

# Community Engagement and the Land Grant Mission at NC State

Dr. Kwesi Brookins, Ph.D.



# What is Community Engagement

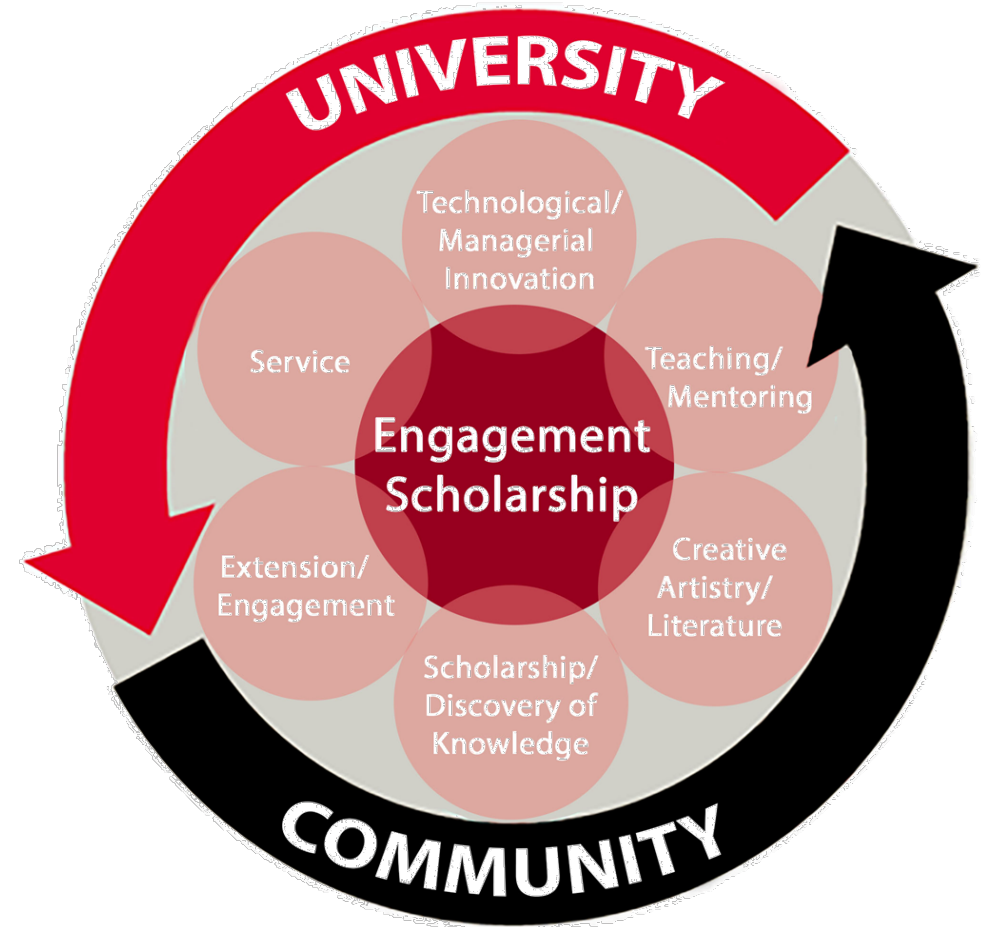
“the collaboration between institutions of higher education and their larger communities (local, region/state, national, global) for the mutually beneficial exchange of knowledge and resources in a context of partnership and reciprocity.”

– The Carnegie Foundation



# Why Community Engagement

- Faculty Success<sup>1</sup>
  - Scholarship of Engagement
  - All Realms of Faculty Responsibility
- University's Strategic Plan
- Student Success
  - High Impact Learning Practices<sup>2</sup>
- Interdisciplinary and Collaborative Research Opportunities
  - Broader Impacts
  - Grand Challenges Close To Home
- Fulfilling our Anchor Mission
- Return on Investment
  - Faculty Recruitment
  - Diversifying The Faculty

