



MINNESOTA STATE UNIVERSITY
MOORHEAD®

Campus Compact-Civic Action Plan

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Campus Compact Workgroup Members

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Minnesota State University Moorhead

Vision/Mission

Minnesota State University Moorhead will connect our overarching vision for institutional structural, cultural and policy change that will enable the college/university to fully achieve its public serving mission and commitments embedded in our university strategic anchors.

Strategy 1

We will focus relentlessly on student achievement and students' return on their investment.

Strategy 1 involves engaging students with the community in educationally purposeful ways. Our outcomes specifically tie to this strategy with a focus on students in learning communities participating in service during their first year at MSUM. We also expect 75% of our students to engage in at least one community service activity during their time at MSUM.

Strategy 2

We will create a campus community that is diverse, inclusive, globally aware, and just.

Factors in this strategy specifically involve creating a campus culture that values and celebrates diversity of ideas, perspectives and people. We intend to provide specific training and support to faculty, through a fellowship program, who will include service learning as part of their curriculum for at least two semesters. The faculty fellows will meet to discuss pedagogy, celebrate successes and learn from missteps over the course of an academic year. Those faculty who wish to continue as part of the program can then serve as mentors to a new cohort.

In addition, the university will encourage and support faculty and staff that want to integrate service learning and community engagement into their work with students. The Community Outreach and Engagement Committee will work to provide professional development opportunities for faculty and staff to share their work in a train the trainer model that will ultimately help create a stronger culture of community engagement at MSUM.

Strategy 3

We will be indispensable to the social, cultural, and economic advancement of Moorhead and the surrounding communities.

A specific focus in this strategy is to enrich the community through academic, athletic, arts, service and leadership. Three of our outcomes tie specifically to this strategy through funding a position, partnering with United Way for the annual Day of Caring and with an annual food and toiletries drive during Homecoming.

We are specifically committed to working on civic engagement that increases student engagement and retention. We are working to audit the campus community to gather baseline data related to current

civic engagement projects and initiatives. We are also working on more collaboration and coordination of the civic engagement opportunities occurring across the campus. We want to improve communication related to MSUM's connection to the community and civic engagement. We specifically want to highlight more stories in our marketing tools and website related to the current service-taking place across campus and in the community.

We plan to collaborate with the United Way, Charism and key community stakeholders to increase our involvement, and raise the profile of the Day of Caring initiatives happening in the Moorhead-Fargo area. We are also committed to building on our tradition of including a service project for each Homecoming. Finally, we would like to grow our involvement in the annual spring Big Event. We plan to continue involvement in smaller initiatives, but we would like have three large high profile service events each year.

Approach

Minnesota State University Moorhead has been committed to engaging with our community dating back to when and why the university was founded. Our beginnings date back to being a Normal School in the late 1800's. From the very beginning the schools overarching mission was to serve the region. Tuition was free to all students promising to teach two years in Minnesota following their education. In 1921 in an effort to help satisfy the need for High School teachers in northwest Minnesota, we began to offer a four-year Bachelor of Science in Education. During World War II, the college continued to serve both the region and the nation by working with the Army Air Corps to train Aviation Students. Then in 1968 the university continued to lead in serving the region by creating Project E –Quality which has the mission was to actively seek minority students. Today MSUM continues to be indispensable to the community. Projects include but not limited to assisting tax returns, clothes drives, working with homeless children, food drives and working with various nonprofits such as the United Way, Churches United, Prairie Public to name a few.

To continue to build on the rich history of civic engagement we plan to create a Full Time position titled Assistant Director for Community Outreach and Engagement. The newly hired person will be charged with the coordinating and building all current civic projects along with fostering the growth of new community civic engagement initiatives. Expected outcomes include but are not limited to: Seventy Five percent of all students will participate in at least one community engagement activity during their undergraduate experience, Every member of the learning community will engage in service in their first year of college, thirty five percent of the campus community will participate in the United Way Day of Caring.

