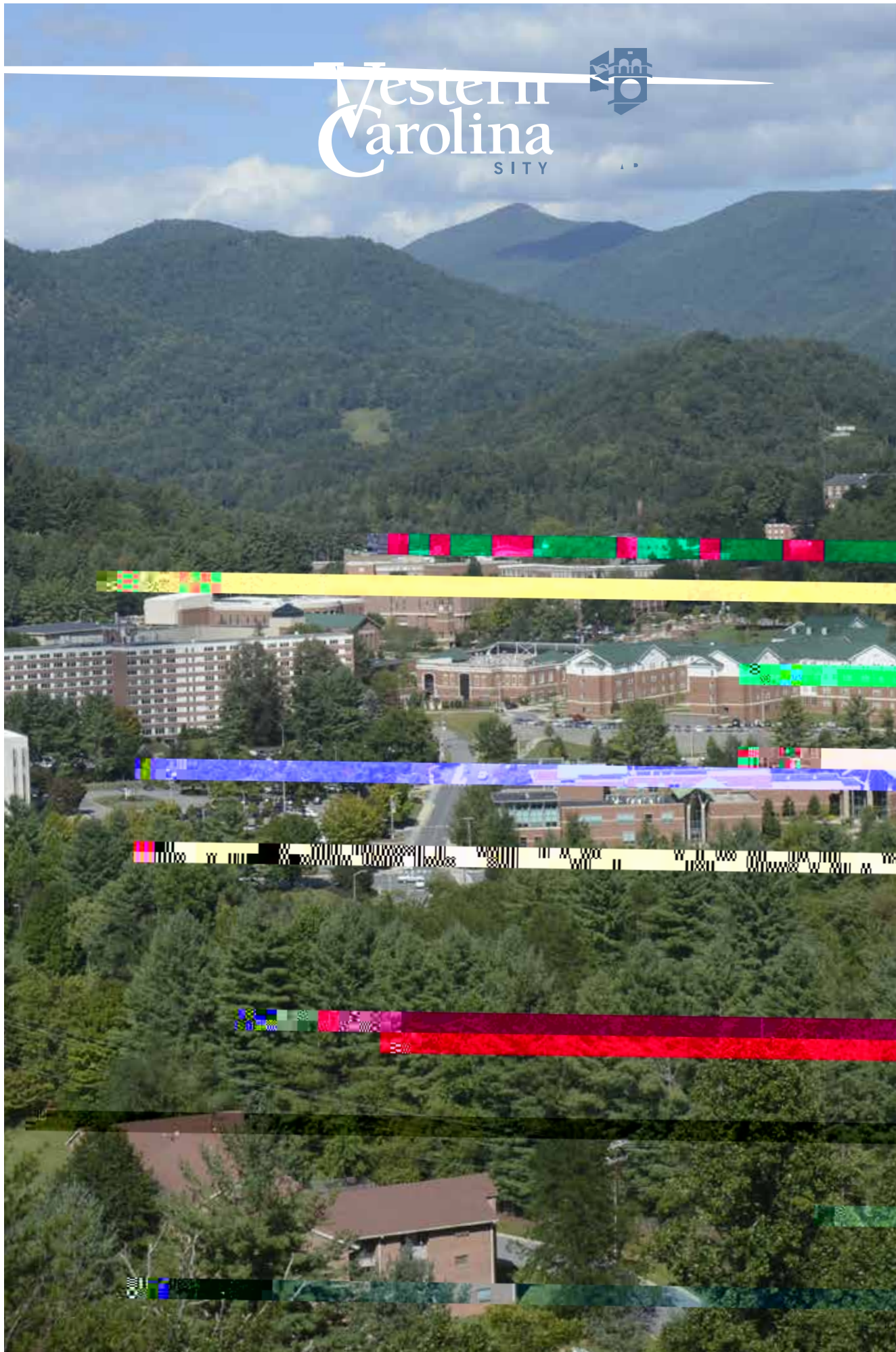


Western Carolina SITY



Submitted by
Dr. Betty Farmer, Dr. Lane Perry,
Mr. David Onder, and Dr. Carol Burton

The Carnegie Community Engagement Reclassification Application
and Summary Report are projects of the Office of the Provost.

For more information, please contact:
Dr. Betty Farmer at 828.227.3804 | bfarmer@wcu.edu
Dr. Carol Burton at 828.227.3014 | burton@wcu.edu



TABLE OF CONTENTS

OVERVIEW	5.....
Section I. Foundational Indicators	6.....
Section II. Categories of Community Engagement.....	11.....
Outreach and Partnerships	15.....
Final Thoughts	19.....



OVERVIEW

Western Carolina University submitted its application to the Carnegie Foundation for the Advancement of Teaching to be reclassified as a Community Engaged university on April 15, 2014. WCU originally received this elective designation in 2009, and designated universities must reapply every five years. Applications will be notified in December 2014 whether they will be reclassified, and the reclassification process will be completed by February 2015.

