

Senate Committee on Public Engagement and Institutional Advancement
Annual Report
2008/2009

The Senate Committee on Public Engagement and Institutional Advancement met five times over the course of 2008/2009. At its first meeting in September 2008, the committee met with Vice Chancellor Steve Sonka regarding the work of his office and the ways in which the committee could best interact with him. He discussed the proposal sent to the Carnegie Foundation for consideration to be included in its Community Engagement classifications. UIUC was later approved for inclusion in the Carnegie's community engagement classification. At the first meeting it was also reported that the Senate would be voting at its October 6 meeting on a revised charge for the Public Engagement committee to incorporate responsibilities for Institutional Advancement. The revised charge was subsequently approved by the Senate, and the name of the committee expanded to reflect this change.

At its October 14 meeting, the Committee was introduced to the Public Engagement Portal that is being developed as a listing of university outreach activities for both external and internal users. Members reviewed the Web portal and served as a focus group in commenting on its development and usability. Committee members discussed the degree to which there exist additional faculty projects with public engagement themes that could be added to the new Web portal, and the need to inform unit members of this new resource in order to maximize its potential.

At the February meeting, Kris Campbell, Assistant Vice Chancellor for Public Engagement, provided an overview of the March 9 Public Engagement Symposium and Technology Showcase. The committee discussed the many opportunities provided by the upcoming symposium, and the extensive representation of outreach activities. Suggestions for additional marketing of the symposium (or future such events) were also discussed. At the March meeting members discussed the committee charge and future directions for the committee. It was recommended that the committee schedule at least two meetings per semester, only canceling meetings if there was insufficient business. Committee members should be more proactive in communicating the work of the offices of the Vice Chancellor for Public Engagement and of the Vice Chancellor for Institutional Advancement to their own colleges and departments. The Vice Chancellors should continue to use the committee for feedback and response to new proposals. Communicating public engagement opportunities to a wider variety of constituencies; promoting opportunities for engagement; identifying various internal and external markets; and recommending new activities, such as a workshop for faculty and staff on engaging with the public, are just a few activities relevant to the committee. The committee views its job as promoting awareness.

The committee met with Vice Chancellor Jim Schroeder at its final meeting of the year in April 2009. Vice Chancellor Schroeder provided an overview of the work of his office.

This was followed by a discussion of how to involve faculty and others on campus in advancement work, notably through positive interactions with students and the public in general – all of whom may be future donors.

The committee had a productive year in revising its charge; holding meaningful discussions of how to most effectively interact with the Vice Chancellors for Public Engagement and Institutional Advancement; serving as a focus group for a new campus Web service; and, becoming better informed (and therefore better ambassadors) about the work being done by the campus units focused on public engagement and institutional advancement.

Respectfully submitted,

Members of the Senate Committee on Public Engagement and Institutional Advancement:

Bob Aherin

Chris Fennell

Laurie Hogin

Robert J. Keller

Lance Kingston

John Marsh

Nancy O'Brien (Chair)

Robin Orr

Jim Schroeder (Vice Chancellor for Institutional Advancement), *ex officio*

Steve Sonka (Interim Vice Chancellor for Public Engagement), *ex officio*