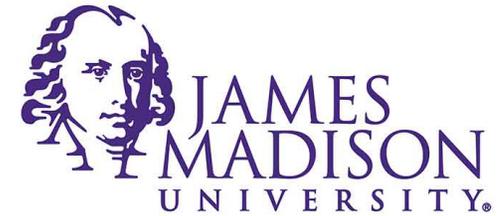


April 17, 2017

James Madison University
Why Engagement – Communicating with External Constituents
April 17, 2017



The following represents the Engagement Advisory Group's work on developing a "Why Engagement" narrative to use when communicating with external constituents (parents, alumni, members of the community, etc.) 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 narratives have been developed through an iterative process involving various groups, including the EAG, since the Fall of 2016. They were approved by President Alger and the Senior Leadership Team on April 17, 2017. It is recommended that these become a key part of communicating with external constituents about the value of our Engagement vision.

Full

When students walk across the stage at graduation having been a part of an engaged university such as JMU, they haven't just been educated, they've been transformed and empowered. They develop inwardly and apply learning outwardly. They are determined to live a life of meaning and pursue a career of purpose. They have learned the importance of a strong work ethic and have become committed to and skilled in collaboration with others in teams. They aren't just intelligent, but interpersonally effective.

Something happens when students participate in engaged learning, community engagement or civic engagement. Students feel differently about themselves and their place in the world. Making a difference is no longer optional for them. Graduates of JMU see innovation as essential and knowledge creation as a means, not an end. They contribute to solving society's problems and use their knowledge as a tool for building a more perfect union.

Our students are consistently challenged to connect more meaningfully with themselves and with others. They are creative, resilient and ethical. They are citizens in the best sense of that word.

Brief

When students walk across the stage at graduation having been a part of an engaged university such as JMU, they haven't just been educated, they've been transformed and empowered. They have learned the importance of a strong work ethic and have become committed to and skilled in collaboration with others in teams. They aren't just intelligent, but interpersonally effective. They are determined to live a life of meaning and pursue a career of purpose as they move forward. They contribute to solving society's problems and use their knowledge as a tool for building a more perfect union. They are creative, collaborative, resilient, and ethical. They are citizens in the best sense of that word.