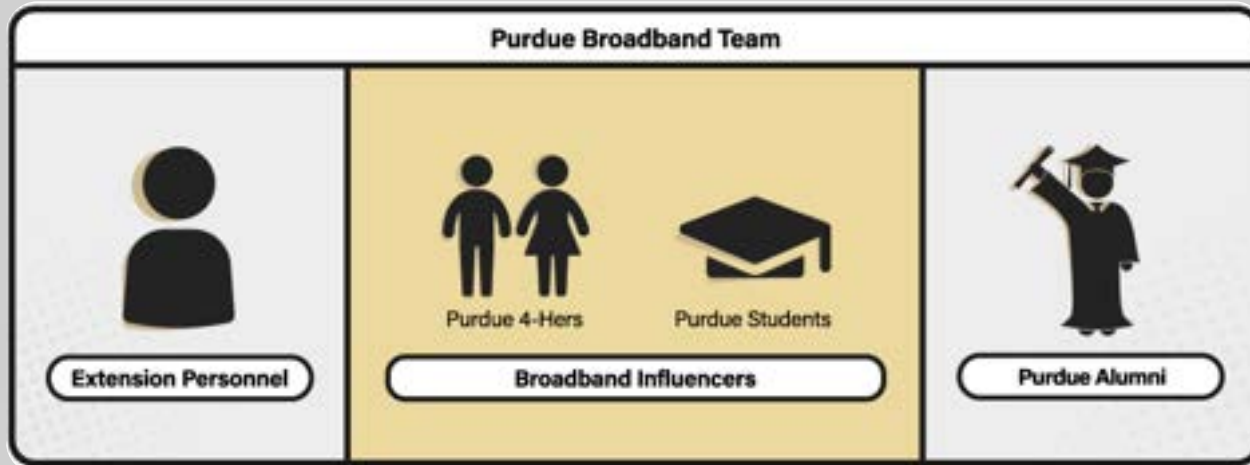
2 childcare summits; **8** childcare coordinators

Pedestrian/bike trails

Commercial airline service

CityVan for workers in the region

Engagement Case Studies - PBT



Why? To harness the power of Purdue University as Indiana's land grant institution to help expand broadband access as an essential catalyst for economic growth in our state.

How? Engage with communities about resources to make community broadband access data more accurate to effectively drive the investment of \$870 million in federal dollars.

228 presentations

34,000 adults reached

103 4-H youth; **190** speed tests

Service-learning: **5** classes; **204** students

Developed **2** challenge tools

Engagement Case Studies - BYBP



Build Your Boilermaker Pipeline (BYBP)

Why? Indiana employers, including small and medium-size, face challenge to fill available positions.

How? Highly engaging event where employers hear from Purdue units and students to help them build their Boilermaker talent pipeline.