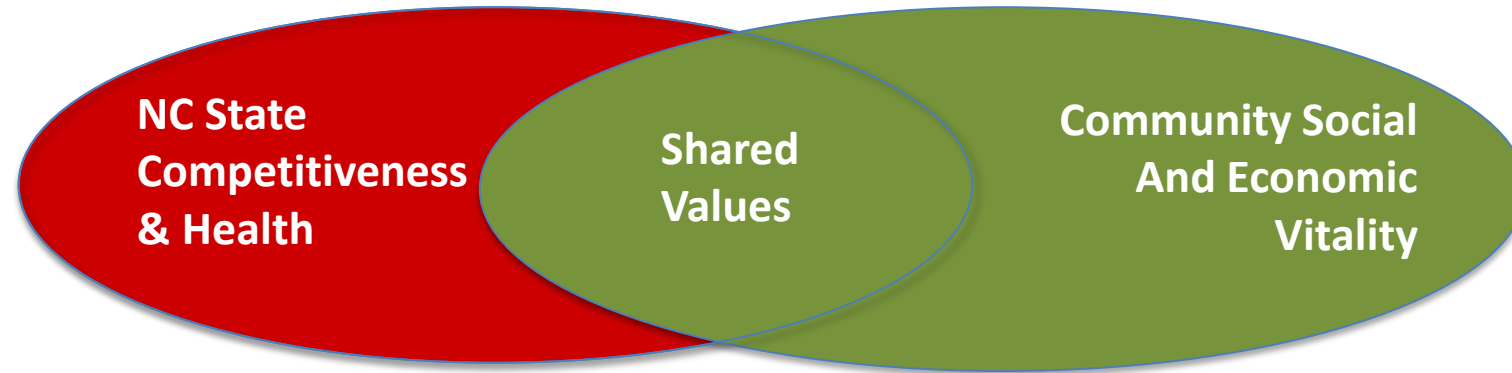


<sup>1</sup> Timothy Eatman, "The Arc of the Academic Career Bends toward Publicly Engaged Scholarship," in Collaborative Futures: Critical Reflections on Publicly Active Graduate Education, ed. Amanda Gilvin, Craig Martin, Georgia M. Roberts (Syracuse, NY: Graduate School Press, Syracuse University, 2012), 25–48.

<sup>2</sup> AACU; Kuh 2008



# Land Grant and Anchor Missions



*As a research-extensive land-grant university, North Carolina State University is dedicated to excellent teaching, the creation and application of knowledge, and engagement with public and private partners. By uniting our strength in science and technology with a commitment to excellence in a comprehensive range of disciplines, **NC State promotes an integrated approach to problem solving that transforms lives and provides leadership for social, economic, and technological development across North Carolina and around the world.***

The **health** of anchor institutions is ***inextricably linked*** to their surrounding communities

Anchor institutions ***depend on a healthy community*** to provide a supportive business environment, reinforce reputation and image, and enhance demand

***A healthy community depends on strong anchors*** to provide jobs, purchase local goods and services, and support its health, education, and social needs

