

Illinois State University Academic Affairs: FY21 Planning Document

Center for Community Engagement and Service Learning

I. Major Objectives for FY21

1. Finalize and implement five-year Strategic Plan using information gleaned from the Carnegie Community Engagement Designation application process, the Civic Action plan, Campus Strategic Plan, and feedback from surveys and community forums. **ECE I.D** – Use best practices to continuously improve sustainability and institutional effectiveness. **ECE I.D.1.** Review, update, and align plans with *ECE Illinois State*. **ECE I.D.2.** Increase collaboration across departments and divisions. **ECE I.D.3** Leverage data analytics to inform decision making.
2. Enhance Illinois State University's identity as leader in best practices in civic engagement affirming our commitment as a Campus Compact institution to "empowering our students, faculty, staff, and community members to co-create mutually respectful partnerships in pursuit of a just, equitable, and sustainable future for communities beyond the campus – nearby and around the world." **ECE I.D** – Use best practices to continuously improve sustainability and institutional effectiveness. **ECE III. C-** Advance learning experiences that help faculty, staff, and students succeed in a global society.
3. Transform the student experience by working with faculty and staff to elevate Illinois State University's ability to educate students who understand civic engagement as a lifelong responsibility by providing new and enhanced opportunities for civic development. **ECE III. C-** Advance learning experiences that help faculty, staff, and students succeed in a global society. **ECE IV. C-** Deepen student engagement in activities that prepare them for lifelong learning and success.
4. Foster Faculty/Staff Engagement and bolster our institutional commitment to civic engagement by supporting, assessing, and celebrating engaged scholarship, teaching, and community partnerships. **ECE III. B-** Invigorate the campus community by providing a welcoming and inclusive environment. **ECE III. C-** Advance learning experiences that help faculty, staff, and students succeed in a global society. **ECE IV. A-** Foster partnerships offering collaborative and mutually beneficial opportunities. **ECE IV. B-** Involve more faculty, staff, and students in outreach, engagement, and research opportunities locally, regionally, and globally.
5. Strengthen Illinois State University's infrastructure to support our core value of civic engagement by evaluating CESL's staffing structure and physical space to ensure optimal capacity, pursuing external funding and partnerships, purposefully integrating the American Democracy Project/Political Engagement Project and the Civic Engagement and Responsibility Minor into the Center's functions, and cultivating a culture of information sharing through the development of a strategic marketing plan and a thoughtfully designed data and assessment plan for civic engagement. **ECE I. C-** Strengthen Financial position. **ECE II. C-** Enhance organizational infrastructure to support innovation and collaboration.

II. Permanent Funding Requests

1. **Redbird Impact** publication costs (**\$16,550 – price for October issue will be the same as last year, per an email from Tracy. 2021 printing costs are not available yet but will be updated when received**). The publication supports **ECE IV.B.3** Recognize, promote, and encourage civic engagement and service learning.

Redbird Impact is a biannual publication devoted to celebrating community engagement and service learning at Illinois State University. The magazine promotes the service activities and projects of Illinois State's faculty, students, and staff, and highlights civic engagement opportunities available to the campus community. *Redbird Impact* showcases the positive impact Illinois State has on Bloomington-Normal and beyond. Print editions of

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Redbird Impact are published in February and October (to coincide with Founders Day and Homecoming, respectively), and the content is posted online at IllinoisState.edu/RedbirdImpact. Print copies are available near the entrances to Milner Library and Hovey Hall, at the front desks in the Alumni Center and the residence halls, and inside the Bone Student Center. In the community, copies are available at the Normal and Bloomington Public Libraries.

Rationale for Permanent Funding of *Redbird Impact*- Currently, per an agreement made in 2019, publication fees are paid for with PE funds. We receive numerous inquiries about the institution's civic engagement programs from readers of the publication and share the magazine with current and potential donors. The publication not only advances **ECE IV.B.3** Recognize, promote, and encourage civic engagement and service learning, but also supports **ECE I. C**- Strengthen Financial position. The publication merits permanent funding to help us continue to tell compelling stories about our institutional commitment to civic engagement to a broad audience.

2. Data and Application/Assessment fees – (Collaboratory and GivePulse)

- **Collaboratory** - This data-sharing tool would cost \$12,450 annually with a 10% discount for a 3-year contract and a \$6,225 implementation fee.

