

## **ANNUAL REPORT**

University Standing Committee on Extension, Engagement, and Economic Development

Academic Year Covered by Report: 2017-18

Date Report Submitted: June 1, 2018

Report Submitted by: Lisa Parrillo-Chapman

Number of times committee met: Eight

## **RECOMMENDATIONS**

To facilitate continued improvement of the university-wide extension and outreach program this committee recommends that the *University Outreach & Engagement Incentives Grant* continue. This important grant program enables faculty and staff to gain recognition for extension and outreach research, enables cross agency collaborations, and facilitates further funding. Furthermore, the Incentives Grant offers an opportunity for mentorship of junior faculty interested in extension and outreach research. The Incentives Grant program provides an opportunity for faculty to reach beyond their daily academic routine and connect with communities throughout North Carolina. The USCoEED committee proposes the following modifications and additions:

- The USCoEED developed a protocol for the review of the Incentive Grants and recommend this protocol be followed and revised as needed. The protocol included the development and use of a rubric that correlated to the criteria set forth in the RFP. In addition, whether funded or not, each submission team received critical feedback outlining the strengths and weaknesses of their proposal. We believe this protocol will provide help and guidance for funded projects and increase the success rate for the revision and re-submission of unfunded proposals to this grant or other agencies.
- The USCoEED proposes that the seed grant program once again support programs proposed throughout North Carolina. The current stipulation that funding is limited to outreach and engagement projects focusing on three specific geographic regions (Lenoir County/City of Kinston; Rutherford and Polk Counties; Wake County/City of Raleigh) does help reduce the risk that our efforts are so broad that actual progress cannot be observed in a single community.

However, the restriction does limit the opportunity to kick-start outreach and engagement efforts that evolve from personal relationships built by our faculty, students and staff. These outreach and engagement efforts are often an outgrowth of research that faculty, students and staff are already conducting in communities that has been spawned by their interactions with community leaders and residents. These relationships often foster very meaningful change within communities with limited resources and cement the view that NC State is committed to translating its research and instructional programs to NC communities. To continue the support of on-going efforts in Rutherford, Lenoir and Wake counties, the committee suggests that the point system reflected in the rubric used to review and select grants for funding include additional merit points awarded for work in these three counties.

- Development of a mentorship program for faculty and staff interested in submitting to the *University Outreach & Engagement Incentives Grant* program and conducting research in this area. Mentorship activities should include 1) networking sessions with community partners who can inform on pressing community needs and of potential matching funding opportunities, 2) workshops through OFD with panel discussions comprised of both faculty and staff who have been successful with outreach and extension research projects, and proposal reviewers.

One of the significant tasks that this committee performs is the review of nominations for honors and awards related to extension, engagement, and economic development. In addition to review of the *University Outreach & Engagement Incentives Grant proposals*, the USCoEEED committee also solicits and reviews proposals for the *Opal Mann Green Engagement and Scholarship Award*, the *W.K. Kellogg Foundation Community Engagement Scholarship Award*, and the *Gov. James E. Holshouser, Jr. Award*. These four awards incentivize, encourage, and recognize the strongest and most important work of our faculty in the area of extension and outreach. Further, we recognize that there are different goals for the review process. An obvious goal is to identify the awardees, but an equally important goal is to provide substantive, helpful feedback to all who prepared the application. For those not identified to receive an award, the texts of these reviews serve

as the primary input as to how to improve a potential resubmission. To ensure that these reviews are completed effectively and efficiently the committee recommended the following best practices.

- To encourage an increased number of submissions and a rigorous review process, the USCoEEED committee recommends that the submission dates of the four awards be staggered across the Fall and Spring semesters. However, the submission dates of each award should be released and advertised in the beginning of academic year and kept consistent from year to year. Staggering the submissions will also allow for an eight to ten week cycle; four to five weeks for submission, two weeks for review, one week for compilation, discussion, and decisions, and one to two weeks to notify, and provide feedback to, participants.
- The development and use of electronic submission and review forms is recommended. The design of the form will ensure consistent submission format and facilitate tabulation of reviewer feedback. The form should allow reviewers to: 1) express their review as succinctly as possible, with both the use of numerical scores, and ordinal and cardinal voting; 2) explain their numerical review with the use of freeform text, that also serves as feedback; and 3) capture boolean (Yes/No) and numerical fields as such, so that running analyses is possible.

## **SUMMARY OF DISCUSSION ITEMS/ACTIVITIES OF COMMITTEE**

The USCoEEED developed a protocol for the review of awards that included rubrics, electronic scoring systems, and methods for participant feedback. The USCoEEED committee is fortunate to have faculty and staff who are highly experienced and passionate about extension and engagement who serve as reviewers of the four awards and are capable of mentoring those wishing to submit their research for review.

