

Core Theme - Public Service and Community Engagement

Results and Suggested Improvements

**OBJECTIVE 4.1 Enhance the commitment and the level of cooperation between the university and external communities.**

<i>Outcomes</i>	Indicators	Expected Performance Level (Criterion)	Responsible Reporting Unit	Key Strategies/ Initiatives	Budget/Resource Analysis
4.1.1 Sustain the many cultural, educational, service, and recreational events, such as performances, exhibitions, and sporting events, that are available to the CWU campuses and external communities and increase campus and community participation in these events	4.1.1.1: Number of cultural, educational, service, and recreational events, such as performances, exhibitions, and sporting events, that are available to the CWU campuses and external communities	Sustain number of events in each category.	Reported by the Manager of the Events Outreach unit  Current staffing to compile the required data is limited (and may include Jody Baxter, Laurie Clark, and Kelly Zakel-Larson in Athletics). Staff from East and West Side Centers, New Student Programs Staff, Staff from CLCE	Cultural, educational, service, recreational events and meetings	Staff, goods and services, and secretary costs for offices identified as responsible for cultural, educational, service, and recreational events, such as performances, exhibitions, and sporting events

**Results/Findings**

**Events at CWU**

Event scheduling and assessment reports from Academic Year 2011-12 indicate that there were over 17,000 individual cultural, educational, service, recreational events and meetings available to the CWU community. Of those events, 130 were deemed to be major public events (serving over 100 people), 10 of the major events were private events held on campus by off campus entities (Rodeo, Anderson Hay ,etc.). The remaining 16,870 smaller programs included club events, meetings, recitals, small performances, receptions, faculty workshops, staff trainings, and professional development activities.

**Of the major public events the attendance figures from the SURC scheduling office indicate the following attendance by CWU students, faculty, staff and guests at major public events on the CWU Ellensburg Campus:**

<b>Sponsor</b>	<b>Name of Event</b>	<b># of Attendees</b>
Admissions	Fall and Winter Open Houses	
Athletics	Football, Women's Soccer, Volleyball, Men's Basketball, Women's Basketball	31,043

Campus Life	Events such as: Boo Central, Homecoming, Ware Fair, Winter Wedding & Events Expo, and Entertainers such as: DL Hughley, Macklemore & Ryan, Ron Funches, Trace Bundy, Max Brooks and ANT	4,630
Community/State	Events such as: Rodeo Hall of Fame Banquet, HopeSource Banquet, Ellensburg Rodeo Royal Court, KVCH Magical Evening Banquet, WMEA State Solo Competition, and the EHS Senior Party	5,700
Ctr for Diversity & Social Justice	Events such as: Parade of Nations, Operation Elf, Lunar New Year, Vagina Monologues, Women's Achievement Celebration and Pride Week	2,232
Graduate Studies	SOURCE	2000
Leadership & Community Engagement	Events such as: Martin Luther King Celebration and Evening of Recognition	300
Music	Events such as: Music Concerts, Choir Holiday Dinner, Jazz Nutcracker, and Night at the Opera,	4,960
Physical Education	Orchesis Dance Performance	539
President	Events such as: Speaker-Edward James Olmos, Speaker Lani Guinier, Speaker Tim Wise, and the Furniture Dance Series	1,480
Recreation	Events such as: Real Rock Climbing Film, Red Bull's Art of Flight, Baniff Film Festival, and Men's Rugby Banquet	1,204
Theatre Arts	Events such as: Reigen, A Christmas Carol, Red Curtain Revue, Icarus, Luna, and Little Women	5,770
University Housing	Events such as: Wildcat Welcome Weekend and Orientations	4400
Wellness Center	Events such as: Rock Against Rape and Sexapalooza	550

**Discover Orientation Participation**

Not included in the numbers above are the Discover Orientation Sessions, that draw hundreds of prospective students and their families as indicated by the data

below:

