



The Stakes

“Universities that are not engaged with their communities in the 21st century will soon find themselves disengaged from any meaningful relevance to the citizenry of the US. And that applies most particularly to the land grant universities, which are the most creative and valuable universities in the country.”

~ C. Peter McGrath

Foreword to Land Grant Universities for the Future

NC State Strategic Plan



- Goal 1: Enhance the success of our students through education innovation
- Goal 2: Enhance scholarship and research by investing in faculty and infrastructure
- Goal 3: Enhance interdisciplinary scholarship to address the grand challenges of society
- Goal 4: Enhance organizational excellence by creating a culture of constant improvement
- Goal 5: Enhance local and global engagement through focused strategic partnerships

NC State Office of Outreach and Engagement 2016-2020 Strategic Plan

1. Grow a culture of engagement
 1. Document, track university engagement activity
 2. Recognize and reward faculty, staff and partners and create more opportunities to engage
 3. Learn from national strategies and become recognized for engagement



NC State Office of Outreach and Engagement 2016-2020 Strategic Plan

2. Create Community Collaborations and Partnerships
 - a. Create geographically specific partnerships
 - b. Policy support for engagement work
 - c. Celebrate student civic engagement



NC State Office of Outreach and Engagement 2016-2020 Strategic Plan

3. Enhance our Capacity to Make a Difference
 - a. New revenue to support university strategic priorities
 - b. Increase support for innovation and entrepreneurship
 - c. Boost support for lifelong learning
 - d. New innovative business/industry learning opportunities





A Few Key Issues

Is engagement work consistently recognized/rewarded throughout the university?

Whose responsibility is it to “do” engagement work?

How might we excel at describing “broader impacts”?