

2015

# Building Community-Engagement Infrastructure at Warp Speed: Leveraging Enterprise Data and Partnerships

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# Building Community-Engagement Infrastructure at Warp Speed: Leveraging Enterprise Data and Partnerships

**Abstract**

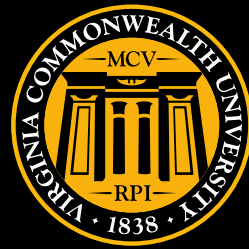
This was presented at the pre-conference workshop on November 16, 2015 at the annual meeting of IARSLCE in Boston, Massachusetts.

**Keywords**

enterprise data, partnerships, community engagement, infrastructure, community-engaged research, vcu, virginia commonwealth university, engagement, community, civic engagement

**Disciplines**

Higher Education



# VCU

VIRGINIA COMMONWEALTH UNIVERSITY

## Building Community-Engagement Infrastructure at Warp Speed: Leveraging Enterprise Data and Partnerships

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Kathleen Shaw, MBA, Vice Provost for Planning and Decision Support

Pre-Conference Workshop, Annual meeting of IRSLCE

Boston Massachusetts, November 16, 2015

# Agenda

- Welcome and Introductions
- State of the Field
- Strategies for Developing Infrastructure
- Lessons Learned

# Learning Goals

Through attending this workshop, participants will:

- Understand the national context grounding the use of this information
- Identify key data to collect on community engagement related activities and outcomes
- Identify university partners for collaboration
- Learn about strategies to use existing enterprise data collection mechanisms collect reliable and comprehensive data

Hello  
my name is

# We are a premier urban, public research university focused on academic success.



Established in  
**1838**



Located in  
**Richmond, Virginia**



More than  
**171,000**  
alumni worldwide



# About Richmond

- » Virginia's capital city
- » Home to six Fortune 500 companies
- » Growing innovation ecosystem
- » Thriving arts community





# The VCU population

- » 31,288 students
- » 100 countries represented in student population
- » 11,388 employees
- » 2,170 full-time instructional faculty



# Academic programs

**13** schools and  
one college

**222**

degree and  
certificate programs

**64** baccalaureate degree programs

**74** master's degree programs

**40** doctoral degree programs

**3** first-professional degree programs

**41** post-baccalaureate and  
post-master's certificate programs



31,163 students  
Very high research activity  
Community-engaged  
Located in Richmond, Virginia

# VIRGINIA COMMONWEALTH UNIVERSITY

## STRATEGIC PLAN: QUEST FOR DISTINCTION

### Theme I

Become a leader among national research universities in providing all students with high-quality learning/living experiences focused on inquiry, discovery and innovation in a global environment.

### Theme II

Attain distinction as a fully integrated urban, public research university through contributions in human health, research, scholarship and creative expression that advance knowledge and enhance the quality of life.

### Theme III

Become a national model for community engagement and regional impact.



## **Mission**

The VCU Division of Community Engagement mobilizes university-community partnerships that generate innovative solutions to societal challenges and prepares the engaged citizens of tomorrow.

## **Vision**

*VCU is a community of engaged citizens, working together, changing lives.*



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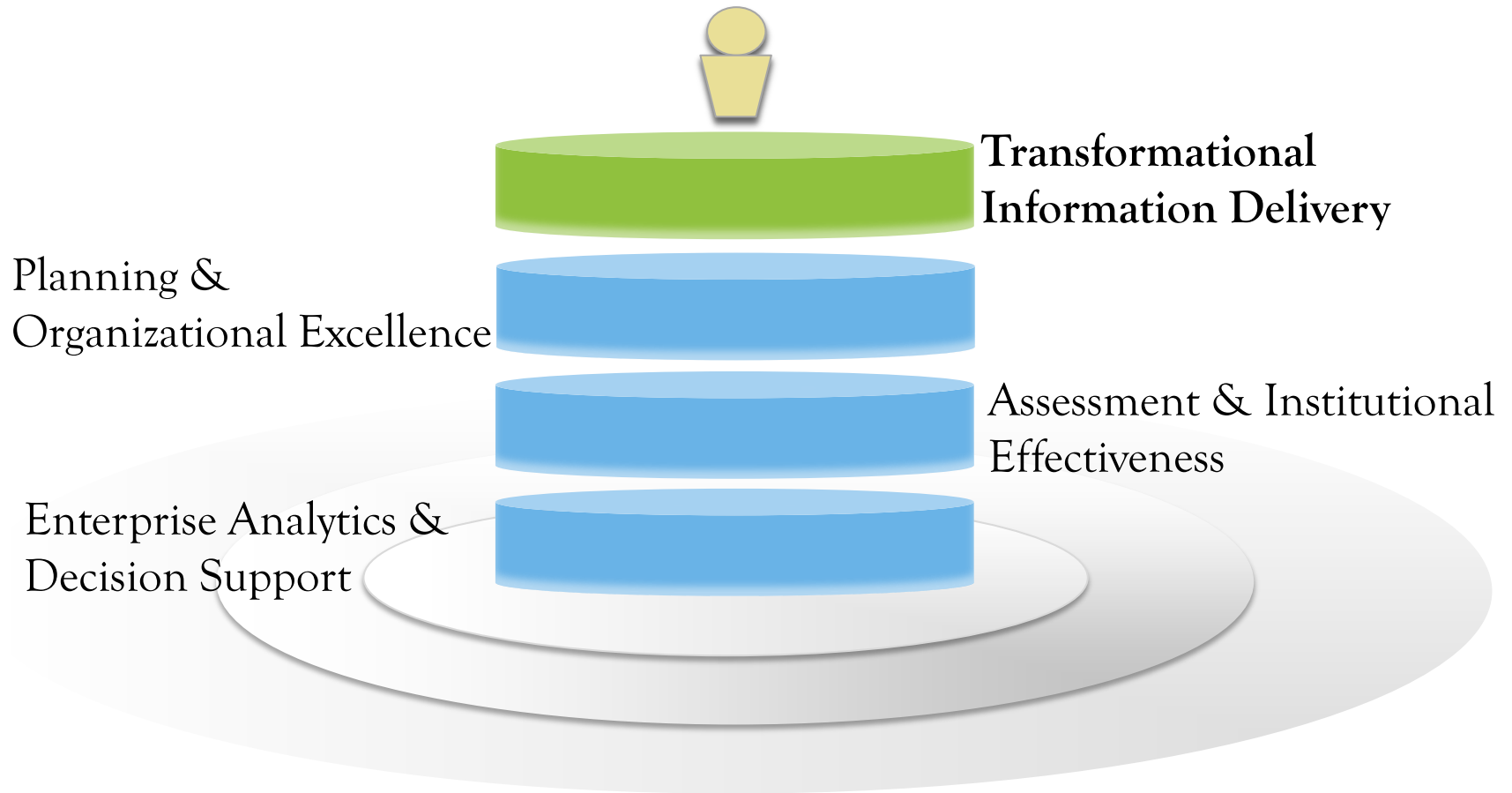
Office of the Provost