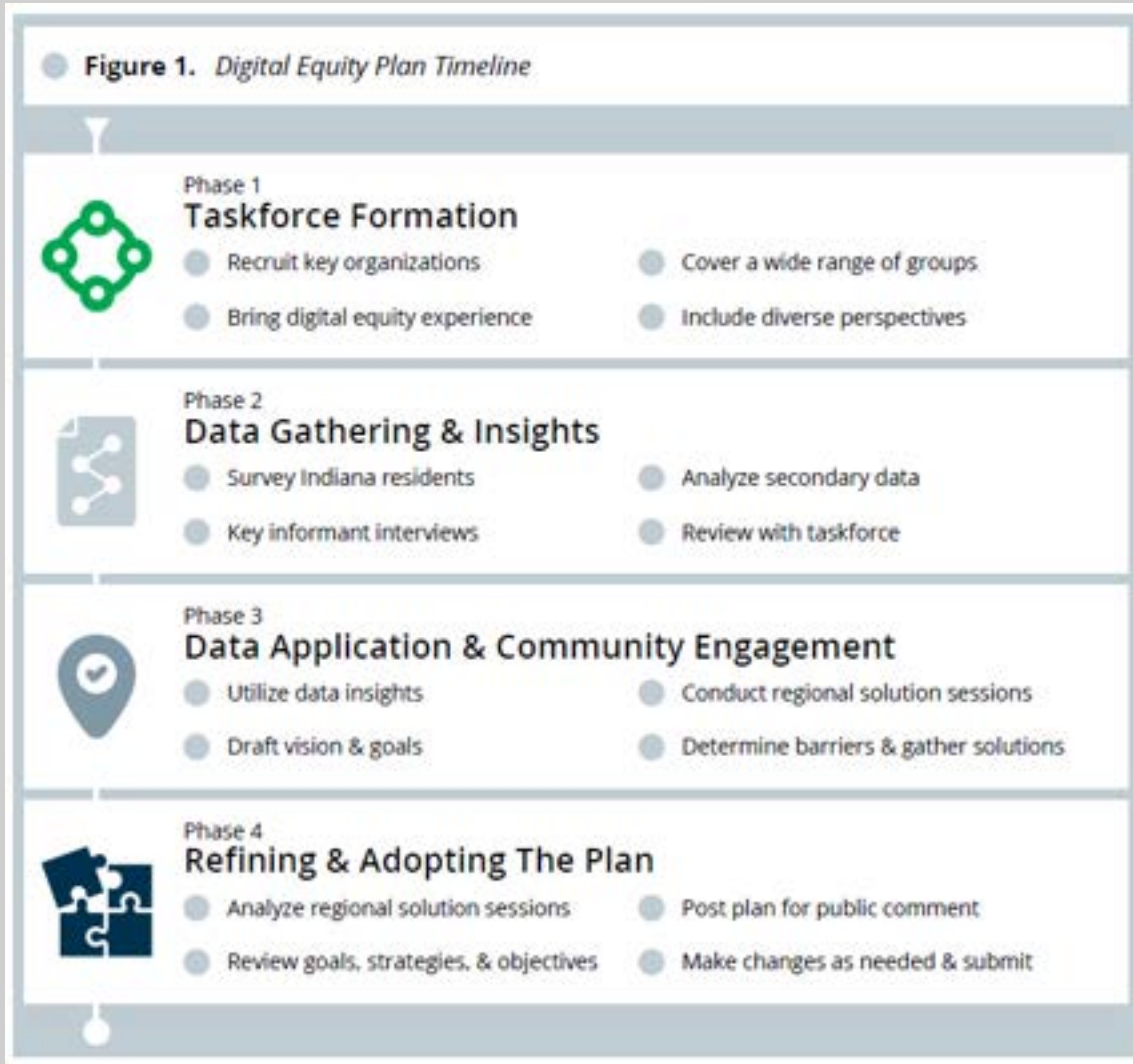
27 Indiana-based companies

18 communities

13 Purdue units

\$22,000 in new university partnerships

Engagement Case Studies – Digital Inclusion Plan



16 member statewide taskforce

6 reports; **1** asset inventory map; **1** interactive tool

7 regional solutions sessions; **388** participants

5 blog posts; **1** journal article under review

Awards & Recognitions



University

- Faculty Engagement Scholar
- Faculty Engagement Fellow
- Corps of Engagement
- Service Learning



National

- Jefferson Award / Multiplying Good

Resources

THE GUIDE

WHAT IS IT?

The Guide: Documenting, Evaluating, and Recognizing Engaged Scholarship is a guidebook developed to facilitate faculty advancement based on the scholarship of engagement at Purdue University and beyond.

The Guide contributed most to requestor's abilities to list multiple forms of engaged scholarship and to describe scholarship of engagement. Institutions that requested The Guide mentioned it was as valuable as a benchmark for comparing their work to a "top research" institution.

“ *Purdue is institutionalizing engaged scholarship in this way. It is possible. It is valuable.* ”

HOW IS IT USED?

41 survey respondents across 107 institutions showed that:

58%
used The Guide as a resource for evaluating engaged scholarship.

48%
used The Guide as a comparison to their institution's current engaged model.

70%
reported The Guide as "Influential" or "Very influential" in their work of "Educating others on engaged scholarship."

