SELF-STUDY SESSION: ENGAGEMENT AND SERVICE (Criterion #5)
Center for Excellence in Teaching and Learning
February 12, 2009

• This criterion is relatively new. It was added since our last North Central visit. It involves how Parkland is engaged in the community and how the college serves the community. What are we doing and what are we not doing?
• How does our college identify its constituents, its service to those constituents and do both value this service? Who are our “constituents?” Everyone!
• Items in this criterion:
  - The college is involved in many outreach activities
  - “Town Hall meetings”
  - Career programs and their technical advisory boards. We could survey them but a focus group would be a direct measure (for #5c).
  - We can list programs, but we need evidence that these programs are sought after and useful.
  - High school counselors meeting coming up . . . survey them? Include some of the recent P-16 dialogues.
  - Community Education
  - Business Development Center (numbers served, types of service, surveys)
  - Health Professions – survey dental hygiene patients?
  - Service Learning . . . .and document student reflections on their projects.
    Bryan is working on a form for service learning partners . . . what are their needs? Can they be matched to our departments?
  - Center for Excellence serves faculty and staff
  - UI/EIU/Millikin partnerships
• Challenge is organizing the data. Be mindful of the Self-study document. Our Information Management Team will facilitate the transfer of information.
• Need template for “best practices” for this criterion. It is more anecdotal than the other criteria.
• Can pull out some examples and tell some stories in narrative form. Possibly each department could forward their “best practices” in the area of community outreach.
• Regarding the course evaluation forms that students complete at the end of each semester . . . do we ask anything about community involvement? Are we offering the correct courses to meet their needs?
• Evaluation over description! Can quantify but what do we do with the data? The Information Management Team will examine the written drafts to ensure they take an evaluative angle.
• This must be a collective effort and not just a few people doing the work! We need to get the entire campus (including students) involved!
• Look for cross-cutting themes . . . highlight areas that cut across all five criteria.
• Question . . . are students considered internal or external constituents? It was determined that they are really both!
• Service to the community is now a part of the faculty evaluation process. We need to document who is on what board and who volunteers where. The college may be surprised!
• How does the community utilize our facilities? Theatre, Art Gallery, Planetarium, Library, etc.
• What is the value of a Parkland degree? What is Parkland’s socio-economic impact? There is an ICCB study done on this roughly two years ago – check with Jody Littleton.

- Notes by Dave Leake