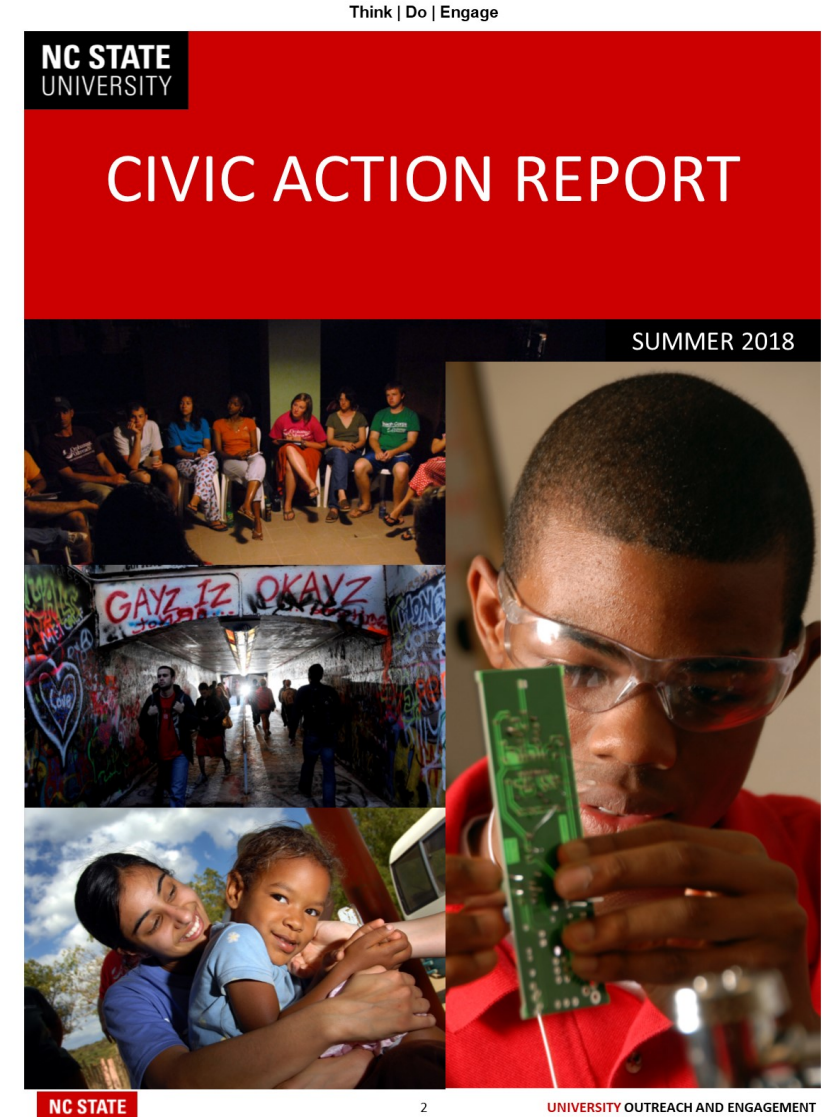
# Opportunities for Community Engagement

Empowering Future  
Generations of Engaged Civic  
Leaders

Synergy Through Faculty  
Communities

Community-University  
Partnerships

*Live Well Wake*





# The Wake Community-University Partnership (WakeCUP)

NC State - Kwesi Brookins & Geena Washington, UO&E; Kristin Feierabend, Cooperative Extension;  
Community Partner - Verna Best, Wake County Social and Economic Vitality

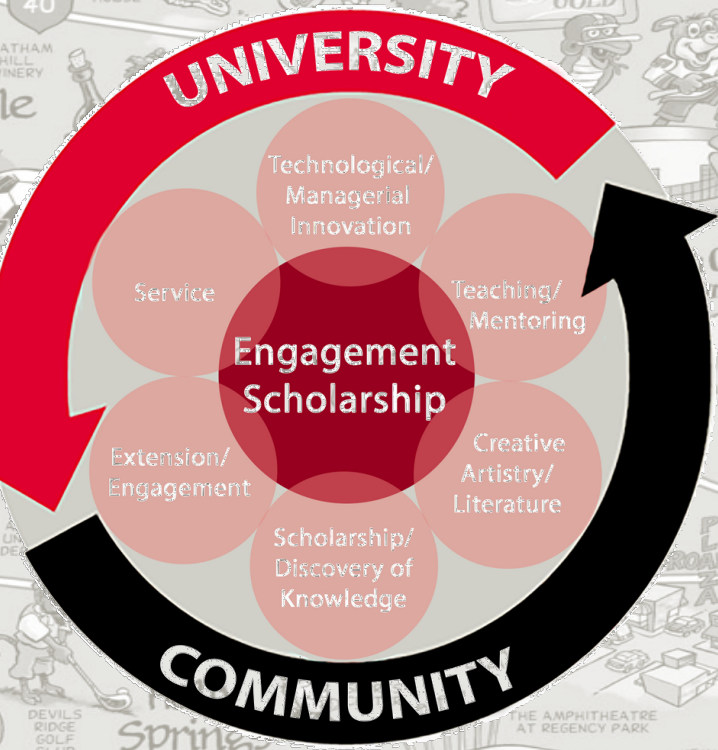
## Goals and Objectives

### Wake County

### NC State

Identify and facilitate **partnership opportunities** within Wake County that respond to community-identified needs within two engagement zones.