Requested The Guide

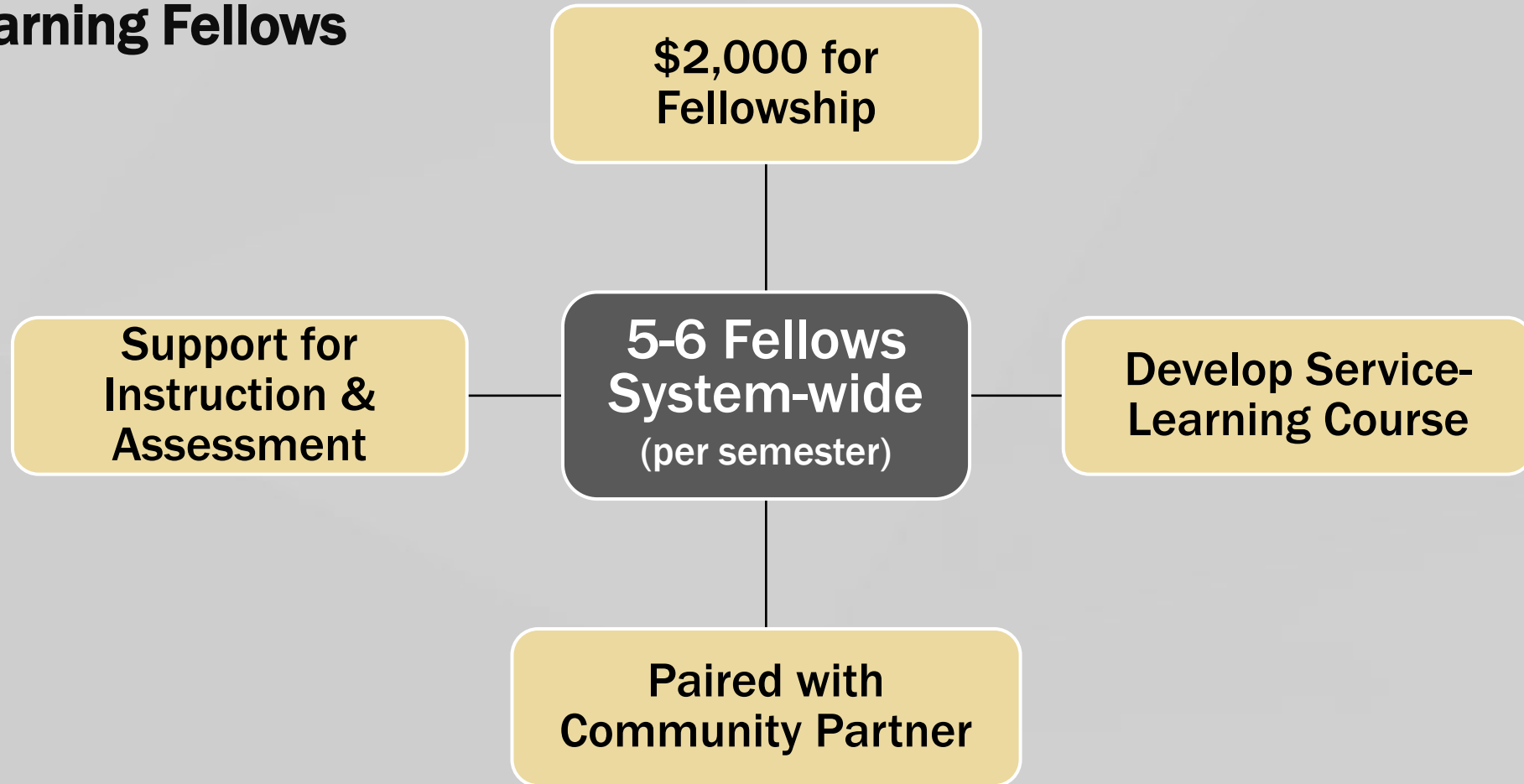
from August 2019 to August 2023



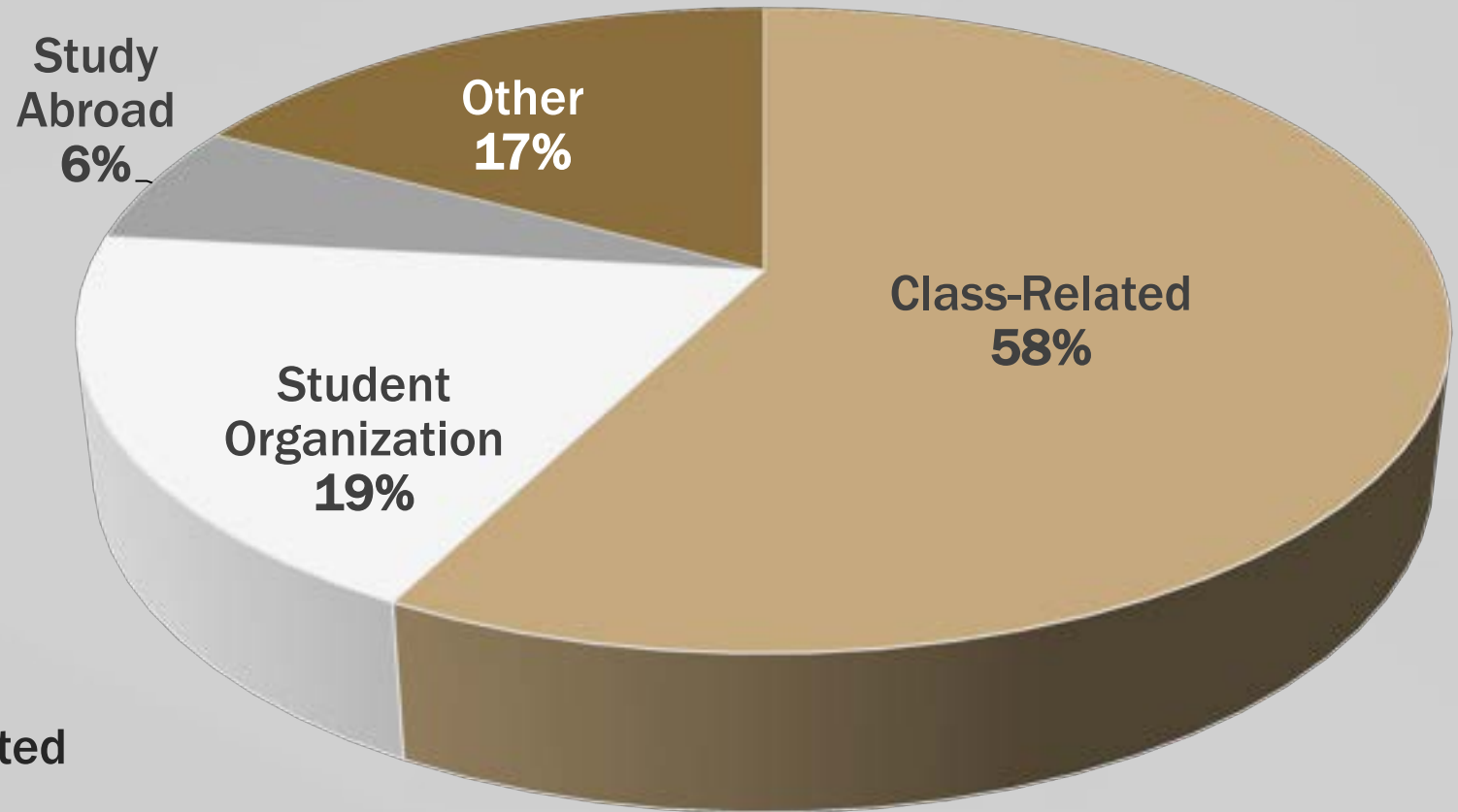
www.purdue.edu/engagement

Professional Development

Service-Learning Fellows



Student Service-Learning Grant Program



2014 - 2021

- 1,485+ Grants Given
- 340+ Community Partners Impacted
- 18,000 Students Impacted
- \$1,027,500 Awarded