The initial planning team is comprised of a five person cross-functional team that will initiate the beginning workings of the plan. Once the foundation is laid for the civic action plan, the original work group will then begin to branch out and recruit select individuals that will continue to grow and expand the campus engagement. The original five members of the task force include the Vice President of Enrollment Management & Student Affairs, Brenda Amenson-Hill, Director of the Faculty Development Center and Faculty Member Justin James, Assistant Director for Community Outreach and Engagement, Shireen Alemadi, Assistant Director of Campus Activities, Becky Boyle Jones and Deputy Athletic Director Chad Markuson. These key five individuals of this group represent large portions of the university and allow the ability to readily engage students, faculty and staff.

These stakeholders and the areas of campus they serve have a significant relationship with engaged students at MSUM. Along with the students the staff in these areas are also more inclined to be civically engaged. To support the growth of the needed infrastructure, the first step in the newly created position of Assistant Director for Community Outreach and Engagement is to locate their offices within the same office suite as student activities, and the leadership and organization offices. This will immediately create synergy with the current programming under these offices. The Vice President oversees these positions and operations, and will provide both budgetary resources as well as cultural support of the initiatives'. The other two members will also be the key conduits to both the Faculty and their current initiatives as well as the Athletic department that serves as the front porch of the university.

An audit of current activities will be used to track and capture the current levels of engagement. Over the coming year the office of Community Outreach will take shape and build both relationships on campus along with the Moorhead/Fargo communities and the Red River Region. An analysis of the program will not only include the current initiatives but will also will work to develop and learn the needs of the community. This will help develop a strong plan to continue the growth of MSUM's civic engagement.

Outcomes

Outcome	Type of Change	Commitment	Strategy	Measures	Indicator
75% of students will participate in at least one community engagement activity during their undergraduate experience	Culture	#2 - We prepare our students for lives of engaged citizenship, with the motivation and capacity to deliberate, act, and lead in pursuit of the public good	We will focus relentlessly on student achievement and students' return on their investment	Graduate survey will be created and administered; additional assessment measures will be used to gather information (MSL, MapWorks, NSSE)	Students will indicate on their graduate survey that they had a community engagement experience
Each member of a learning community will engage in service in their first year of college	Policy	#2 - We prepare our students for lives of engaged citizenship, with the motivation and capacity to deliberate, act, and lead in pursuit of the public good	We will focus relentlessly on student achievement and students' return on their investment	Director of Learning Communities will include service activities as part of the program	Students will complete a structured reflection about their experience

<p>250 members of the campus community will participate in the United Way Day of Caring. Service award of some sort will be associated</p>	<p>Culture/policy & systems</p>	<p>#5 - We foster an environment that consistently affirms the centrality of the public purposes of higher education by setting high expectations for members of the campus community to contribute to their achievement.</p>	<p>We will be indispensable to the social, cultural, and economic advancement of Moorhead and the surrounding communities.</p>	<p>Using DragonCentral, demographic data will be collected at check in for event</p>	<p>250 members of the campus community will participate</p>
<p>Institution will fund and support a position dedicated to community outreach & engagement</p>	<p>Sustainable capacity development</p>	<p>#4 - We harness the capacity of our institutions—through research, teaching, partnerships, and institutional practice—to challenge the prevailing social and economic inequalities that threaten our democratic future.</p>	<p>We will be indispensable to the social, cultural, and economic advancement of Moorhead and the surrounding communities.</p>	<p>Position is searched and hired</p>	<p>Position will work with community partners to provide engagement opportunities for students, faculty, and staff</p>
<p>Institution will explore funding to support faculty engagement in developing service learning options in the classroom</p>	<p>Sustainable capacity development</p>	<p>#4 - We harness the capacity of our institutions—through research, teaching, partnerships, and institutional practice—to challenge the prevailing social and economic inequalities that threaten our democratic future.</p>	<p>We will create a campus community that is diverse, inclusive, globally aware, and just.</p>	<p>Institution will fund training for faculty to effectively in service learning</p>	<p>A cohort of 5-8 faculty will participate in training to learn effective service learning and community engagement techniques to use in the classroom</p>
<p>Dragons Give, benefitting Great Plains Food Bank and Rape & Abuse Crisis Center will continue as a philanthropic effort during Homecoming</p>	<p>Culture</p>	<p>#1 - We empower our students, faculty, staff and community partners to co-create mutually respectful partnerships in pursuit of a just, equitable, and sustainable future for communities beyond the campus - nearby and around the world</p>	<p>We will be indispensable to the social, cultural, and economic advancement of Moorhead and the surrounding communities.</p>	<p>Dragons Give will be promoted through all Homecoming promotional, MSUM Marketing and collection bins will be located throughout campus</p>	<p>Gather and donate at least 1 ton of food and 300 toiletry/game items</p>