Division of  
Community Engagement

[www.community.vcu.edu](http://www.community.vcu.edu)

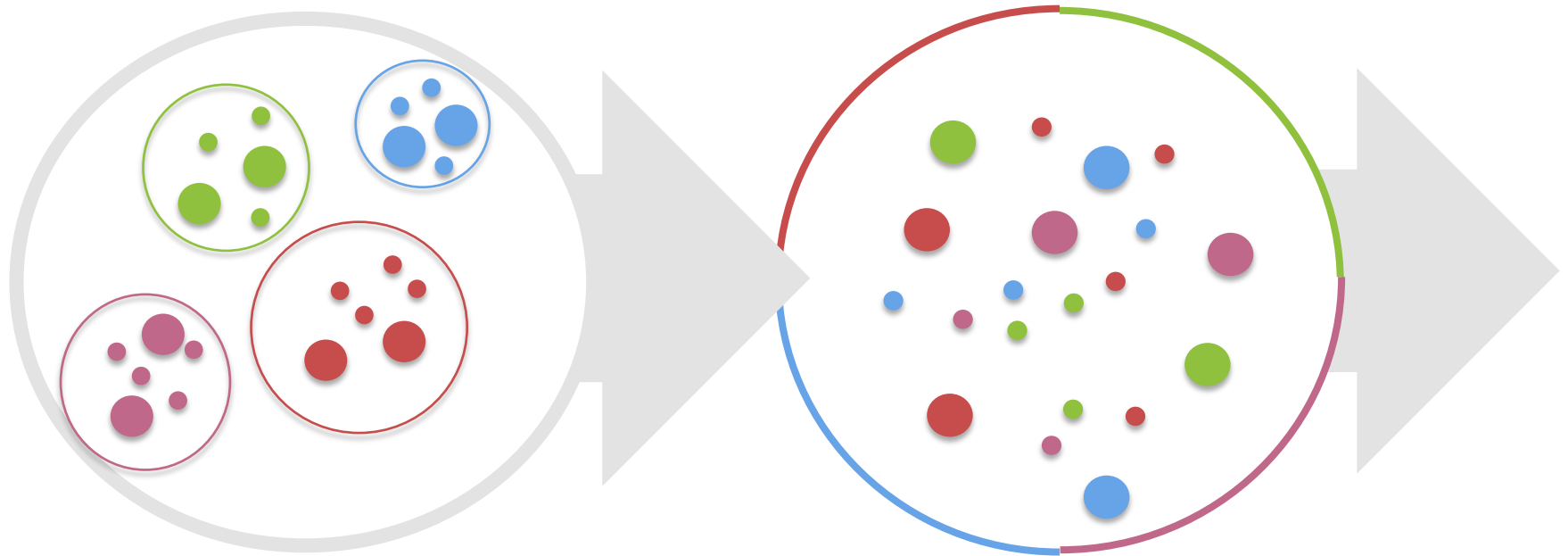
# **Division of Community Engagement**

# Integrated Planning & Decision Support



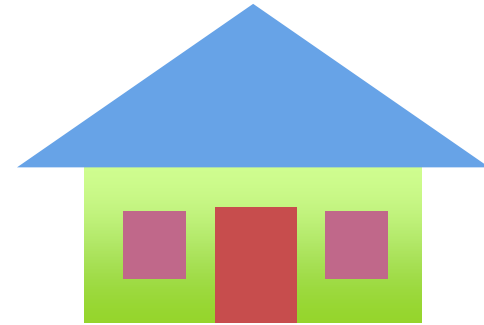
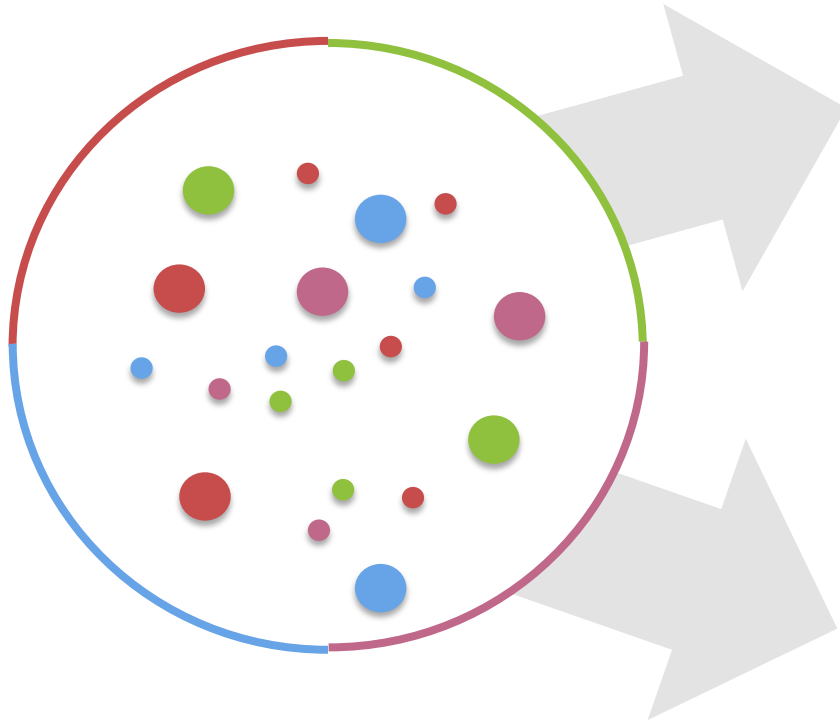
More on Institutional Research