Collaboratory is a public-facing database of community engagement and public service/outreach activities that would track and monitor community engagement within the curriculum and co-curriculum; allow for assessment of institutional priorities within the strategic plan and objectives; provide on-demand analysis and reports; integrate multiple data sources and data types; and provide faculty/staff, department/unit, and community partner engagement profiles. We anticipate this tool would replace the Civic Engagement Reporting Portal created by Student Affairs IT (estimated to cost approximately \$13,200 annually) and would be about the same price annually (\$13,280 including implementation and three-year contract discount). Per an agreement with SAIT confirmed in an email from Dan Elkins, we received a commitment of Provost Enhancement Funds for FY21 and FY22 to cover some of the funds used for data and application tools. The current tool is limited in its utility given its cost which is why a replacement is needed. As we continue to elevate our institutional commitment to **ECE I.D.3** (leverage data analytics to inform decision making) and to fulfill the recommendations from our Carnegie application, application and assessment fees will be an annual cost, which should be included in our permanent budget, with the potential for future costs to be shared with other stakeholders.

Rationale for Permanent Request for Collaboratory: Innovation in the area of data management and analysis is critical to enhance the quality and impact of existing and future civic and community engagement initiatives at Illinois State. A recent inventory of data collected by the Center for Community Engagement and Service Learning on campus-community engagement included eight data sources with multiple data points that varied by granularity and source. Current processes to aggregate and analyze data require significant staff time and is not efficient for the data analyst nor the data requestor which are typically academic administrators. The Center has identified a potential technology solution, Collaboratory, a tool that would allow for more robust data analysis to make more accurate and timely data-informed decisions related to the university's strategic plan and high-priority initiatives such as retention and diversity and inclusion. Conversations with Charley Edamala in the Office of Administrative Technologies and Rob Bailey in Student Affairs IT about an application for institutional tracking of community engagement are ongoing to determine the best way for community engagement data to be maintained and shared. Data sharing and analysis tools will continue to be needed whether we choose Collaboratory, use our current platform, or find alternative tools. Therefore, we request permanent funding to support the institution's commitment to

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leveraging data and analytics to make to data-informed decisions about student programs, institutional initiatives, and community outreach.

- **GivePulse Request: \$11,000** – GivePulse is a public-facing platform and data repository that would meet community and institutional needs by allowing community partners to post volunteer opportunities for students. It would also give students the ability to seek volunteer opportunities as part of course requirements or at their own leisure while also providing more capacity for CESL staff to help students find volunteer opportunities and to track their service in meaningful ways.

Rationale for permanent funding for GivePulse:

Given the current institutional focus on student engagement, retention, and persistence, and our commitment to supporting all students, particularly those from underrepresented backgrounds, there has also been an identified need to track student engagement more cohesively. However, tracking student engagement within the community has not been possible with current data systems. GivePulse could be added to the Division of Student Affairs's student engagement platform Redbird Life to track and analyze student service hours. In the future, the cost of the GivePulse system could be shared with other stakeholders.

- 3. Campus Compact institutional membership dues - \$7284 (3% fee increase from \$7072 from last year to be confirmed by Campus Compact in April per email from Natalie Furlett). Our membership supports ECE I.D – Use best practices to continuously improve sustainability and institutional effectiveness. ECE III. C- Advance learning experiences that help faculty, staff, and students succeed in a global society.**

Campus Compact is a national coalition of 1,000+ colleges and universities committed to the public purposes of higher education. The organization builds democracy through civic education and community development. Campus Compact advances the public purposes of colleges and universities by deepening their ability to improve community life and to educate students for civic and social responsibility. Campus Compact envisions colleges and universities as vital agents and architects of a diverse democracy, committed to educating students for responsible citizenship in ways that both deepen their education and improve the quality of community life. Campus Compact challenges all of higher education to make civic and community engagement an institutional priority. As a member institution, Illinois State University has access to the programs, publications, consulting, and professional development meetings and resources of this national organization.

Rationale for Permanent funds- Currently, per an agreement made in 2019, these dues are paid through PE funds. Participating in Campus Compact workshops elevates our institution's commitment to civic engagement by ensuring that we stay informed on best practices and that we continue to strengthen our reputation by contributing our leadership to regional, national, and global conferences and publications. In 2016, President Dietz signed a Campus Compact commitment rededicating our institution to preparing students for democratic citizenship, building partnerships for change, and reinvigorating higher education for the public good. We seek to uphold our commitment to these affirmations and to maintain our strong reputation in Campus Compact and anticipate our membership to continue for the foreseeable future and thus, request permanent funding for these dues.

III. Reassigned Time Report for FY20 – NA

IV. Strategic Budgeted Carryover (SBC) Requests (PERS 937 spreadsheet) - Due June 12, 2020

Please provide a brief narrative that includes summary data regarding the number of SBC requests, the total amount of SBC requests, and which categories (see spreadsheet) rank the highest in terms of number of SBC

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requests, and total amounts per category. Choose several high priority requests, and succinctly present them so that they clearly illustrate the strategic necessity of the SBC request. *Refer to the SBC & PE Guidelines for more information.*

We have three SBC requests (ADA signage, start-up fees for data-sharing tools, and marketing materials) for a total a total request of \$7863. The requests are prioritized and described below.