Office of Engagement – 2023 Impacts

663 community opportunities

423 organizations reached

55,282 individuals engaged

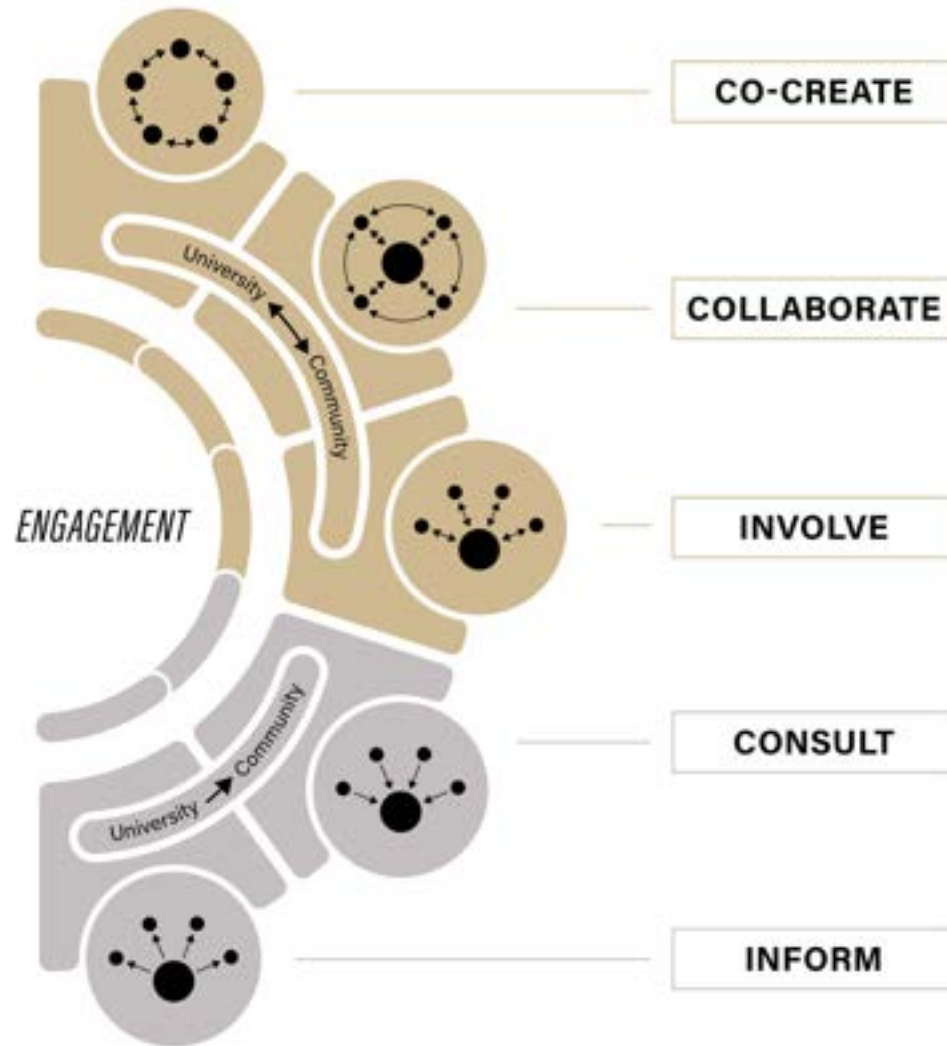
\$718,000 donated through
Purdue United Way campaign



\$997,751 Purdue Center for
Regional Development

\$23 million Purdue Extension

What's in the pike ...



The pursuit of university-wide institutional engagement starts here

ENGAGEMENT FRAMEWORK & EXPECTATIONS

This document defines community engagement and discusses university functions and expectations.

“Engagement is the collaboration between institutions of higher education and their larger communities for mutually beneficial exchange of knowledge and resources in a context of partnership and reciprocity.”

- The Carnegie Classification of Institutions of Higher Education

ENGAGEMENT PROTOCOL

This document discusses levels of community engagement as well as onramps and outcomes.

Outcomes

- Broader impacts in research
- Scholarship of engagement
- Scholarship of teaching and learning
- Dynamic empowerment engagement

Onramps

- Research
- K-12 outreach
- Experiential education
- Extension
- Dynamic empowerment

ENGAGED COLLEGE PROGRAM

This program will allow each college to operationalize community engagement while aligning to the university's framework, expectations, and protocol.

- College self-assessment across five dimensions
- College engagement action plan
 - ↳ Two years to implement
 - ↳ Reevaluation to follow
- Financial incentive to college

LANDMARKS & BENEFITS

- Launch a first-of-its-kind land-grant engagement institutionalization
- Expand Purdue impact and storytelling
- Streamline engagement data and improve related rankings
- Ensure continuation of Purdue's Carnegie Community Engagement Classification

PURDUE UNIVERSITY Office of Engagement



Hovde Administration Building

Engage with us.



(765) 494-2744



www.purdue.edu/engagement



[/company/PurdueEngagement](https://www.linkedin.com/company/PurdueEngagement)