**2012 Discover Session Count**

	July 2-3	July 9-10	July 12-13	July 16-17	July 19-20	July 30	August 1	Total
Final count	293	286	281	215	265	337	186	1863
Guest count	311	296	293	231	267	211	63	1672
<b>Total Head Count</b>	<b>604</b>	<b>582</b>	<b>574</b>	<b>446</b>	<b>532</b>	<b>548</b>	<b>249</b>	<b>3535</b>

**Sport Club Activities and Attendance**

**Historical Growth and Numbers of Club Sports Teams**

2000-2001	2004-2005	2008-2009	2011-2012	Total Participants in 2011-2012	Number of Spectators in 2011-2012
4 Sports Clubs	16 Sports Clubs	24 Sports Clubs	<b>24 Sports Clubs</b>	<b>655</b>	<b>1687</b>

**Sports Clubs include: Men's and Women's Rugby, Men's and Women's Soccer, Men's & Women's Water Polo, Rodeo, Karate, Bowling, Fencing, Ice Hockey, Men's and Women's Lacrosse, Dance, Swimming, Wrestling, Cycling, Golf, Ultimate Disc, Equestrian, Indoor Climbing, Archery, Wake Sports and Tennis.**

**Additionally, there are numerous events held at the CWU Centers each year, including:**

LOCATION	EVENT
CWU PIERCE	The events held at CWU Pierce include: Wildcat Welcome events, Transfer Fairs, Orientations, Open Houses, Wildcat Wednesday, Workshops, Recruiting Events, Panels, Point Defiance Zoo Student Appreciation, Mentor Buddy Program, Women's Veterans Conference and the Annual Westside Graduation Awards Dinner.

CWU Kent	Events held at CWU Kent include: Graduate Program in Law & Justice to partner with the Kent School District, conference events which include the Youth Summit and Teaching Equity, the partnering with the community by the first CWU Kent Education Advisory Board, and the founding of a Rotaract chapter for Green River students.
CWU Yakima	Events at the Yakima Center include: Teatra Milagro's "B'aktun", Children's Theatre, Margaret Mead Film Festival, Diversity Awareness Wall, Yakima Chamber After Hours events, New Visions Filming, Wildcat Wednesdays, Open Houses, Advising Presentations, Local high school presentations, Job Fairs, Welcome Back events, New Student Orientations and the Annual Westside Graduation Awards Dinner.
CWU Lynnwood	Events at CWU Lynnwood include: Wildcat Welcome events, Springfest, Community Transit Bus pass program, Lunar New Year, Spring BBQ, Annual Student Leadership Conference, Westside Orientation events, and the Annual Westside Graduations Awards Dinner.
CWU Des Moines	Events at CWU Des Moines include: Wildcat Welcome events, Career Services' employer networking workshops, Annual Westside Student Leadership Conference, the Annual Argosy Cruise event, New Student Orientations, and the Annual Westside Graduation Awards Dinner.

**The Music Department, particularly, provides extensive outreach to the community through programs, competitions and other events:**

Music Department Events and competitions	The CWU Music Department holds events such as: the WMEA Solo and Ensemble competitions, the WMEA planning sessions, annual festivals for band, orchestra, chorus and jazz, Music students are encouraged to participate in the music programs of both the local middle and high schools, and many concerts, recitals, and music events throughout the year.
Music Department Events	The CWU Music Department holds projects each year including: Baroque dance, Gilbert and Sullivan Operettas, Flamenco music and culture which is held in Spain, Andean flutes which is held in Ecuador, music of the Indian Sarod, and exploring vibrato in music.
Music Student opportunities for involvement	The Music student body maintains chapters of NAFME, JEN, SNATS, ACDA and ASTA as well as other music clubs including Horn, Trombone, and Trumpet Clubs. Noon hour concerts are presented in the Student Union Building by Jazz groups. Special concerts include memorial concerts for deceased faculty and students. The CWU Orchestra performs at the annual Spirit of the West community sponsored event and the Kairos Quartet presents performances, performs for classes and coaches chamber music groups.

