

April 17, 2017

**James Madison University**  
**Why Engagement – Communicating with A&P Faculty and Staff**  
**April 17, 2017**



*The following represents the Engagement Advisory Group’s work on developing a “Why Engagement” narrative to use when communicating with A&P Faculty and staff 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 A&P Faculty and staff about the value of doing and supporting Engagement-related work.*

**Full**

When we say we want to be the national model for the engaged university, engaged with ideas and with the world, we’re not introducing a new idea to JMU. We have been involved in the pursuit of engaged learning, community engagement and civic engagement for years. So, we focus on our engagement vision because we recognize it as one of the most effective ways to fulfill our mission to prepare students to be educated and enlightened citizens who lead productive and meaningful lives. The activity of engagement contributes to the better achievement of learning and development outcomes. Those outcomes then help lead our students to more fulfilling careers and lives lived more meaningfully and purposefully.

All three Engagement aspects foster the learning and development process - knowledge-creation and *applying* that knowledge to solve real world problems that affect all of us. And you are part of that process when you connect with students as you do your work. Engagement helps ensure that students develop abilities in evidence-based inquiry, analysis, and decision-making. Students learn both in and out of the classroom, connecting meaningfully with faculty, staff and peers so that the entire JMU community is involved in the learning and development process.

**Brief**

When we say we want to be the national model for the engaged university, engaged with ideas and with the world, we’re not introducing a new idea to JMU. We have been involved in the pursuit of engaged learning, community engagement and civic engagement for years. All three Engagement aspects foster the learning and development process - knowledge-creation and *applying* that knowledge to solve real world problems that affect all of us. Students at an engaged university like JMU learn both in and out of the classroom, connecting meaningfully with faculty, staff and peers so that the entire JMU community is involved in the learning and development process.