

Goal 5. Our community engagement activities drive regional and institutional success both locally and worldwide.

Strategy	Target Date	Owner by Title	Resources/Collaboration Needed
<b>1 Create and support an organizational structure and culture that reflects SVSU’s commitment to community engagement.</b>	<b>Dec-16 &amp; Ongoing</b>	<b>Associate Vice President for Academic Affairs, Director Institutional Research, Executive Director of Communications &amp; External Affairs</b>	
a Develop an institute for community engagement.	Dec-16	Associate Vice President for Academic Affairs	SVSU Foundation, Student Affairs
b Develop a data management system for community engagement.	Jul-17	Associate Vice President for Academic Affairs	Office of Institutional Research, Office of Student Affairs
c Benchmark peer and aspirational peer institutions for community engagement.	Jul-17	Associate Vice President for Academic Affairs	Office of Institutional Research, Office of Student Affairs
d Strengthen relationships with internal and external constituents to enhance access to campus and promote partnerships with the community.	Jul-17 & Ongoing	Executive Director of Communications & External Affairs, Provost, Executive Vice President for Administration & Business Affairs	

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e Achieve 2025 Carnegie Community Engagement re-classification.	Jul-17 & Ongoing	Associate Vice President for Academic Affairs	
<b>2 Integrate community engagement activities into academic programs and research.</b>	<b>Jul-17 &amp; Ongoing</b>	<b>Associate Vice President for Academic Affairs, Associate Provost Student Affairs</b>	
a Evaluate, improve and develop service learning and community-based courses.	Jul-17 & Ongoing	Associate Vice President for Academic Affairs, Director Center for Academic Innovation & Online Learning, Deans	Office of Institutional Research
b Evaluate, improve and develop scholarship and research that contributes to outreach and engagement.	Jul-17 & Ongoing	Associate Vice President for Academic Affairs, Director Sponsored Programs, Deans	
c Increase the number of faculty and staff who participate in community outreach.	Jul-17 & Ongoing	Associate Vice President for Academic Affairs	Deans, Student Affairs
d Increase the number of students who participate in curricular and co-curricular community engagement. <ul style="list-style-type: none"> <li>• Percentage participating in internships</li> <li>• Percentage participating in outreach</li> <li>• Percentage participating in community based research</li> </ul>	Jul-17 & Ongoing	Associate Vice President for Academic Affairs	Career Services, Student Affairs, Sponsored Programs, Institutional Research, Deans

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e Develop a community engagement certificate program honoring civically engaged students.	Dec-18	Associate Vice President for Academic Affairs	Academic Deans, Office of Student Affairs, Center for Academic Achievement
<b>3 Create and expand mutually beneficial partnerships that impact our community.</b>	<b>Dec-18 &amp; Ongoing</b>	<b>Associate Vice President for Academic Affairs, Executive Director of Communications &amp; External Affairs, Executive Director SVSU Foundation, Director Sponsored Programs</b>	
a Prioritize institutional resources to enhance community engagement.	Jun-18 & Ongoing	Associate Vice President for Academic Affairs, Executive Director SVSU Foundation	Administration & Business Affairs, Sponsored Programs
b Evaluate, improve and develop community partnerships.	Jul-17 & Ongoing	Associate Vice President for Academic Affairs, Executive Director of Communications & External Affairs, Executive Director SVSU Foundation, Associate Provost Student Affairs	Institutional Research
c Evaluate and develop external funding to support community engagement activities.	Jul-17 & Ongoing	Executive Director SVSU Foundation, Director Sponsored Programs	Office of Academic Affairs

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d Develop a proactive community engagement outreach program to match SVSU resources with community needs through the Public Affairs Council.	Jul-17 & Ongoing	Executive Director of Communications & External Affairs	SVSU Foundation, Office of Academic Affairs
<b>4 Increase awareness internally and externally of community engagement activities.</b>	<b>Jun-17 &amp; Ongoing</b>	<b>Associate Vice President for Academic Affairs, Executive Director of Communications &amp; External Affairs</b>	
a Develop a marketing plan to promote community engagement activities.	Jul-17	Executive Director of Communications & External Affairs	Office of Academic Affairs
b Develop guidelines addressing approaches, processes, liabilities and expectations for participation in community engagement.	Jan-18	Associate Vice President for Academic Affairs, Associate Provost Student Affairs, Executive Director of Communications & External Affairs	General Counsel, Sponsored Programs
c Develop an interactive map which describes community engagement activities/partnerships.	Jun-17	Associate Vice President Academic Affairs	SVSU Foundation, Office of Student Affairs