**Suggested Improvements, outcomes, indicators, criterion, strategies, activities budget**

Central Washington University clearly provides a robust set of offerings in terms of cultural, educational, service, and recreational events. These events are well subscribed and are available to CWU campuses and the external community. It should be noted that there is still a need to include data from all campus areas including the Library, Gallery, and Science Museums. While general categories of offerings have been devised, there is a need to develop more specific event categories for further and more detailed analysis. Also, while determining the number of attendees is important in gauging interest, a standard method of evaluating the quality of the events needs to be generated and established. This will improve understanding in terms of impact, satisfaction, and other important information. Surveys provided as a part of the event or afterward could be used with sampled participants. It will be important for a centralized data center and/or office to be responsible in terms of receiving data from the respective areas on a regular basis in order to organize, analyze, and write periodic reports for us in decision-making.

<b>OBJECTIVE 4.1 Enhance the commitment and the level of cooperation between the university and external communities.</b>					
Outcomes	Indicators	Expected Performance Level (Criterion)	Responsible Reporting Unit	Key Strategies/ Initiatives	Budget/Resource Analysis
4.1.2 Increase the number of collaborations and partnerships with external community entities and organizations	4.1.2.1 The number of collaborations/partnerships with external communities entities and organizations.	Increase the number of events in each category.	Reported by the Director of Continuing Education, the Dean of Student Success, and the Dean of Graduate Studies.	The Center for Leadership & Community Engagement develops programs and initiatives directed at building partnerships while helping students to find meaning and building their skills.	Staff, goods and services, and secretary costs for Continuing Education in relation to external partnerships
<b>Results/Findings</b> 2011-2012 CWU Institutional Grant activity:					
<b>The Annual report of External Grant and Contract Activities at CWU for July 1, 2011-June 30, 2012 reports the following:</b>					
Grants funded during FY 2011-12 totaled \$9,838,594 (includes 26 grant requests proposed in the previous year but funded in FY 2011-12.)					
Between 7/1/11 and 6/30/12 135 grant requests were submitted to external agencies by 70 different faculty and staff. Those grant requests represent a total of \$14,278,650. By 6/30/12, 87 of those requests were funded, 26 were not funded, and 31 were pending.					
Funding sources for grants received by the University were 55.7% Federal, 22.% International, 17,2% State, 2.1% Industry, 0.2% Local Government and 2.2% other.					
The largest federal grantor to the University in FY 2011-2012 was the Department of Education, which funded 61% of grants received, followed by the National Science Foundation which funded 24% of grants received. Other federal granting agencies included the department of agriculture (4%), Department of Energy (2%), Department of Health and Human Services (3%), Department of the Interior (4%), Corp for National and Community Service (2%), NASA (>1%), and National Writing Project (>1%).					
Grant funding by unit includes \$4,785,115 (48.6%) for Academic and Student Life, \$2,101,571(21.4%) for the College of the Sciences, \$2,100,340(21.3%) for Graduate Studies and Research, \$819,513(8.3%) for the College of Education, \$26,100 (0.3%) for the College of Arts and Humanities, \$5,955 (0.1%) for Business and Financial Affairs, and \$0 for the College of Business.					

## **ASCWU Programmatic Outreach**

The ASCWU Board of Directors has established a Vice President for Equity and Community Affairs whose responsibilities include establishing and building partnerships with the local community for mutual benefit. The ASCWU and the University actively support opportunities for our students to positively interact with the community through such community initiatives as “Bite of the Burg,” “Fred Meyer Night,” “Bi-Mart Night,” all of which are attended and enjoyed by large numbers of CWU Students.

