Living Our Mission: Community Engagement

A Discussion with the Board of Trustees
May 3, 2019
Value of Penn State’s Focus on Community Engagement

• Essential to fulfilling our land-grant mission.
• Provides the Commonwealth, nation, and world with a credible source of knowledge to address pressing issues and inform new opportunities.
• Engages students in rich learning opportunities outside of the classroom.
• Complements faculty teaching and research through two-way engagement that informs their work, while benefiting society.
Scope of Penn State’s Engagement Effort

Areas of Impact: Agriculture; Business, Finance & Industry; Children, Youth & Families; Clinical Services (health and medicine); Community Design & Development; Economic Development including Tech Transfer; Energy & Shale; Environment, Sustainability & Water; Government; Health, Wellness & Human Development; Justice & Safety; and K-12 Education.

Funded by: Federal Agencies; Commonwealth Appropriations; County Funding; Fee-for-Service & Contract Fulfillment; Registration Fees; Corporate, Foundation, and Individual Philanthropy.
Community Engagement Across PA

- 24 Campuses
- 67 Extension Offices
- 21 LaunchBoxes
- 2 PSU Centers
- 2 OLLI Offices
- 2 Small Bus. Dev. Centers
- Shaver’s Creek
- Justice and Safety Institute
- WPSU-TV
- WPSU-FM

PennState
Major Hubs of Community Engagement

Community engagement is integrated into our mission of teaching, research, and service, and it’s central to these areas:

- Penn State Extension
- Penn State Outreach
- Industry Partnerships and Economic Development
- Centers and Institutes
- Student Engagement Network
Extension Educators are Problem Solvers

- Delivers solutions where they’re needed, when they’re needed, and how they’re most effective.
- Serves a diverse audience ranging from Amish farmers to robotics engineers.
- Addresses timely issues by collaborating with statewide teams of researchers and educators.
- Translates scientific research into real-world applications and education.

Farm emergency training provided by Penn State Extension is credited with saving a Pennsylvania farmer's life.
Penn State Extension by the Numbers

- Workshop/Conference registration exceeds 50,000/year.
- Ag Progress Days attendance: 45,000/year.
- 4-H reaches more than 90,000 PA youth/year.
- Master Gardeners and 4-H Extension have 10,000+ volunteers.
- Extension Website: 9M users with 14M page views annually (39K/day).
One Example: A Comprehensive Program to Protect the Ag Industry

PSU launched efforts prior to the awarding of state funding given the magnitude of the threat.

Help Stop This Invader: SPOTTED LANTERNFLY

The spotted lanternfly is potentially the worst invasive pest since the introduction of the gypsy moth nearly 150 years ago.

This Asian planthopper was found for the first time in the United States in Berks County, Pennsylvania, in 2014. It has since spread throughout 13 counties in south-eastern Pennsylvania and three counties in New Jersey, all currently under quarantine.

Highlights of College Activities to Date

- **Performing research.** Since it is new to the United States, there is a lack of scientific knowledge about the spotted lanternfly. Research in the college is focused on pest biology, reproduction, pheromones, dispersal behavior, identifying natural enemies, impacts on crop and tree health, host preference, management options, chemical efficacy, potential geographic distribution, and economic impact assessments. The college has received research funding of approximately $1 million to date from multiple
Spotted Lanternfly Extension Impact

• **Research**: Received *about* $1M to date.

• **Building Awareness**: Launched website working with PA Dept. of Ag (PDA) and USDA. Attracted 840,000+ page views since July 2018. Staffed public Hotline, which has logged 14,000+ calls.

• **Coordinating Outreach Activities**: Held in-person informational meetings reaching 8,750+ participants.

• **Identification and Reporting**: Providing online process to help the public identify and report sightings for action by PDA. Website visitors have reported 18,000+ sightings.
Spotted Lanternfly Extension Impact (cont.)

• **Developing Management Solutions:** Distributed more than 300,000 educational products since June 2018.

• **Abating the Spread:** Developed online course that provides businesses with training to receive a PDA permit that’s required for companies operating in the quarantine zone.

• **Performing Surveillance:** Participated in a statewide surveillance effort and plotted approximately 9,500 sightings.

• **Assisting Affected Industry Sectors:** Developing industry-specific best management practices and performing field research.
Other Comprehensive Program Examples

- **Chesapeake Bay Water Quality:** Working with the ag industry and resource-extraction industries to protect 86,000 miles of streams and rivers.
- **Pollinators and Pesticides:** Improving pollinator health and stemming declines.
- **Food Safety:** Preventing the spread of foodborne illness at farmer’s markets, commercial kitchens, picnics and potlucks.
- **Plum Pox Virus:** A 10-year collaborative eradication effort averted an agricultural catastrophe and protected the state’s $25M annual production of peaches, plums, apricots, nectarines and cherries.
- **Land-use and Zoning:** Addressing conflict of interest and land-development.
Penn State Outreach

• Delivers compelling and evidence-based content developed by University faculty.

• Reaches broad and diverse audiences through traditional and digital distribution channels.

• Engages students in meaningful learning opportunities.

Reaches 67 Pennsylvania counties, 50 states and 21 countries.
Professional and Community Outreach 2018

16,335 Students participated in engaged scholarship including academic courses and research.

1,593 Students participated in community engagement through activities not directly tied to credit courses.