# Integrated Information Delivery

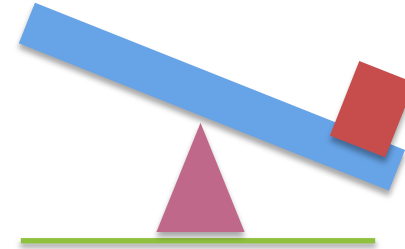


Adapted from 2Tevolutions and Educause 2015

# Data Optimized



Seeing the whole picture



Leveraging data for informed  
planning and decision support

# Why do (we) need institutional data on community engagement activities and impact?



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# State of the Field

- Agree there is a need for this kind of data
- No consistent measures
- No ONE way to collect the information
- Largely focused on understanding the landscape

# Carnegie Community-Engagement Classification



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# President's Honor Roll



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An aerial photograph of a city at dusk or dawn. The sky is a mix of blue and orange. In the center, a tall building with a spire is prominent. The city lights are visible, and a road with traffic is in the foreground. The text is overlaid on this image.

**Anchor institutions** are defined as,  
“place-based entities such as universities  
and hospitals that are tied to their  
surroundings by mission, invested capital,  
or relationships to customers, employees,  
and vendors”

(Dubb, McKinley, & Howard, 2013, p. v)



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What are you working on collecting?

What obstacles are you facing?

What is working?



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Make it real.

What needs to be collected?

Who else would like this information?

What systems are already in place?

What is the (operational) definition?

How can the information be gathered?

Who would be good partner(s)?



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Make it real.



# Find Internal Partners

- Who else has or wants this information?
- Who is collecting similar information?
- Who understands institutional data?
- How are they using data?
- Formal vs informal?



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# Who are potential partners?

- Institutional Research
- Student Affairs
- Office of Research
- Human Resources
- Libraries
- Development
- Academic Affairs
- Government Relations
- Public Affairs

And who else?



# Working with Institutional Research

- Who are they (you)?
- What do they (you) do?
- How can you help each other?

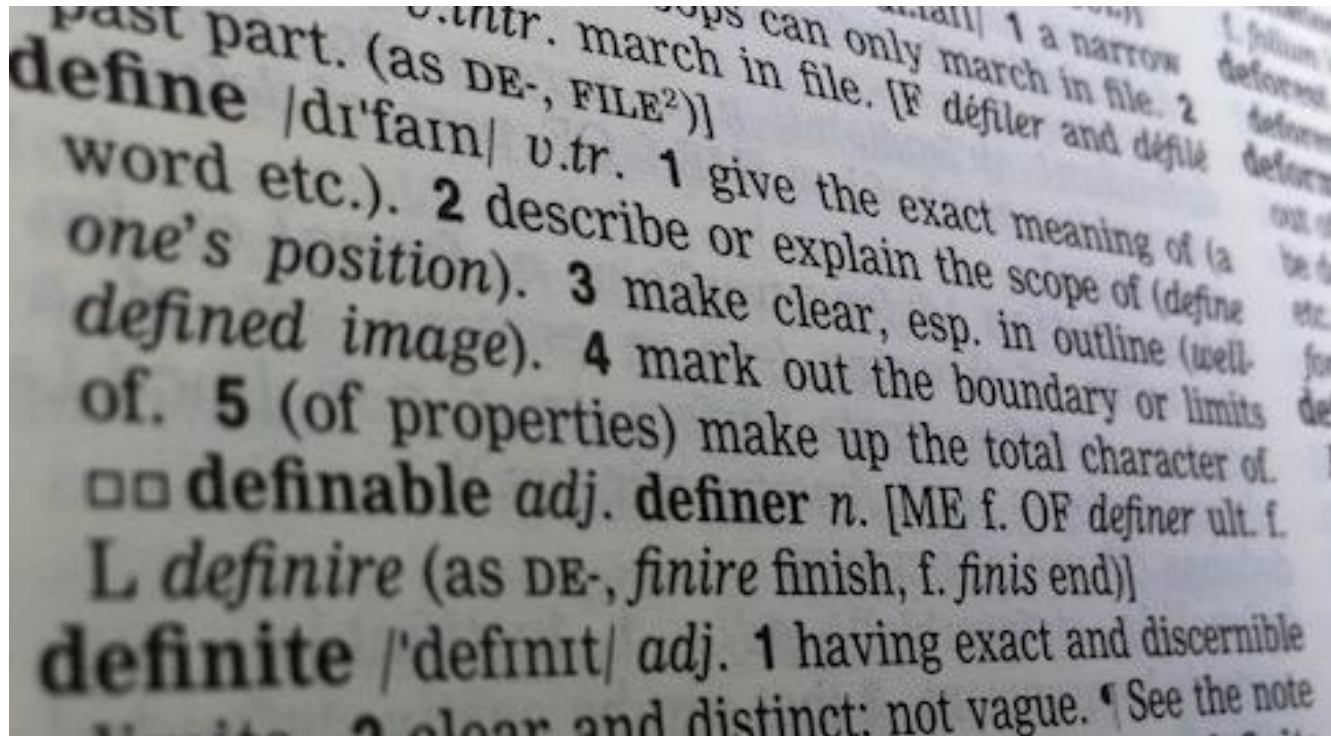
Keep in mind ...