**The Center for Leadership and Community Engagement offers a robust program of activities designed to encourage students to interact in productive and engaging ways with the local area, including service learning, internships, volunteering, and supporting local projects. In 2011-12 students, faculty and staff participated in several outreach programs, including:**

CLCE Recruitment Presentations (3@ 50 minutes each)  
CLCE Transfer Recruitment Presentation  
Bite of the ‘Burg  
Traps of Teamwork program  
CWU in the Canyon (Yakima River Clean-up)  
Leadership Quest: Strengths and Styles  
Discover Your Leadership Style  
American Red Cross Blood Drive  
CWU at the Farm – Olmstead Place State Park  
Breast Cancer Awareness Week  
CWU City – Make a Difference Day  
Thanks-For-Giving  
Giving Tree—Stocking Stuffer  
Annual Holiday Extravaganza  
AmeriCorps Bonner Leaders  
Leadership LLC

## **Suggested Improvements, outcomes, indicators, criterion, strategies, activities budget**

Central Washington University has developed and maintained a number of collaborations and partnerships with external community entities and organizations that are local, regional, national and international in nature. While many and varied partnerships have been identified, there is still a need to include other areas of the campus, such as Continuing Education and International Studies, to the analysis. Also, while determining the number of partnerships is important, it will be important for the Theme 4 –Public Service and Community Engagement committee to discuss ways in which impact might be measured or articulated within the outcome area. This would also require revision of the outcome itself, indicator, and expected performance level.



<b>OBJECTIVE 4.2 Increase participation in university sponsored life-long learning opportunities.</b>					
Outcomes	Indicators	Expected Performance Level (Criterion)	Responsible Reporting Unit	Key Strategies/ Initiatives	Budget/Resource Analysis
4.2.1: Increase the number of class and certificate program offerings that meet the needs and satisfaction of the CWU campuses and external communities.	4.2.1.1: Number of classes and certificate program offerings and course evaluations	Increase number of classes and certificate program offerings at respective campuses.	Reported by the Director of Continuing Education, Library, Health Education, Career Services, AVP University Centers	Individual units maintain records of their class and certificate offerings by location/site and suggest areas for expansion and development.  Units survey stakeholders for program satisfaction and current/future needs.  AVP of University Centers reports annually on Center needs.	Current staffing to compile the required data is limited. Adequate levels of support need to be established in order to determine the ongoing satisfaction measurements of the campuses and external communities.
<b>Results/Findings</b>					
<b>Class Audit Activity by Community Members</b>					
Community participation in life-long learning opportunities as indicated by numbers of non-matriculants auditing classes shows that in fall 2012 we enrolled 18 non-students as auditors in classes. Of those non-matriculants auditing classes, the minimum age was 51 and the maximum age was 79. Ten non-matriculated auditors were women and 8 were men.					
<b>Chimpanzee and Human Communication Institute Outreach</b>					
The Chimpanzee and Human Communication Institute regularly sponsors educational programs that welcome community members and other visitors. The numbers of persons served by the “Chimposiums” offered by the institute are:					

**Regular Chimposium Totals for 2012**

<b>Scheduled Groups - Weekdays</b>	<b>Number served</b>	<b>Scheduled Groups - Weekends</b>	<b>Number served</b>
Elementary students	402	Saturday 9:15 timeslot	34
Middle school students	1041	Saturday 10:45 timeslot	705
High school students	511	Saturday 12:30 timeslot	514
CWU Student groups	310	Saturday 2:00 timeslot	64
Misc. College Groups	47	Sunday 12:30 timeslot	609
Adult Groups	278	Sunday 2:00 timeslot	425
UESL Groups	179		
<b>Weekdays total</b>	<b>2768</b>	<b>Weekend Total</b>	<b>2351</b>
<b>Regular Chimposium Season Total</b>	<b>5119</b>		

**Advanced Chimposium Totals for 2012**

March 1, 2012	8
April 21, 2012	5
May 19, 2012	9
August 18, 2012	12
September 15, 2012	8
Anticipated Chimposium on October 20, 2012	19 anticipated
<b>Advanced Chimposium Season Total</b>	<b>61</b>