153 Faculty engaged.

68,977 Community members engaged.
Outreach Across Pennsylvania

- **Philadelphia Center** offers a Faculty Academy to prepare for urban engagement experiences.
- **CITY program at the Pittsburgh Center** provides underrepresented high school students with career exploration, training, and mentoring.
- **Shaver’s Creek Environmental Center** delivers programming for 20,000 visitors annually, including the North American Association for Environmental Educators accredited SEED semester.
- **Justice and Safety Institute** trains all deputy sheriffs in PA’s 67 counties and provides all child support enforcement training in PA.
- **Osher Lifelong Learning Institute** provides educational, travel, and social programs that engage mature learners.
Emmy Award-winning WPSU TV, FM, Digital

Serves one of the largest geographic coverage areas in the nation:

• 515,000 households in 24 counties of Central PA.
• 450,000 listeners in 13 counties.
Educational Programming Example: Finding Your Roots--The Seedlings

WPSU Digital launched a new web series to support science exploration:

• 13 young scientists came to Penn State to explore their own family history and DNA ancestry with Henry Louis Gates, Jr.
• Parents and teachers can access the full curriculum.
2019 Faculty Outreach Awards

Faculty Outreach Award
Carleen Maitland, IST
Enhancing IT use for marginalized communities in U.S. and abroad.

Community Engagement and Scholarship Award
Glenn Sterner, Criminal Justice, Penn State Abington
Share your Opioid Story Initiative

Emerging Faculty Outreach Award
Efrain Marimon, Education
D.C. Social Justice Teaching Fellowship program and Restorative Justice Initiative
Industry Partnerships and Economic Development

[Image with people in a meeting]

[Logo for Project Management Institute]

[Image with two people looking at a tablet]

[Logo for launchbox, a registered education provider]

[Logo for PennState]
Education, Training and Workforce Development

- **Campus Collaborations:** Delivers specialized programs designed for adult learners; hybrid format is offered nights and weekends (e.g. Bachelor of Business accelerated program).

- **Non-Credit Workforce Contract Training:** On-site skills enhancing training tailored to business needs (e.g. Project Management and Leadership Development).

- **Continuing Education:** Supports lifelong learning in local communities through career focused non-credit and credit programs.
Leadership Development Series

• Customized professional development courses focus on core competencies.
• Offered on site, on a PSU campus, or online.
• Examples: Functional Manager™, Supervision Essentials™, and Operation-Wide Training.
• Serving a wide range of industries.
Continuing Education Impact

• Served 1,000+ companies and organizations, enrolled 3,000+ adults in classes, and 10,000+ youth in camps since 2016.

• Uses analytical tools to identify the skills gap that exists for PA jobs, and then develops new programming based on that research.
Outreach provides the means to translate research conducted in PSU Centers and Institutes into programs and policies to address pressing issues.
Outreach Enables Research Dissemination and Implementation

Two examples of many:

- **Opioid Epidemic**: WPSU addresses opioid addiction with special programming; PSU researchers collaborate with state police; opioid/substance abuse conferences; support and programs to help families raise children left behind by the opioid epidemic.

- **Northern Appalachia Cancer Network**: A community/academic partnership with the Penn State Cancer Network. Is reducing the cancer burden among rural residents of PA and NY through education, training, and engaged cancer research.
Marcellus Center for Outreach and Research (MCOR)

- Holistic programs across diverse array of shale energy production issues in the Commonwealth and beyond.
- Translational outreach with a research-based foundation.
- Strong community engagement commitment at the leading edge of emerging shale gas impacts.

Photo Credit: Bradford Era News
MCOR Digital Shale Energy Impact

Monthly shale webinars
• Audiences across PA, 24 states and 8 countries.

Online courses in Biosecurity and Community Conflict Prevention related to energy production
• Educating energy industry workforce on protecting animal agricultural industry.
• Prevention of conflict at the community and energy development interface.

E-Newsletter on shale energy: 4,000+ routine viewers.
Sustainability Institute

The Sustainable Communities Collaborative facilitates partnerships between Penn State classes and community partners to advance partner sustainability goals.

• Involves 8 colleges and 6 campuses: Behrend, Beaver, Altoona, University Park, Brandywine and Abington.

• In 2017-2018, engaged 1,282 students and 51 community partners in 99 distinct projects.

Food city permaculture garden in Pittsburgh, one of the options Study Away Pittsburgh students visit.
Sustainability Institute Projects

Expanding community greenhouses at Behrend

Traffic safety project with the State College Police Dept.

On-site visit at the Huntingdon water treatment plant
Student Engagement Network
Taking Learning from the Classroom to the World

- Clearinghouse for student engagement partnerships and opportunities.
- Provides grants to enable more students to participate.
- Showcases student, faculty, staff, and community work.
- Connects faculty and staff to the scholarship of engagement as fellows and scholars.
Student Engagement Network Impact

• Grant Program: 500+ students awarded; $600,000+ funded.
• Internship Program: 22 students hired.
• Faculty Academy: 8 faculty fellows; 2 faculty scholars.
• Engagement Space: 2,500+ student visitors.
• Portal will launch Dec. 2020.

PSU students collectively spend approx. 3.9M hours annually engaged in community service and volunteer activities. Source: 2017 Student Experience Survey
Example: Funded Internship at Urban Waste Water Management in Germany

Marjorie Robinson said the grant gave her “A chance to challenge myself.”

- Research focused on particle transport model on urban impervious surfaces.
- The experience allowed her to apply her PSU education, while navigating the challenges of a complex job in a global context.

“I will take the lessons I’ve learned into my future job.”
Summary: The Role of Community Engagement in Our Land-grant Mission

Innovative research and knowledge dissemination:

• Serves society
• Drives student opportunities and success
• Promotes economic development and progress
• Attracts leading faculty and outstanding students
• Enhances the University’s standing as a world-class institution
Discussion:

• Do you see opportunities to further develop our strategy?

• How might we be more nimble and responsive to our external partners?

• How can we amplify our contributions and impact?

• How can we tell these great stories of impact holistically?