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# Identify and define what you want to collect



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| Term                                | Definition   |
|-------------------------------------|--|
| Community                           | A group of people external to the campus who are affiliated by geographic proximity, special interest, similar situation or shared values. Communities may share characteristics such as age, ethnicity, gender, or sexual orientation.  |
| Partnership                         | Sustained collaboration between institutions of higher education and communities for the mutually beneficial exchange, exploration, and application of knowledge, information, and resources. Examples are research, capacity building, or economic development.   |
| Community Outreach                  | The application and provision of institutional resources, knowledge or services that directly benefits the community. Examples include music concerts, athletic events, student volunteers, public lectures, or health fairs.  |
| Community Engagement                | The collaboration between institutions of higher education and their larger communities for the mutually beneficial exchange of knowledge and resources in the context of partnership and reciprocity. It can involve partnerships and coalitions that help mobilize resources and influence systems and serve as catalysts for initiating and/or changing policies, programs, and practices.            |
| Community-Engaged Scholarship       | The creation and dissemination of knowledge and creative expression in furtherance of the mission and goals of the university and in collaboration with the community. Community-engaged scholarship (CES) addresses community needs through research, teaching and service in a mutually beneficial partnership. The quality and impact of CES are determined by academic peers and community partners. |
| Community-Engaged Service           | The application of one's professional expertise that addresses a community-identified need and supports the goals and mission of the university and the community. Community-engaged service may entail the delivery of expertise, resources and services to the community.  |
| Community-Engaged Teaching/Learning | A pedagogical approach that connects students and faculty with activities that address community-identified needs through mutually beneficial partnerships that deepened students' academic and civic learning. Examples are service-learning courses or service-learning clinical practice.   |



# Identify Data Collection Mechanism(s)

## Considerations:

- Level of data collection and dissemination
- Existing vs new system
- Systematic vs episodic
- Quality and type of the infrastructure
- Resources

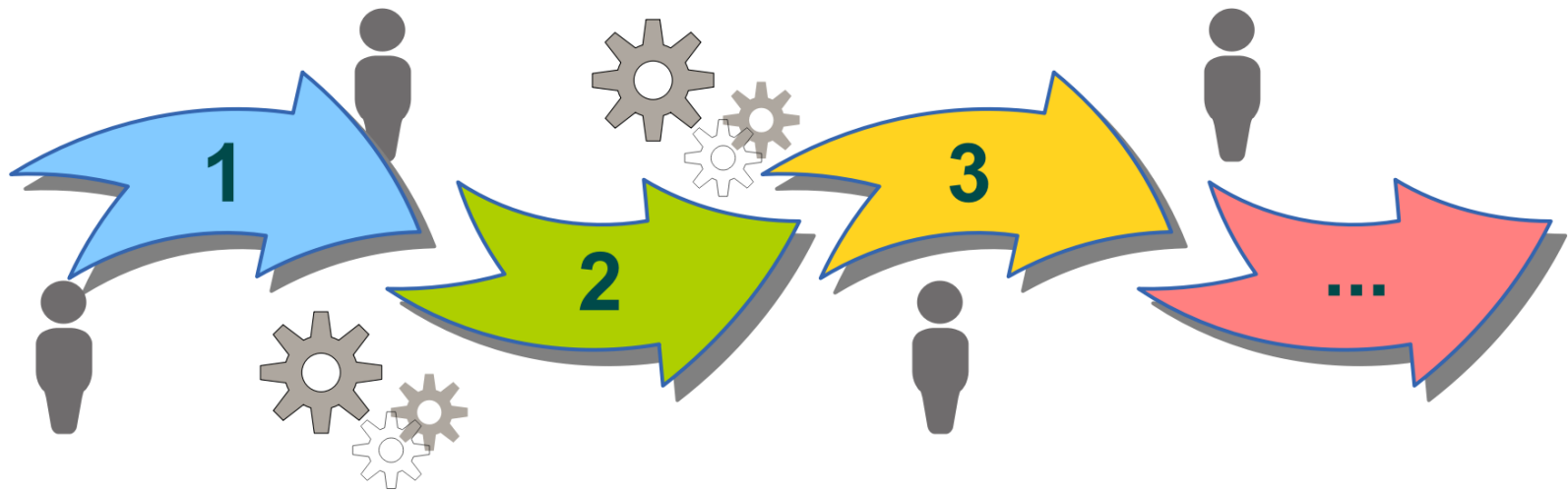
# Examples of Existing Data Collection Systems

- HR and student information systems (e.g. Banner)
- Institutional Review Board
- Sponsored Programs
- Human Resources
- Publications (Web of Science, PubMed)
- Faculty reporting
- Internships

# CE Data Collected at VCU

- Service-Learning
- Community-Engaged Research (CEnR)
- Student Community Service
- Faculty/Staff Community Service
- University-Community partnerships
- Impact as an anchor

# Service Learning: Partners and Process



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# Operational Definitions

## Community-Engaged Teaching/Learning

A pedagogical approach that connects students and faculty with activities that address community-identified needs through mutually beneficial partnerships that deepened students' academic and civic learning. Examples are service-learning courses or service-learning clinical practice.