**Suggested Improvements, outcomes, indicators, criterion, strategies, activities budget**

While some class audit information (fall, 2012) and institute participation has been measured, there is still a need to include other areas of the campus like Continuing Education to the analysis. This will be an important addition to next year's analysis as most CWU life-long course opportunities are organized and delivered through this office. Also, while determining the number of opportunities is important, it will be important for the Theme 4 – Public Service and Community Engagement Committee to discuss ways in which need and satisfaction might be measured or articulated within the outcome area. This could be accomplished through a standard survey instrument involving a sampling technique of campus and community stakeholders per class or program offering. Finally, it will be important for a centralized data center and/or office to be responsible in terms of receiving data from the respective areas on a regular basis in order to organize, analyze and write periodic reports for use in decision-making.

<b>OBJECTIVE 4.3 Enhance the efforts of members of the university community to strengthen the economic base of the region and state.</b>					
<b>Outcomes</b>	<b>Indicators</b>	<b>Expected Performance Level (Criterion)</b>	<b>Responsible Reporting Unit</b>	<b>Key Strategies/ Initiatives</b>	<b>Budget/Resource Analysis</b>
4.3.1 Increase support for area economic development.	4.3.1.1: Number of grants and contracts with local agencies and businesses	Increase number over baseline	Reported by Dean of Graduate Studies	<p>Include businesses in university/institution sponsored business training opportunities; Collaborate with area development agencies for speaker series; Collaborate with area development agencies for business incubation support.</p> <p>Sustain formal ties with the Ellensburg Business Incubator, Chamber of Commerce, EDDBA, Kittitas EDBC, and similar organizations by encouraging CWU employees to serve on their boards and by fostering development of mutually beneficial projects.</p>	Undefined at this time
	4.3.1.2: Number of businesses or jobs created as a result of efforts of members of the university community	Increase number over baseline	Reported by Dean of Graduate Studies; President for CWU Research Foundation; and Executive Director of I4IE		
<b>Results/Findings</b>					
<p><b>External Grant and Funding Activity</b></p> <p><i>The Annual report of External Grant and Contract Activities at CWU for July 1, 2011-June 30, 2012 reports the following:</i></p> <ul style="list-style-type: none"> <li>• Grants funded during FY 2011-12 totalled \$9,838,594 (includes 26 grant requests proposed in the previous year but funded in FY 2011-12.)</li> <li>• Between 7/1/11 and 6/30/12 135 grant requests were submitted to external agencies by 70 different faculty and staff. Those grant requests represent a total of \$14,278,650. By 6/30/12, 87 of those requests were funded, 26 were not funded, and 31 were pending.</li> <li>• Funding sources for grants received by the University were 55.7% Federal, 22.% International, 17,2% State, 2.1% Industry, 0.2% Local Government and 2.2% other.</li> </ul>					

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**Employment Impact of CWU Grant Funded Programs**

External funding also provides for a large number of employment opportunities at CWU. CWU Employee salaries supported by external monies (Grants, etc.):

Number	Total \$	Average \$		
Students	619	\$878,695.36	\$1,419.54	
Temporary	103	\$403,332.78	\$3,915.85	
Classified	26	\$643,078.44	\$24,733.79	
Admin Exempt	31	\$1,115,367.36	\$35,979.59	
Faculty (TT, FTNTT, Adjunct)	159	\$1,126,060.13	\$7,082.14	
Grad Assist	112	\$596,535.00	\$5,326.21	
	1050	\$4,763,069.07	\$4,536.26	

**Suggested improvements, outcomes, indicators, criterion, strategies, activities budget**

External grant activity and its related impact to CWU employment was reported. However, there is a need to disaggregate the exact number of grants and contracts connected with local agencies and business. Also, while the CWU employment generated by contracts and grants was laudable, no data was provided as to the number of businesses or external jobs created as a result of efforts of members of the university community. While difficult to measure off-campus, a need exists to calculate this type of data to better define and inform internal and external constituent groups.