The institutionalization of community engagement to ensure its sustainability at Western Carolina is a dynamic topic and likely always will be. The University has clearly integrated engagement into its work; faculty, staff, and students feel empowered to pursue a wide range of engagement activities; community engagement is a valued component of faculty evaluation processes; the University hires institutional leaders based in part on their demonstrated commitment to engagement; and WCU has organized engagement work through such functional operations as the Center for Service Learning and the Office of Millennial Initiatives. As Western Carolina's range of community engagement work continues to expand, however, we need to ensure that we organize and coordinate our efforts for greatest effectiveness by negotiating a careful balance between the organic energy which surrounds our mission, on the one hand, and the necessity of managing for maximum impact, on the other. Indeed, this reclassification process has informed our understanding of our current strengths and highlighted opportunities for improving our engagement efforts going forward.

Finally, allow me to assert my own personal commitment to community engagement. It is my belief that a public university such as Western Carolina University exists to serve the public which supports it. When I interviewed for the WCU chancellorship three years ago, I was gratified to find that the institution shared this perspective. Our work in community engagement will continue to evolve as we explore new options and as new opportunities arise; however, our fundamental commitment to our engagement mission will be the constant.

Sincerely yours,

David O. Belcher

Chancellor

CHANCELLOR'S STATEMENTS

Documentation of the chancellor's recent public statements regarding community engagement included excerpts from and links to a variety of annual addresses, published editorials, campus publications, and videos. Sample excerpts/links included:

I want to remind you, this is going to be a strategic plan. Everything cannot and will not be a priority, Belcher said. Achievement of such a plan will require rejection of myopia and commitment to the good of the whole. We will be guided by our long-held values, excellence and high standards first and foremost above all things. We will be guided by our commitment to student success – the success of every student. And we will retain that value that has defined us for years, an external focus and external engagement.
2011-12 Opening Assembly Address: <http://thereporter.wcu.edu/2011/08/assembly-11-12>

This commitment to our external region is our bread and butter. It's who we are. It's in our DNA, B said, pointing out that next year's major regional conference will coincide with the celebration of the 100th anniversary of the institution's founding. What a great thing to have this conference in a year in which we can celebrate who we are. It certainly will be an opportunity to look back, but I think it also will be a catalyst just for Western Carolina but for the region that it serves, as we head forward. October 1, 2013, news about regional conference: news-prod.wcu.edu/2013/10/leaders-examine-strategies-for-better-partnerships

B. INSTITUTIONAL IDENTITY AND CULTURE:

Community engagement is prioritized in WCU's mission, vision statement and articulation of core values. For example, WCU's vision is "To be a national model for student learning and engagement that embraces its responsibilities as a regionally engaged university. Three of the six strategic directions in the 2020 Vision: Focusing Our Future" strategic plan include significant initiatives and foci around community engagement. <http://www.wcu.edu/about-wcu/leadership/office-of-the-chancellor/wcu-2020-plan/2020-vision-focusing-our-future-wcu-strategic-plan/>

As part of the Southern Association of Colleges and Schools Commission on Colleges (SACSCOC), WCU

IMPACT ON FACULTY

Of the 291 faculty members who responded to the 2013 Curriculum-Based Community Engagement Faculty Survey, 60.1% reported scholarly productivity directly tied to at least one of their community-engagement activities.

DIVERSITY

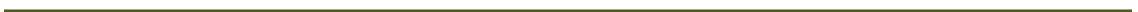
Community engagement is connected with diversity and inclusion work at WCU for both students and faculty/staff. The Office of Intercultural Affairs (OIA) and WCU's Office of Equal Opportunity and Diversity programs coordinate various activities and workshops, including intergroup dialogue sessions on race, gender, sexual orientation, etc. An example of this commitment to diversity and community engagement is found in the OIA's Social Justice Institute.

STUDENT

OTHER

WCU highlighted its annual interdisciplinary campus themes, including the Global Poverty Project (2011-2012), The Citizenship and Civility (2012-2013); and The 1960s: Take it all in (2013-2014). Each of these themes has examples/formulations of community engagement projects that were showcased.

Increased collaboration/coordination across campus and with the community has helped students become agents of change. The annual interdisciplinary themes enable campus and community to rally around



WCU hosted a regional conference on tourism in April 2014 to help local businesses, county planners and governmental agencies learn to use tourism data to describe economic impact to decision makers.

WCU documented changes in institutional resources (co-curricular student service, work study student placements, library services, athletic offerings, etc.) provided as outreach to the community and provided representative examples.

Between 2008 and 2013, WCU added nearly 30 community partners, three large Days of Service, a D

what they do, and that student volunteers contribute in constructive and beneficial ways all resulting in a substantial impact on their organizations.

WCU faculty members have collaborated with community partners to produce scholarly products of benefit to the community. These have ranged from technical reports to creative works to traditional conference presentations and publications. WCU provided the following five examples of faculty scholarship:

Business Plan Development: Students in a management capstone course provided a 100-page business plan to help guide development of a self-sustaining primary care health clinic in the new HHS building at the University of North Carolina at Chapel Hill. The plan was developed by students and faculty members and is currently being reviewed by the HHS building project team.

grid is available upon request) and corresponding narrative highlight 15 robust partnerships across the disciplines and further reflect WCU's intentionality in this regard. For example, WCU is poised to address the region's tremendous health care needs through partnerships on the Millennial Campus. (<http://magazine.wcu.edu/2012/12/health-haven/>)

In what has been described as a game changer, WCU was the only UNC institution to receive program expansion funding from the NC General Assembly during the last legislative session and will receive \$1.4 million to expand its engineering programs to the Biltmore Park instructional site. The