## Service Learning

Approved service-learning courses, which meet following requirements:

- 20 hours of student service
- Service meets community-identified need
- Student reflection connects service & learning



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# Service-Learning

|                                |                   |                             |        |
|--------------------------------|-------------------|-----------------------------|--------|
| <b>Data collection tool(s)</b> | Web-based Report* | <b>Centralized database</b> | Banner |
|--------------------------------|-------------------|-----------------------------|--------|

**VCU definition**

An intentional teaching strategy that engages students in organized service activities and guided reflection

**Operationalized as**

Approved service-learning courses , which meet following requirements:

- 20 hours of student service
- Service meets community-identified need
- Student reflection connects service & learning

Course syllabi reviewed & approved by DCE. Once approved, course is tagged as “SRV LRN” in Banner.

**Data collected**

- Enrollment figures (# of courses, faculty, students, service hours)
- Data filtered by unit
- Faculty & student demographics available

*\*Student & faculty surveys to assess impact.*



# Service-Learning Continued

|                             |                |                             |    |
|-----------------------------|----------------|-----------------------------|----|
| <b>Data collection tool</b> | Student Survey | <b>Centralized database</b> | No |
|-----------------------------|----------------|-----------------------------|----|

## Data collected

- Process Outcomes
- Reflection activities
  - Integration of service

- Learning Outcomes
- Cultural diversity
  - Civic engagement

- Behavioral outcomes
- Intention to continue serving @ partner site

|                             |                   |                             |    |
|-----------------------------|-------------------|-----------------------------|----|
| <b>Data collection tool</b> | Instructor Survey | <b>Centralized database</b> | No |
|-----------------------------|-------------------|-----------------------------|----|

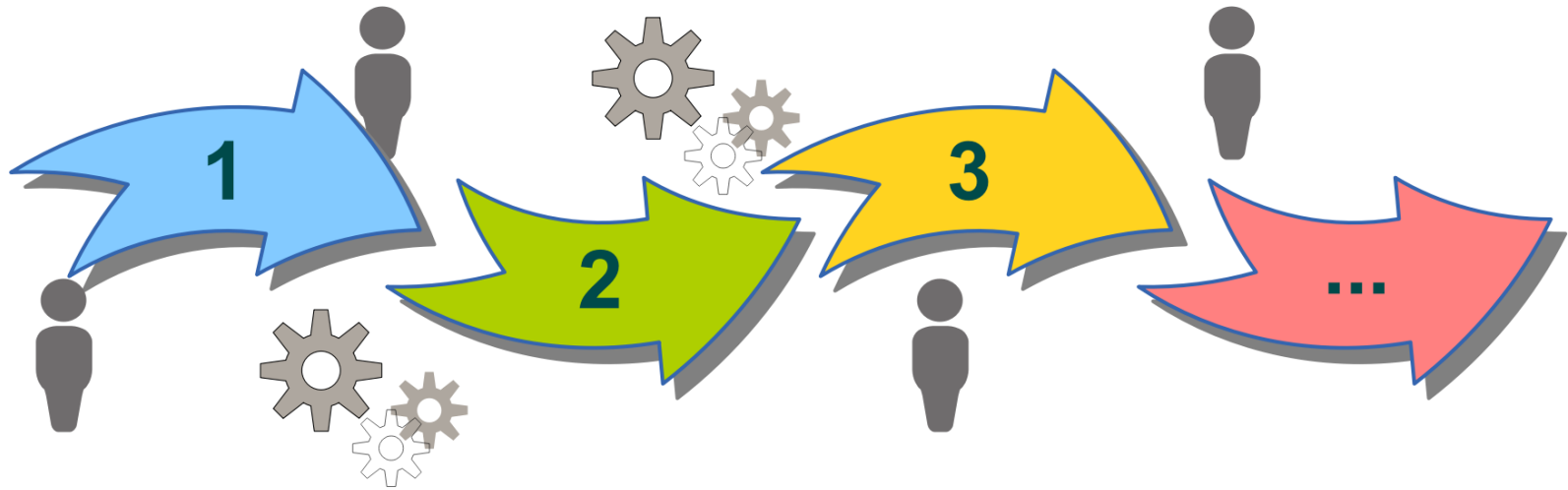
## Data collected

- Supportive Climate
- President & Provost
  - Dean
  - Department chair
  - Colleagues
  - Students

- Process Outcomes
- Use of various supports provided by DCE
  - Helpfulness of used supports

- Impact on
- Scholarship
  - Teaching skills
  - Research innovation
  - Job satisfaction
  - Sense of community

# CEnR: Partners and Process



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# Community-Engaged Research

A collaborative process between the researcher and community partner that creates and disseminates knowledge and creative expression with the goal of contributing to the discipline and strengthening the well-being of the community. CEnR identifies the assets of all stakeholders and incorporates them in the design and conduct of the different phases of the research process.

## Operational Definition

Approved human-subjects IRB protocols with at least one community partner\* involved in the proposed study?

\*A community partner is an individual or organization that is not affiliated with VCU or VCU Health Systems (e.g. VA Health Systems, a non profit or NGO, a business) but who is engaged with VCU or VCU Health Systems in this proposed study.

# Name and Location of Partner

Please provide the following details about each community partner. If there are more than 5 community partners, please provide the following information on the 5 most significant community partners. If a community partner is a collaboration of multiple partners, please indicate the name of the larger collaboration and the zip code or country of the location where the majority of the research is taking place.

- Name of the organization
- Zip code or Country of the organization

# Role of Community Partner

Which of the three statements below best describes the role of the community partner in the study?

- **Access:** Community partners only provide access to study subjects or project sites. They are not involved with study design, subject recruitment, data collection, or data analysis.
- **Guidance:** Community partners do not make decisions about the study design or conduct, but provide guidance to the researcher about the study design, subject recruitment, data collection, or data analysis.
- **Decision-making:** Community partners make decisions with the researcher(s) about the study's research activities and/or help conduct those activities (i.e. study design, subject recruitment, data collection, and/or data analysis).

