

Engagement Vision Markers Updated: January 25, 2019

The purpose of the vision markers list is to address the questions: How will you know when you've become "the national model for the engaged university?" What measures will you use to track progress?

The markers that follow reflect the work and feedback of the following during the period of Fall, 2016 through April 9, 2018:

- *Instructional faculty through reports from academic unit heads*
- *Academic Council*
- *The Engagement Advisory Group Leadership Team*
- *The Engagement Advisory Group*
- *The Student Affairs Engagement Team*
- *The Impact³ Madison Project Group*
- *The Senior Leadership Team*

While it is not expected that all markers will be reached necessarily, as a group they will be used as part of the evidence that JMU is moving steadily and incrementally toward our vision.

Color Coding

Red – Action has not yet been undertaken to assure the eventual success of this marker.

Blue – Some action is underway to assure the eventual success of this marker. It is emerging

Green – The marker is currently true. The action is being done.

Category #1: Implementation and/or Success of Programs and Initiatives

What new engagement-related programs are being developed and what existing programs are experiencing significant success so as to represent leadership/success at the national level?

1A: Information is collected to explore how JMU students are transformed through immersion in a culture of civic engagement, community engagement and engaged learning. A process for gathering the information is determined and well-coordinated. The information is used to inform programming with noteworthy results highlighted through various outlets (e.g. newsletters, reports, presentations, publications).

1B: An emphasis on the mission (preparing students to be educated and enlightened citizens) and vision (engagement), is incorporated, in a manner consistent with the discipline, in faculty searches and hiring, as well as in recognizing faculty accomplishments for annual evaluations, promotion and tenure.¹

1C: Engagement is used as part of the evaluation criteria for each member of the A&P Faculty and classified staff as appropriate.

1D: Unit level activities and accomplishments in advancing the vision of the university are reported on annually in the unit's Annual Report.

¹ This process will include Engagement-related language in all instructional faculty recruiting advertising as follows: *The [unit name] at JMU is especially interested in qualified candidates who can contribute to the diversity and excellence of the academic community as reflected in the university's mission, vision and core qualities (<http://www.jmu.edu/jmuplans/jmu-strategic-plan/index.shtml>).*

1E: A network of learning experiences, existing entities and physical spaces is identified that support civic engagement, community engagement and/or engaged learning. These are mapped and communicated in a cogent and accessible manner for faculty and students. Such a network includes:

- Maker spaces
- X-labs
- Relevant co-curricular activities
- Emphases on interdisciplinarity
- Institute for Visual Studies

1F: The university invests resources that result in the growth and enhancement of engagement within non-credit programs.

1G: The university invests resources that result in the growth and enhancement of engagement within graduate programs.

1H: Consistent and effective professional development programs support leadership of and involvement in civic engagement, community engagement and/or engaged learning. Such programs are available for access by instructional faculty, A&P faculty and classified staff and are provided by such entities as the Center for Faculty Innovation and University Talent Development.

Category #2: Measureable and Notable Outcomes

What are important quantitative and qualitative outcomes that result from engagement efforts in pursuit of becoming the national model?

2A: The university receives frequent requests for consultation from a variety of institutions regarding our engagement-related achievements. Other institutions reflect the desire to emulate the JMU success in engagement.

2B: JMU regularly hosts a national conference on engagement.

2C: The university establishes a national award for engagement.

2D: JMU maintains its Carnegie Community Engagement Classification.

2E: Data from Cluster 4 assessments, National Study of Learning, Voting and Engagement (NSLVE), the JMU Continuing Student Survey and the National Survey of Student Engagement (NSSE) are collected regularly and used to inform development and improvement of civic engagement programming.

2F JMU is considered a leader in engagement-related assessment. This will include, but not be limited to, assessment activities related to ethical reasoning (Madison Collaborative), innovations in student outcomes assessment and improvement of learning, longitudinal assessment of well-being and the relationship to JMU curricular and co-curricular educational experiences, civic engagement and student-related community engagement. This will also involve establishing and enhancing collaborations with other institutions of higher education and partnerships with national organizations in development of new ways to integrate engagement learning outcomes and improvement processes.

Category #3: Branding, Promotion and Differentiation

Since part of being the national model is to be known nationally, what are ways in which JMU's engagement commitment and success are being promoted and/or recognized regionally and nationally in an impactful way? What awards or recognitions are being received?

3A: A detailed articulation/narrative of how the Engagement vision impacts our graduates specifically and meaningfully is written, promoted and shared across campus.

3B: The university submits an application for least one engagement-related award each year.

3C: The university invests in a branding process based on a platform emanating from the engagement vision and subsequently determines and funds an advertising campaign to expand the national brand/footprint of JMU.

3D: JMU faculty are collectively responsible for significant contributions to the literature on engagement, as evidenced by citation of their works in engagement-related contexts.

3E: Through the participation of instructional faculty, A&P faculty and/or classified staff, JMU has a presence at conferences that JMU recognizes as nationally and internationally significant conferences related to engagement. The list of such conferences is open to suggestion and is listed on the Engagement Web Resource Center.

3F: The James Madison Center for Civic Engagement is established and builds a national reputation.

3G: Social media presence concerning JMU's national-level engagement-related work is considered significant.