June 25, 2010  

Public Affairs Workgroup (PAWG) Update

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Notes/Observations from SWOT analysis:

- Faculty Senate has developed goals and suggested outcomes but no definitions. There is a lack of awareness on campus about the goals and outcomes. Greater awareness is needed. The committee believes definitions will help. APWG has asked for operational definitions.
- There are between 63-81 institutions across the country with a “public affairs” mission of some sort. Examples include Kennesaw State, University of Illinois, Boise State University, and The Clinton School of Public Service at Little Rock. Interactions with such institutions may be useful. i.e. MSU has been asked to be part of a consortium of schools looking at ethical leadership from among this group.
- Student representatives pointed out that students believe the mission is lacking in the general education classes. APWG is recommending possible review of General Education. This committee concurs.
- Community members were surprised about all we do. They had not equated some of the activities with Missouri State. They did not realize how “touched” they have been by our mission because we don’t “blow our own horn” adequately.
- The question of the day is “how are we different because of our mission?”

Critical Decision Items:

- How can the university most effectively market and communicate its Public Affairs Mission to prospective students and other constituents? How can faculty and staff be best encouraged to embrace and commit to the Public Affairs Mission?
  - Adopt operational definitions of the three pillars (take advantage of existing definitions by AAC&U, AASCU, ADP—see Appendix 3)
  - Develop marketing for mission both internally and externally
    - Continue to develop New Faculty Orientation Public Affairs sessions
    - Invite new faculty to extended orientation opportunities related to PA
    - Reinstate the Public Affairs journal to provide a venue for public scholarship
    - Create a Public Affairs yearly report and/or Showcase to demonstrate the breadth of our PA commitment to internal and external audiences
    - Review PA aspects of recruitment materials to ensure Public Affairs clarity. Recruiting efforts may be amended to include distinctive mission message
    - Use new branding statement “Follow your Passion; Find Your Place” to promote the PA mission
    - Permeate the campus with the same message relative to the mission, so it is universal
  - Create a culture that supports and honors the mission
    - Encourage faculty and staff to wear PA yearly theme buttons
    - Encourage faculty, staff, and students to participate in PA events like convocation series, PA Week, and PA conference
    - Encourage faculty to participate in service learning, Study Away, and leadership programs for our students
    - Increase publicity of PA awards
    - Consider PA commitment in hiring process
    - Align faculty rewards, i.e. merit, tenure and promotion with PA scholarship and service
      - Consider differentiated faculty assignments with three areas of focus: research, teaching excellence, service (teaching loads vary accordingly)
Consider differentiated service: committee work on campus or putting expertise/skills to work for community organization

- Establish PA ambassadors in departments to ensure communication about mission and faculty/student accomplishments related to it
- Increase external marketing focus on PA activities
- Highlight faculty, students, and staff who are engaged in the mission—beyond just PA website
- Review General Education to align with PA mission where appropriate
- Create stronger connection to West Plains
- Created alumni awards for PA contributions to the community

How can the University measure the effects of implementing the Public Affairs Mission on student learning and achievement?

- Connect knowledge acquisition to public affairs issues (i.e., issues outlined in 7 Revolutions—Appendix 3)
- Recognize Learning Objectives already developed by the PA Subcommittee of the Faculty Senate
- Adopt Public Affairs Assessment scale developed by Drs. Levesque-Bristol and Cornelius-White as one assessment tool (developed while Provost Fellows for Teaching and Learning)
- Examine other possible assessment tools working through the new assessment area within the Faculty Center for Teaching and Learning
- Implement and monitor the co-curricular transcript
- Involve faculty more in co-curricular aspects of campus (particularly those related to the PA mission). This will also enhance student retention and success
- Complete plans for PA Distinction (Office of Student Engagement)
Appendix 1: Public Affairs History

History of Public Affairs Mission: At the urging and with the enthusiastic support of President John H. Keiser, in June of 1995, Governor Mel Carnahan signed into law Senate Bill 340 giving Missouri State University a statewide mission of Public Affairs. The adoption of the statewide mission of Public Affairs preceded our name change from Southwest Missouri State University to Missouri State University which came in 2005. A clearer articulation of the mission has developed in the last few years, culminating in an action from the Faculty Senate last spring in which the following goals were adopted for each of the three areas:

1) Ethical Leadership
   Goal: Students will articulate their value systems, act ethically within the context of a democratic society, and demonstrate engaged and principled leadership.

2) Cultural Competence
   Goal: Students will recognize and respect multiple perspectives and cultures.

3) Community Engagement
   Goal: Students will recognize the importance of contributing their knowledge and experiences to their own community and the broader society.
   Goal: Students will recognize the importance of scientific principles in the generation of sound public policy

Recommendations on Public Affairs Learning Objectives from Faculty Senate Public Affairs Subcommittee (Spring 2009)

Ethical Leadership:

- Students will demonstrate a clear sense of the purpose of leadership, the ethical dimensions of leadership, and the relationship between leaders and followers in a free society.
- Students will translate leadership concepts, theories, and models into practice in solving problems and facilitating change.
- Students will understand the impact of individual differences and different situations in the practice of leadership.
- Students will demonstrate the ability to think critically, to analyze complex and diverse concepts, and to use reasoning, judgment, and imagination to create new possibilities in leadership situations.
- Students will articulate a vision to others in an authentic and convincing way that animates and motivates them to address issues within their own communities or organizations.
- Students will recognize other people’s talents and utilize them in accomplishing a shared agenda and in facilitating change.