Adapted from Khodyakov, D., Stockdale, S., Jones, A., Mango, J., Jones, F., & Lizaolua, E. (2012). On measuring community participation in research. *Health Education & Behavior*, 40(3), 346-354.

# Community-Engaged Research (CEnR)

|                                |              |                             |              |
|--------------------------------|--------------|-----------------------------|--------------|
| <b>Data collection tool(s)</b> | IRB protocol | <b>Centralized database</b> | IRB database |
|--------------------------------|--------------|-----------------------------|--------------|

## VCU definition

A collaborative process between the researcher and community partner that creates and disseminates knowledge and creative expression with the goal of contributing to the discipline and strengthening the well-being of the community

## Operationalized as

Approved human subjects research IRB protocols that indicate the involvement of a community partner

## Data collected

- |   |   |  |
|---|---|--|
| <ul style="list-style-type: none"> <li>• # of CEnR IRB protocols</li> <li>• # of partners involved</li> </ul> | <p>Data filtered by:</p> <ul style="list-style-type: none"> <li>• Unit</li> <li>• Engagement levels (access, guidance, &amp; decision)</li> </ul> | <ul style="list-style-type: none"> <li>• Partner demographics (Name &amp; address)</li> <li>• # of CEnR IRB protocols that had external funding</li> </ul> |
|---|---|--|



# 12 Month Employee Community Service

|                                |                           |                             |                 |
|--------------------------------|---------------------------|-----------------------------|-----------------|
| <b>Data collection tool(s)</b> | Electronic leave requests | <b>Centralized database</b> | Human Resources |
|--------------------------------|---------------------------|-----------------------------|-----------------|

Employee community service is reported and collected in accordance with Virginia's state policy "School Assistance and Volunteer Service Leave" known as "Community Service Leave" (CSL) at VCU.

## **Operationalized as**

Approved community service leave. 12 month employees can use up to 16 hours in paid leave annually to volunteer at:

- Organizations & schools within or outside their communities
- Organizations must engage in meeting human, educational, environmental, or public safety needs

Supervisors must approve CSL requests before granted. Part-time 12-month faculty and part-time staff have pro-rated CLS hours.

## **Data collected**

- # of Employees
- # of Hours



With whom are you or could you partner?

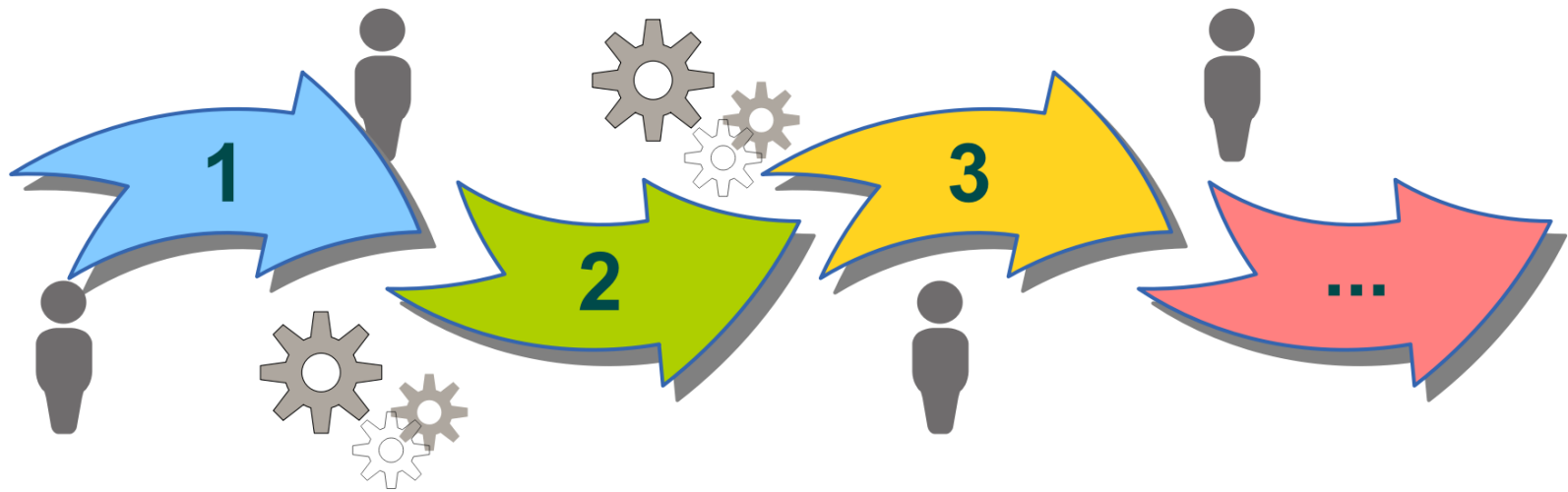
What data collection mechanisms are you or could you use?

What is working?



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# Student Community Service: Partners and Process



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# Student Community Service

|                                |                |                             |                          |
|--------------------------------|----------------|-----------------------------|--------------------------|
| <b>Data collection tool(s)</b> | Email requests | <b>Centralized database</b> | RamServe in development* |
|--------------------------------|----------------|-----------------------------|--------------------------|

**US President's Higher Education Community Service Honor Roll definition**

Activities designed to improve the quality of life of off-campus community residents, particularly low-income individuals

**Operationalized as**

Following activities are included as student community service:

- Service-learning
- Co-curricular activities
- Internships (unpaid & paid)
- AmeriCorps
- General community service

**Data collected**

- # of Students
- # of Hours

**Data filtered by:**

- Service type (SL, internships, & general community service)

*\*RamServe is a mobile app that students can use to enter & track their service in real-time. Target rollout started Fall 2015.*

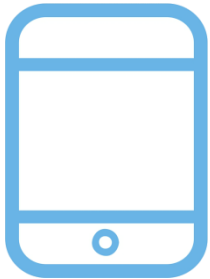




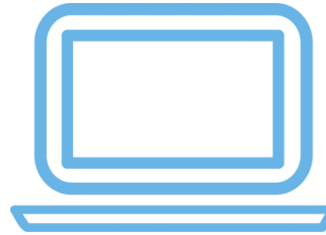
# What is RamServe?