1. **ADA signage for the Center** - \$498 FY 20-21 (quote attached)

Request Category- Facilities

Title- ADA Signage

Description and Plan- Currently, there are no signs outside the center to guide individuals to the accessible entry or to accessible parking spaces. We need these signs to comply with ADA standards and to support **ECE III-B – Invigorate the campus community by providing a welcoming and inclusive environment.**

2. **Start-up fees for Collaboratory**- \$6225 FY 20-21 (quote attached)

Request Category- Start-up fees

Title: Start-up Fees for Data-sharing

Start-up fees are a one-time fee above our typical budget and would help enhance our data collection and analysis abilities in support of **ECE I-D – Use best practice to continuously improve sustainability and institutional effectiveness.** This tool would also provide a public-facing database that community members could view and would elevate our community engagement and ability to analyze the impact of our service and community partnerships.

3. **Marketing Materials**- \$1,140 FY 20-21 (quote attached)

Request Category: Other

Title: Marketing materials (Tablecloth, Button-maker, display board) for admissions fairs and civic engagement events

Our marketing budget was created before we had created the Center's marketing staff position. Our marketing coordinator attends numerous admissions fairs and civic engagement events throughout the year that help us recruit students (in support of **ECE 1-A – Ensure strong student enrollment and student success**) and connect with the community and share our story with future donors (in support of **ECE I-C- Strengthen financial position**). We need a new tablecloth to match those of other ISU tables to create a more coordinated and professional appearance. A button-maker encourages active participation at fairs and events and allows participants to make buttons they can wear throughout the year to display their civic engagement. New display boards would allow us to switch out panels to target our message to audiences at different events.

V. **Provost Enhancement (PE) and Academic Enhancement Fee (AEF) Requests (PERS 937 spreadsheet)**

Per an agreement made during the FY 2019 funding process, CESL was asked to submit PE funding annually for Campus Compact Dues and *Redbird Impact* costs due to the need to assess the cost and return on these initiatives on an annual basis. Per an agreement with SAIT confirmed in an email from Dan Elkins we received a commitment of \$25,000 of Provost Enhancement Funds for FY21 and FY22 to cover the dramatic increase in Student Affairs IT expenses and were asked to report this on our PERS 937 request. Descriptions of the benefits of each of the fees requested below are noted in section II above. (While we currently receive PE funds for these initiatives, we anticipate these fees to be permanent and this have requested them as permanent lines as outlined in our justifications in section II).

Campus Compact institutional membership dues - \$7284 (3% fee increase from \$7072 from last year to be confirmed by Campus Compact in April per email from Natalie Furlett).

***Redbird Impact* publication costs (\$16,550 – price for October issue will be the same as last year, per an email from Tracy. 2021 printing costs are not available yet but will be updated when received).**

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Technology Fees (\$25,000) Per an agreement with SAIT confirmed in an email from Dan Elkins we received a commitment of \$25,000 of Provost Enhancement Funds for FY21 and FY22 to cover the dramatic increase in Student Affairs IT expenses. CESL technology fees include systems and applications fees (\$19,796) for tools used to assess campus-wide engagement such as Engage and Knack, as well as fees for division-wide applications (\$5,315).

VI. Supplemental Instructional Capacity Request (Supplemental IC Request Spreadsheet) – NA

VII. Reassigned Time Report for FY21 (Reassigned time Spreadsheet) –NA

VIII. Personnel Requests: Tenure Track (PERS 936a spreadsheet) - NA

Please provide a brief narrative that includes the total number of tenure track positions being requested along with the total salary amounts. Please succinctly present the rationale for several selected highest priority positions supported by appropriate metrics. *Refer to the instruction sheet attached to this document.*

IX. Personnel Requests: Tenure Track Non-reappointment or tenure-denial/death (PERS 936b spreadsheet) - NA

The College should request permission to fill any vacated tenure track position as a result of non-reappointment, tenure denial, or death. The primary funding source for these re-authorized positions will be the current salary from the vacated position. Additional AIF funds can be requested, but an appropriate justification will be required. *Refer to the instruction sheet attached to this document.*

X. Personnel Requests: Non-Tenure Track Positions (PERS 936c spreadsheet) -NA

Please provide a brief narrative that includes the total number of non-tenure track positions being requested along with the total salary amounts. Please succinctly present the rationale for several selected highest priority positions supported by appropriate metrics. *Refer to the instruction sheet attached to this document.*