Implementation

Activity	Date	Responsible	Status
Create, fund, support, and fill a position dedicated to community outreach and engagement	5/30/2017	Brenda Amenson-Hill	Position searched and person hired
Create plan to advertise, promote, and recruit participants for the United Way Day of Caring	8/18/2017	Assistant Director of Community Outreach	Scheduled
Finalize Long-term Plan, Leadership Structure, and Community Partners for "Dragons Give" during Homecoming Week	9/1/2017	Brenda Amenson-Hill Shireen Alemadi	Main community partners identified. Long Term planning underway. Leadership structure in process.
Create a task force to help outreach director coordinate and advance outreach, community engagement, and service programs at MSUM	9/11/2017	Brenda Amenson-Hill	Scheduled
Develop a policy requiring members of learning communities to engage in service during their first year & Submit policy during next university policy development cycle	9/14/2017	Hannah Severtson	Scheduled
Create service award to recognize significant participation in United Way Day of Caring Event	9/29/2017	Community Outreach Task Force	Scheduled
New policy on Learning community service requirement completes policy review process	10/14/2017	Kathleen McNabb Shireen Alemadi	Scheduled
Design Faculty Development Programming to support faculty efforts to incorporate service	10/28/2017	Faculty Development Committee, Justin James	Initial design underway.

learning into their courses and programs.			
Create "Graduation Survey" designed to measure the level of civic engagement by MSUM graduates during their time at MSUM.	11/14/2017	Community Outreach Task Force	Initial design underway.
Create an Assessment Plan to collect data on community engagement at MSUM and to evaluate our progress toward specific goals.	12/1/2017	Community Outreach Task Force	Preliminary data collected. Some progress on developing Assessment Plan.
Pilot "Graduation Survey" with December Graduates	12/14/2017	Heather Solheim	Scheduled
Launch First Cohort of Faculty Learning Community Centered on supporting service learning practice and pedagogy	1/29/2017	Justin James	Initial design underway.
Administer updated "Graduation Survey" to May Graduates	5/11/2018	Heather Solheim	Scheduled
Complete first cycle of Community Outreach Assessment	5/15/2018	Community Outreach Task Force	Scheduled

Communication

MSUM is committed to our purpose – “to transform the world by transforming lives”. The Civic Action Plan created by MSUM supports and reinforces that purpose. As an institution, we will work to create and update different means of communication of the outcomes to internal and external audiences. We will work closely with the University Marketing Department to assure that all means and avenues of communication meet with University standards and align with the strategic framework.

The MSUM Civic Action Plan group have come up with the following ways in which to communicate the plan and outcomes:

- Work with IT to create a specific webpage to store/feature stories

- Collaborate with the MSUM Marketing Department to have one of the stories be a monthly highlight on Main MSUM landing page
- Integrate outcomes and stories with the student run campus Newspaper - The Advocate to have a bi-weekly or monthly feature on relevant event
- Post in Dragon Digest and Student News with updates on upcoming opportunities and outcomes of completed events/opportunities
- Utilized student interns (Marketing/Comm studies/Journalism) to help manage all social media platforms and stories – providing real world experience for students
- Work with Marketing to see what options are possible with an upcoming Moorhead Magazine
- Team up with Campus News for stories
- Social Media (twitter, Facebook, Instagram, SnapChat)
- Create a hashtag (#DragonsGive)
- Highlight partnership development - Do monthly local organization link with opportunities
- Work with Steve to utilize DragonCentral

We are motivated to continue building on some key service learning and community engagement initiatives while building up more momentum with some new initiatives.