**RamServe** is a mobile app where students can enter & track their community service.

## Fun & Simple to Use



- Register organizations in your Service Profile
- Enter hours in real-time



- View & download your service record
- Desktop version available

Getting Started is as Easy as 1-2-3

1

Download App

2

Set Up Service Profile

3

Enter hours as you go!



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# Components

## Service Profile

### Volunteer Organizations

- Community-based (i.e., nonprofits, schools, etc.)
- VCU Organizations (i.e., Ramsparntry)

### VCU Organizations

- Student orgs, academic programs

### Service-Learning Courses

## Enter Hours

- Hours & Date
- Org. Served
- Need Addressed
- Skill Provided
- Brief Description (*tweet*)
- Satisfaction rating
- VCU Org (*if app.*)
- VCU SL course (*If app.*)

## Personal Tracking

- Set Personal Goals
- Download report
- Co-Curricular Transcript (automatic)

# Community-University Partnerships

|                                |             |                             |                 |
|--------------------------------|-------------|-----------------------------|-----------------|
| <b>Data collection tool(s)</b> | Unit Survey | <b>Centralized database</b> | Partnership Map |
|--------------------------------|-------------|-----------------------------|-----------------|

## VCU definition

A sustained collaboration between institutions of higher education and communities for the mutually beneficial exchange, exploration, and application of knowledge, information, and resources (VCU).

## Operational as

Partnerships must be between:

- A VCU employee or unit and an external organization
- Activity supports teaching, research, service, and/or patient care
- Currently active
- Has been active for at least 2 years

## Data collected

# of partnerships & their

- # of units
- # of faculty/staff
- # students
- # of partners

Data filtered by

- Unit
- Partnership activity  
(teaching, research,  
service, patient care )

Data filtered by

- Geographic reach
- Focus area  
(standardized list –  
economic development,  
education, etc.)



# VCU

Make it real.



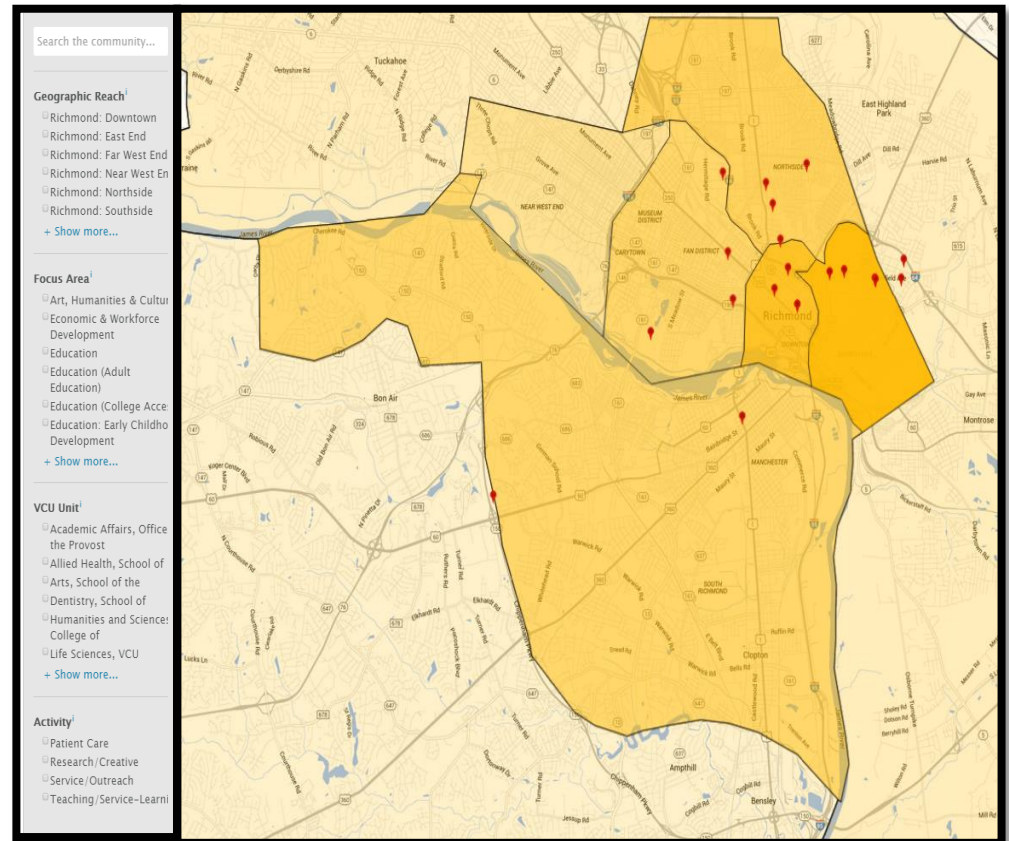
# Share the Data

- Who is the audience?
- Who can help you share the data?
- What format is needed?