### **I. AWARDS**

- a. **Gov. James E. Holshouser, Jr. Award** was given to Professor Walt Wolfram. Dr. Wolfram is an internationally acclaimed scholar in sociolinguistics who has integrated rigorous scholarship in the study of dialect variation into an extraordinary commitment to the democratization of knowledge about language variation and diversity for ordinary citizens.

- b. **Opal Mann Green Engagement and Scholarship Award** was received by Marc Grimmett for his research titled *The Community Counseling, Education and Research Center*.
- c. **The O&E Awards Celebration** was held April 11, 2018 and honored fifteen faculty and staff members for their commitment to teaching, research and public service.

## II. INCENTIVES GRANT

Seven teams received \$10,000 each through *The 2018 University Outreach & Engagement Incentives Grant* program. This seed funding will support each team's work through June 2019, enabling the PIs to apply for outside funding. The seven Incentive Grants Awardees follow with brief descriptions of their outreach and engagement research:

**Dr. Lisa Bass**, *NCSU Wake County Public Schools Affinity Support Network*

Dr. Lisa Bass will be partnering with Wake County Schools to address the disparity between the growing number of Latino students and the relatively limited number of Latino teachers/administrators. The project will engage 20 participants, including principals, assistant principals, and teachers well known for their leadership. The educators reflect on personal and professional goals, attend workshops targeting professional skill development, participate in facilitated discussion with faculty or mentors, and showcase knowledge gained through the experience with various presentations. Insight gained from the affinity group can be used to support the development of coursework, learning experiences, enrichment opportunities, and other initiatives for university programming and leadership academy cohort programming.

**Dr. Tiffany Barnes**, *Bridge to Computing*

Dr. Tiffany Barnes will be working to increase the percentage of lower income or minority students with strong computer skills. The proposed Bridge to Computing program will consist of a six week alternative activity summer camp for black youth in a neighborhood with a high risk for gang involvement. This pre-college program aims to increase participants' interest in higher education while simultaneously lowering college eligibility barriers within an underserved community group. To better understand the particular challenges facing these communities, Bridge to Computing will partner with area Historically Black Colleges and Universities to host soft skill workshops. The project will serve as a pilot replication, as the camp will produce observational and empirical evidence through student surveys and applicable software log data. This will support future iterations of the camp as well as generate transferable knowledge for similar outreach programs.

**Marshall Brain**, *Creating a New \$60 Million Economic Food Driver for Kinston, NC*

Marshall Brain will study the feasibility of fostering an all-local food culture in Kinston, North Carolina, that could eventually become a \$60 million economic food driver for the area. The poverty rate in Kinston is double the national average, leaving the area with only a few economic options. This program aims to conduct research to determine if

citizens of Kinston, who spend an average of \$63 million per year on food, could feasibly abandon national brands or retailers and buy strictly local instead.

**Dr. Willa Casstevens**, *The Role of Navigators in Community Reentry from the Judicial System*

Dr. Willa Casstevens will be researching the benefits of training community “navigators” to aid individuals in the transition from the Wake County judicial system back into the community. This will be the first time the use of navigators has been explored with adults exiting the judicial system to re-engage with community settings.

**Dr. Richard Clerkin**, *Enhancing Leadership Capacities for Social Innovation in Wake County*

Dr. Richard Clerkin will be partnering with extension professors from NC State’s College of Agriculture and Life Sciences and professionals from Wake County Human services to develop and deliver an adaptive leadership program that fosters innovation. The program is designed to enhance the participant’s leadership competencies at the personal, organizational, and community level. The team will measure changes in participant competencies to collect evidence to seek additional funding to provide the training to social entrepreneurs and innovators across Wake County, as well as seek funding partners to grow the project in other targeted counties.

**Dr. Marc Grimmert**, *Assessing the Community Counseling, Education and Research Model for Multicultural and Social Justice Counselor Education*

Dr. Marc Grimmert and Dr. Helen Lupton-Smith will be using the Community Counseling, Education and Research Center (CCERC) model to address the critical public health need for accessible, affordable, high-quality mental health services focused on wellness. The results from evaluating the CCERC model, which includes a framework for counselor training and mental health service delivery, will provide researchers with critical information they need to address structural problems within mental health systems.

**Dr. Whitney Knollenberg**, *Modeling the Craft Beverage Tourism Product in Wake County*

Dr. Whitney Knollenberg will be researching the craft beverage tourism product market in Wake County. The research is designed to identify the resources that are required for developing and supporting a craft-beverage tourism product and to identify the benefits of a craft-beverage tourism product. Through researching and improving the craft-beverage tourism product in Wake County, this model can be replicated throughout North Carolina to stimulate the economy in rural areas to enhance residents’ quality of life.

**RECOMMENDATION FOR REVISION OF CHARGE AND/OR MEMBERSHIP CONFIGURATION (if applicable)**

No recommendations as to Charge or Membership