



CENTER FOR
EDUCATIONAL OUTREACH
UNIVERSITY OF MICHIGAN

University Outreach Council Meeting

October 5, 2016



Agenda

1. Welcome and Introductions
2. CEO's New Mission and Strategic Priorities
3. UOC Priorities, Topics and Structure



CEO's New Mission and Strategic Priorities

- Change is a result of:
 - New changes in university structure since CEO's founding
 - New leadership
 - Emphasis on supportive services
- A change in emphasis rather than core mission



CEO's Mission

CEO enhances educational outreach at the University of Michigan through the **scholarship of engagement** toward developing a diverse community of scholars: it supports faculty, staff and student groups in developing and implementing educational outreach programs; it engages under-resourced schools and communities to encourage academic excellence and the promotion of a college-going culture; and it cultivates partnerships to advance educational outreach activities.



Scholarship of Engagement

- Redefines faculty scholarly work from application of academic expertise to community engaged scholarship
- Involves the faculty in reciprocal partnership with the community
- Includes collaboration between faculty and individuals outside the academy
- Purpose: the mutually beneficial exchange of knowledge and resources toward more active and engaged democracy (i.e. problem-solving in ways that advance the public good)



CEO's Strategic Priorities

Past

1. Engagement programs and services
2. Professional development for practitioners, teachers, counselors, and college access community
3. Capacity building support for U-M and community partners
4. Advocacy, policy and research

Present

1. Capacity building support to both U-M and community partners
2. Collaboration and coordination of campus-wide outreach efforts
3. Engagement programs and services



CEO will continue...

Capacity Building Support

- Summer Program Summit
- Project Inspire (Student Ed. Outreach Leadership Training/Support)
- Michigan Pre-college and Youth Outreach Conference
- Faculty/Staff Consultations

Collaboration and Coordination

- University Outreach Council
- Faculty collaborations
- Relationship building with external constituents

Engagement Programs and Services

- Wolverine Express
- K-12 Programs Database
- Watson A. Young Scholarship
- Michigan College Advising Corps
- LEAP Guide



New to CEO...

Capacity Building Support

- Resource Library
- Faculty K-12 outreach and engagement grants
- Faculty fellows
- Faculty workshops
- Identifying and developing new partnerships between U-M (faculty/staff/students) and community

Collaboration and Coordination

- University Outreach Council (Expanded Focus)
- Educational Outreach Forum
- K-12 Educational Outreach and Engagement CRM (Pilot)

Engagement Programs and Services

- Talent/pipeline development in collaboration with U-M schools/colleges



UOC Priorities, Topics and Structure

- Continue with monthly meetings
 - Focus on:
 - Information sharing
 - Networking
 - Professional Development
- If interest, add professional development opportunities through BlueJeans (Live/Recorded)
- Developing the “Michigan Strategy for K-12 Outreach”
 - UOC Committee(s)

Proposed UOC Meeting Topics:

- Campus Climate and Talking about Race
- Working with Community Partners
- UMS/UMMA/University Libraries
- DEI Implementation/Progress
- Dealing with Unconscious Bias
- Ginsberg Center
- Updates from Children on Campus, Financial Aid & Undergraduate Admissions

Others?



UOC Committee(s)

- Develop the annual UOC agenda and additional professional development opportunities
- Define the scope and purposes of K-12 outreach at U-M
 - Including defining the role of and opportunities for research
- Highlight and build faculty involvement in K-12 outreach
- CRM - Assess needs and develop infrastructure/tools to support K-12 outreach and engagement at the school/college/department/unit and institutional level
- Others?



K-12 Educational Outreach and Engagement CRM (Pilot)

Goals

1. **Collect the same data in the same way**
 - [Children on Campus forms](#) (Electronically) - Underway
 - Student interests
 - Basic application information (followed by program specific information)
 - Common assessment/evaluation points
 - Financial need (e.g., Watson A. Young)
2. **Develop a common set of tools for program management**
 - Application/form management
 - Application review
 - Communication/Communication Tracking
 - Assessment and Evaluation
3. **Develop the Pipeline to U-M** - Develop metrics and policies for identifying talent and procedures to ensure continuity in U-M relationship and talent development
4. **Create Shared Data Governance**
5. **Create a U-M K-12 Portal**



K-12 Educational Outreach and Engagement CRM (Pilot)

Fall 2016/Winter 2017

- Develop common program registry - **Underway**
- Electronic process for Children on Campus forms (for summer 2017 programs) - **Underway**
- UOC Articulates the “Michigan Strategy” for K-12 Educational Outreach and Engagement
- Deploy common registry

Spring 2017

- Identify pilot group for K-12 portal
- Identify vendor(s) for portal development (Salesforce, FluidReview, Others?)
- Identify cost-sharing model
- Begin procurement process

Summer/Fall 2017

- Develop K-12 portal

Winter 2018

- Launch K-12 portal for summer 2018 programs



Looking Ahead

- Next UOC meeting: Nov. 2, 12:00-1:30 at CEO
 - Look for an email to sign up for committees
 - UOC Website and Calendar - <http://tinyurl.com/um-uoc>
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- Oct. 6 - Introducing the U-M DE&I Strategic Plan (See diversity.umich.edu)
 - Oct. 20 - K-12 Outreach and Engagement Programs for “Growing STEM” and Beyond
 - Nov. 14 - 9th Annual Michigan Pre-College and Youth Outreach Conference
 - Nov. 17 - Summer Youth Program Fair at the Detroit Center