# Partnership Map

- Connect
- Coordinate
- Collaborate
- Identify areas of opportunity



# Focus Areas

**Arts, Humanities & Culture**

**Criminal Justice & Public Safety**

**Early Childhood Development**

**Economic & Workforce Development**

**Education**

**Education: School-based (pk-12)**

**Education: Out-of-school Time**

**Education: College Access & Readiness**

**Education: Adult Education**

**Environment & Sustainability**

**Equity, Diversity & Inclusion**

**Food Access & Nutrition**

**Health & Wellness**

**Homelessness & Housing**

**Immigrant & Refugee Populations**

**Injury & Violence Prevention**

**Older Adults/Aging**

**Public Policy, Government & Nonprofit Sector**

**Urban Planning & Community Development**

**Veterans**

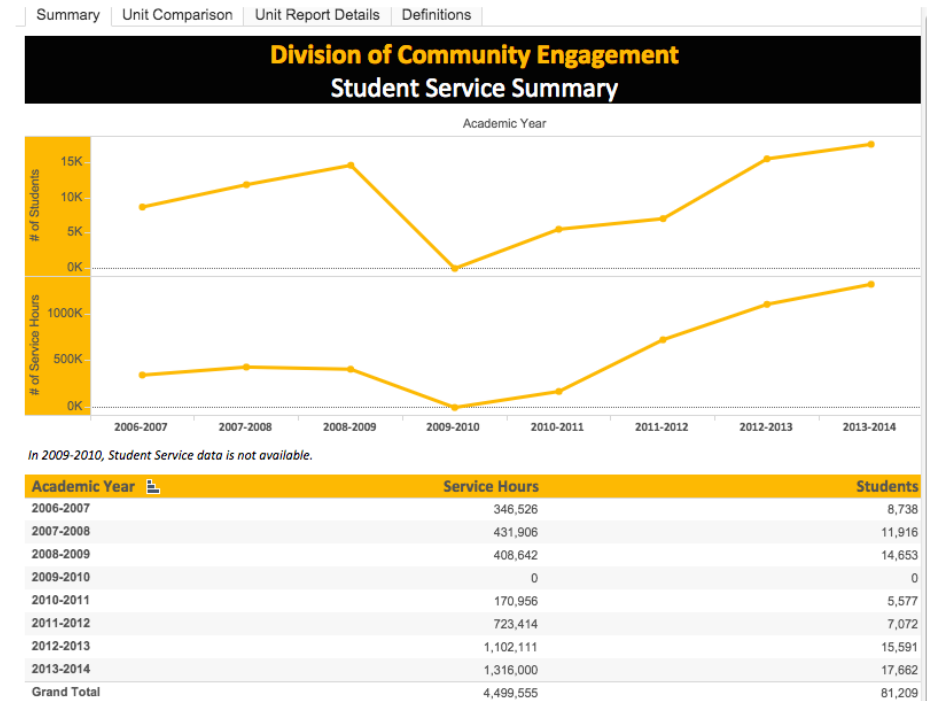


# Data Dashboard

## University-wide data

- Service-learning
- Student service
- CEnR

### Student Service Hours



Prepared by VCU Decision Support Systems for the Division of Community Engagement  
engage@vcu.edu



Who would be interested in the data you are collecting?

How can you use the data to inform decision-making?

How can you use the data to tell your story?



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# Ensure Data Quality

- Universal definitions
- Data governance structure
- Systems integration
- Communications and training
- Compliance



# Incorporate Community Partner Perspective



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# Community Engagement Data Joint Task Force

To guide & assist with the continued development of data infrastructure to track and assess impact of VCU's community engagement activities on students, faculty & staff, and community partners.

# Member Roles & Responsibilities

## Assistance & Guidance

To have relevant expertise to provide guidance.

Expertise can include:

- Administrative & technical knowledge about current/potential data mechanisms
- Community engagement knowledge and experience

## Process Improvement

To assist in **evaluating** and improving data collection processes.

Includes, but not limited to:

- Evaluation of existing mechanisms
- Operationalization of terms
- Identify key data points
- Identify key units & existing mechanisms

## Feasibility & Prioritizing

- To assist in **assessing the feasibility** of proposed data collection efforts
- To provide guidance in identifying and **prioritizing future efforts**



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# Lessons Learned

Recite

made with ♥ @ Recite.com

Thanks UNC  
Greensboro!

*is the*  
JUICE *worth the*  
S  UEEZE?



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# 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



# Resources

Holton, V. & Jettner, J.F. (2015). *Measuring & Monitoring Impact of Community Engagement: A Brief Review of Existing and Planned Systematic Data Collection Mechanisms: 2015 Report*. Virginia Commonwealth University, Richmond, VA. [http://scholarscompass.vcu.edu/community\\_resources/34/](http://scholarscompass.vcu.edu/community_resources/34/)

Holton, V. & Jettner, J.F., Shaw, K. (2015). *Exploring the Use of a Pilot Anchor Framework to Measure VCU's Impact on the Region*. Virginia Commonwealth University, Richmond, VA. [http://scholarscompass.vcu.edu/community\\_resources/28/](http://scholarscompass.vcu.edu/community_resources/28/)

Holton, V. & Jettner, J.F. (2015). *Identifying Regional Priorities and Opportunities*. Virginia Commonwealth University, Richmond, VA. [http://scholarscompass.vcu.edu/community\\_resources/27/](http://scholarscompass.vcu.edu/community_resources/27/)

Resler, M. (2015). *To What End? How We Put Your Engagement Data to Work*. Virginia Commonwealth University, Richmond, VA. [http://scholarscompass.vcu.edu/community\\_resources/29/](http://scholarscompass.vcu.edu/community_resources/29/)

VCU Partnership Map <http://communitynetwork.vcu.edu/partnerMap>

VCU Data Dashboard (temporary) <https://public.tableau.com/s/profile/vcu.decision.support.systems#!/>



Questions?

Comments?

Suggestions?



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# Community-Engaged Scholarship

## Defining

- Scholarship on CE
- Scholarship produced from CE methods/activities

## To identify articles

- Library databases
- Search by VCU
- Query keywords

### Keywords

“Community Engaged Research” or “CEnR”  
“Community-Based Participatory Research”  
or “CBPR”  
“Participatory Action Research” or “PAR”  
“Action Research” or “AR”  
“Community Based”  
“Service Learning”  
“Patient Centered”  
“Translational Science”  
“Community Engagement”  
“Civic Engagement”