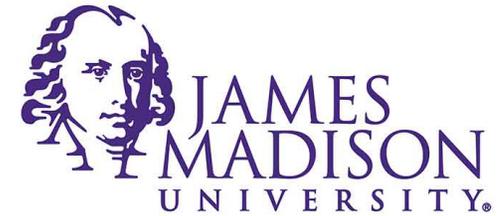


November 17, 2017

**James Madison University**  
**Why Engagement – Communicating with Instructional Faculty**  
**November 17, 2017**



*The following represents the Engagement Advisory Group's work on developing a "Why Engagement" narrative to use when communicating with Instructional Faculty about the benefits and rationales behind the university's vision: To be the national model for the engaged university; engaged with ideas and with the world. The narrative has been developed through an iterative process and is, most importantly, based on the feedback received from faculty during the AUH meetings with faculty in the fall, 2017 semester. The attempt is to clearly explain the key rationales for our pursuit of engagement from a faculty member's perspective.*

Engagement is not a new idea at JMU. It's been a hallmark for many years. Made meaningful by JMU's focus on scholarship and teaching, engagement leads to deep, purposeful and reflective learning that can confront real-world challenges.

Faculty are engaged with ideas and the world every day as they build relationships with students. Engagement is a pathway – a means to fulfill our mission to prepare students to be educated and enlightened citizens who lead productive and meaningful lives.

One faculty member said: *"An engaged university should take an active role in its students developing into real-world problem solvers and effective citizens in society. Specifically, this means providing opportunities for the students to be active participants in the learning process..."*

There's an inherent and meaningful reciprocity in the idea of engagement. As another faculty member said, *"...engagement is a reflection of the degree to which one's research, teaching, and service are grounded in a belief that what one does matters to the community and to the world, while consciously seeing my contributions as part of a reciprocal process. I teach my students, I learn from my students; I serve the community, I benefit from the community."*