

Pursuing Carnegie Community Engagement Classification Elective as a Small Institution: Capturing Robust CE Initiatives and Practices

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Who We Are: Brief Backstory

- ▶ **USF Sarasota-Manatee:** Branch campus, 2K students
- ▶ **USF Tampa (main campus):** 38K students – Earned Carnegie CE Classification 2020
- ▶ **USF-St. Petersburg:** Branch campus, 6.9K students – Earned Carnegie CE Classification 2020
- ▶ **One USF: Consolidated 2020 ... Therefore, we selected 2019-2020 Academic Year for Sarasota-Manatee (PRE-Covid and PRE-Consolidation) for Carnegie CE Classification Application**

USF-SM Carnegie CE Classification

Application: “Top Strategies & Tips”

- ▶ **Dedicated Project Management: 2 co-chairs** (former USF Chancellor & current Assistant Dean of Graduate Studies + former USF English Instructor & current professional writer/project manager) ... Capitalize on backgrounds: deep institutional knowledge/connections + strong storytelling/editing skills
- ▶ **Faculty/Staff Project Workgroup: 9 members** (strong curricular and co-curricular representation, senior individuals, appointed to one-year project by Regional Vice Chancellor: total of 11 professionals)
- ▶ **Established Calendar: 3 one-hour meetings per month** (one full Workgroup meeting, one faculty meeting, one staff meeting) – July through April
- ▶ **Monthly Collaboratory Webinars: Carnegie focus** (co-chairs attended 14 workshops aligned with 14 sections of Carnegie application)

USF-SM Carnegie CE Classification Application: “Top Strategies & Tips”

- ▶ **Brainstorming/Strengths Inventory:** Initially created inventory of what everyone was doing (curricular/co-curricular) ... then identified strengths and focused on activities to more deeply investigate
- ▶ **Retreat:** Full-day, on-campus December retreat (project halfway point: camaraderie-building, brainstorming/storyboarding, and work on 8 sections)
- ▶ **Interviews and Snowball Sampling:** Identified SMEs (conducted F2F interviews, followed leads/intros to other SMEs, turned over many rocks)

USF-SM Carnegie CE Classification Application: “Top Strategies & Tips”

- ▶ **Primary and Secondary Sources: Print/Web** (datamining of university’s websites and articles, media sites, journals/magazines/newspapers)
- ▶ **Editorial Schedule** (one primary writer for 13 of 14 sections: from October-April, calculated # of words per question for all sections, divided by # of weeks until April 1 for weekly word count to generate content; final month for editing plus ODS-Chancellor-Vice Chancellor reviews <Apr. 30 deadline)
- ▶ **“Accentuate the Positive!”** (key focus on many robust stories of community engagement throughout curricular and co-curricular areas drove storytelling and narrative – supported by data wherever it could be manually developed)

Challenges + What We Would Do Differently

- ▶ **Minimal Resources and Limited Bandwidth** (no CE SM staff, 1 advisory CE person from main campus)
- ▶ **Manual Records** (manual review of hundreds of syllabi and other information)
- ▶ **Lack of Quantified Data** (post-consolidation of branch campus→one main university campus meant tracking and data not specifically maintained for SM campus or even accessible)

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- ▶ **Improve Management of Workgroup** (some staff and faculty “opted out” of a number of meetings and were unavailable despite published schedule and full-year commitment)
- ▶ **Leverage Our Workgroup Talent** (assign sections and questions to individuals from faculty or staff to research and draft before each month’s meeting)
- ▶ **Community Contacts and Engagement** (reach out to/interview community members and partner organizations; extensive manual work pulling information from multiple sources precluded time for this valuable step)

University of South Florida Sarasota- Manatee Carnegie Co-chairs

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