Identify and facilitate opportunities for **faculty and student research and engagement** that respond to the focal areas identified by Wake County Social and Economic Vitality.



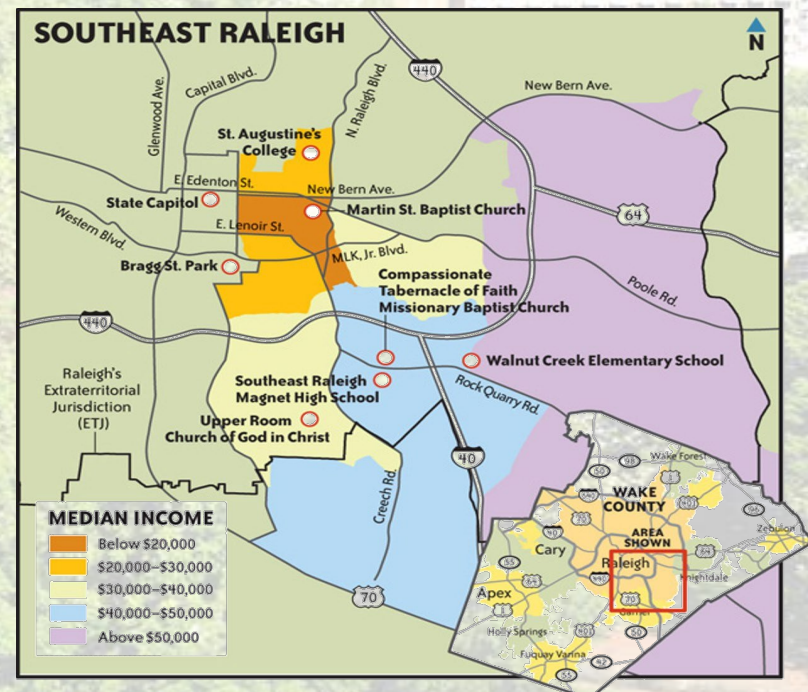
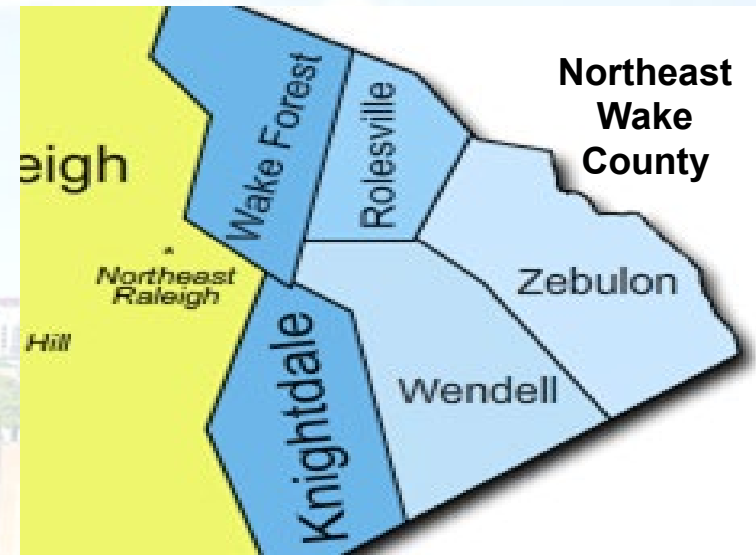
## Transdisciplinary Research Opportunities



# WakeCUP

## Community-Identified Priorities

Focal Areas	Sub Areas
Civic Capacity	Organizational Capacity Building Leadership Development Civil Discourse Social Justice Equity and Inclusion Volunteerism
Community Wellness	Food Access and Security Mental Health Placemaking
Economic Opportunity	Income Mobility Entrepreneurship Human Capital Development Transportation



# The New Engagement

*“Engagement is a method of teaching, learning, and research. A focused agenda of interdisciplinary scholarly engagement is the best path toward increased levels of both intellectual discovery and public support.”*

*p126, Land Grant University for the Future, 2019.*