Cultural Competence:

- Students will effectively examine the relationships between their own cultural background and social identities and their belief systems.
- Students will demonstrate a clear sense of their own identity in relation to social justice.
- Students will recognize the ways in which history, geography, language, religion, and culture have contributed to the complexity and diversity of contemporary global society.
- Students will recognize and differentiate among diverse worldviews and will understand the ways in which those views have been expressed in speech, writing, action, and the arts.
- Students will interact effectively and respectfully with people from diverse backgrounds and cultures and will be able to work through conflicts with civility.
Community Engagement:

- Students will apply academic and disciplinary knowledge and personal experiences to address societal problems.
- Students will recognize their capacity to lead in community or work settings.
- Students will engage in activities directly benefiting either the University community or the civic community.
- Students will identify the rights and responsibilities of citizenship in a democratic society.
Appendix 2: Current Public Affairs Activities:
(This list is in no way exhaustive.)

Public Affairs Academy: Select High School Students from Missouri spend a week on campus learning about the three pillars of PA and developing PA projects to implement in their communities.

Public Affairs Mission embedded in Admissions and SOAR (orientation) materials.

PA Mission reviewed at SOAR. Printed materials include PA student profiles.

PA Mission presented to faculty at New Faculty Orientation in August.

Freshman Convocation: PA theme for the year introduced. Speaker related to theme.

GEP 101 (freshman seminar) is a two-credit hour course with one hour devoted to Public Affairs. Course includes a Common Reader related to the yearly PA theme. Extensive curricular and co-curricular materials have been developed for the reader. All students will be invited to some of the events.

Highly developed service learning unit (CASL—Citizenship and Service Learning): 2,039 MSU students participated in Service Learning in the 2009-10 academic year, completing 52,052 hours of public service.

International Center consists of the English Language Institute (intensive English program), International Student Services, and Study Away (all areas are experiencing growth). Cultural competence activities like International Week, English Corner, Language for Fun, and International Day at the State Capital are planned through this office. The International Center is also responsible for recruiting international students for the ELI and for MSU.

Leadership programs established through the Office of Student Engagement. (Commerce Bank Emerging Leaders Centennial Leaders, Network Mentoring Program)

Public Affairs Week: Student-led week of activities related to the yearly theme. Example of activities: Recognition of Constitution Day, Oxfam Hunger Banquet, fund raising/food and clothing drives, volunteer fairs.

Public Affairs Convocation Speaker Series (fall and spring speakers—spring 2010 speaker Dr. Muhammad Yunus, 2006 Nobel Peace Prize Winner; fall 2010 speaker Blake Mycoskie, CEO and founder of TOMS Shoes).

Public Affairs Conference: focus on yearly theme; led by Provost Fellow for Public Affairs selected from the faculty; national and international conference speakers selected from multiple disciplines by committee made up of faculty, staff, students, and community members.

Public Affairs Curricular Workshops (began in summer 2009) to help faculty see how to integrate the mission into the curriculum and to expose them to PA co-curricular activities (hosted by COAL).

Public Affairs Excellence in Community Service Awards (2 faculty and 2 staff selected yearly).

Public Affairs grants awarded yearly—open to faculty, student, and staff.

Public Affairs Professorship to honor faculty with significant community involvement in Public Affairs issues/initiatives (3 Professorships with staggered, 3-year terms).

New initiatives: Public Affairs intensive experience required of each graduate (implemented within the major):
Public Affairs Distinction (co-curricular distinction): Application for Carnegie Distinction for Community Engagement
Appendix 3: Relevant Resources:

1) Missouri State Public Affairs Support
   http://publicaffairs.missouristate.edu

2) CASL (Citizenship and Service Learning) Yearly Report
   http://www.missouristate.edu/casl/12405.htm

3) Missouri State Faculty Handbook
   http://www.missouristate.edu/assets/facultyhandbook/FacultyHandbook.pdf

4) AAC&U’s Core Commitments: Educating Students for Personal and Social Responsibility:
   http://www.aacu.org/core_commitments/dimensions.cfm

(There seemed to be general approval of and positive reaction to this document.)

5) One list of civically (or community) engaged research universities is found at the end of this blog:
   http://Blog.lib.umn.edu/victor/publicengagement/2007/03/

6) Imagining America
   http://www.imaginingamerica.org/

7) American Democracy Project
   http://www.aascu.org/programs/adp/about.htm

8) Global Strategy Institute—7 Revolutions (Issues match our PA Conference themes)

SEVEN REVOLUTIONS is a project led by the Global Strategy Institute at the Center for Strategic and International Studies (CSIS) to identify and analyze the key policy challenges that policymakers, business figures, and other leaders will face out to the year 2025. It is an effort to promote strategic thinking on the long-term trends that too few leaders take the time to consider.

In exploring the world of 2025, we have identified seven areas of change we expect to be most “revolutionary”:

1. Population
2. Resource management and environmental stewardship
3. Technological innovation and diffusion
4. The development and dissemination of information and knowledge
5. Economic integration
6. The nature and mode of conflict
7. The challenge of governance

Each of these seven forces embodies both opportunity and risk in the years ahead. Together, they will transform the way we live and interact with one another. That is why we call them the “Seven Revolutions.”

CSIS Global Strategy Institute