
**W.K. Kellogg Foundation Community
Engagement Scholarship Awards
and
C. Peter Magrath Community Engagement
Scholarship Award**



Overview and Application Guidelines

***Submission Deadline:
April 17, 2017***



ASSOCIATION OF
PUBLIC &
LAND-GRANT
UNIVERSITIES



Since 2006, the Association of Public and Land-grant Universities (APLU) and the Engagement Scholarship Consortium (ESC), with support from the W.K. Kellogg Foundation, have partnered to recognize the outstanding community-university engagement scholarship work of four-year public universities. The *W.K. Kellogg Foundation Community Engagement Scholarship Awards* and the *C. Peter Magrath Community Engagement Scholarship Award* recognize colleges and universities that have redesigned their learning, discovery, and engagement missions to become even more involved with their communities.

Awards

The *W.K. Kellogg Foundation Community Engagement Scholarship Awards* are given to the winner of each of the four regional competitions and are presented annually each fall during the ESC Annual Conference. Prior to the ESC Annual Conference, the winners of each of the four regions are selected by a panel of university engagement scholars appointed by the ESC Board of Directors and the APLU Council on Engagement and Outreach Executive Committee. In addition, the panel may select one additional application per region that is identified as an exemplary application for special recognition at the ESC Annual Conference.

Each regional winner receives the *W.K. Kellogg Foundation Community Engagement Scholarship Award* and goes on to compete for the *C. Peter Magrath Community Engagement Scholarship Award*.

Each of the exemplary winners, if any, also receives an award object. Each *W.K. Kellogg Foundation Community Engagement Scholarship Award* recipient receives two complimentary registrations for the ESC Annual Conference, an award object, a certificate to be shared with their community partners, and \$2,500 to support the production of a two-minute video “story” about their partnership and defray expenses for travel to the ESC Annual Conference. The video is shown at the ESC Annual Conference, is part of the review process for the *C. Peter Magrath Community Engagement Scholarship Award*, and is shown at the APLU Annual Meeting.

In November of each year, the *C. Peter Magrath Community Engagement Scholarship Award* is presented during the APLU Annual Meeting and includes a sculpture and a \$20,000 prize. The national award is named for C. Peter Magrath, APLU president from 1992 to 2005. At the APLU Annual meeting in November, the three regional winners not chosen for the Magrath award each receive a cash prize of \$5,000.

Eligibility

All public four-year institutions are eligible to submit one application per year for the *W.K. Kellogg Foundation Community Engagement Scholarship Awards*, whether a member of APLU and/or ESC. (Two-year and private institutions may be collaborative partners). Each application must include a community partner or partners.

Community-university engagement partnerships that are featured in the applications should exemplify the description of engaged institutions found in the Kellogg Commission on the Future of State and Land-Grant Universities’ report: [Returning to Our Roots: The Engaged Institution](#).

To be successful, the application must include both partnership and engagement scholarship descriptions as described in the [Carnegie Foundation's Elective Community Engagement Classification](#). That is, community-university engagement partnerships must illustrate a *“collaboration between institutions of higher education and their larger communities (local, regional/state, national, global) for the mutually beneficial exchange of knowledge and resources in a context of partnership and reciprocity.”* The engagement includes *“collaborative, reciprocal partnerships and public purposes”* and may be a part of *“teaching, research and creative activity, and/or service; i.e., community engagement as part of faculty roles.”*

A successful application explains how scholarship addressing community needs was a part of the partnership through teaching/learning, research/creative activity, and/or service.

Scholarship should include but is not limited to *“documentation of community response to programs, other evaluations or studies of impacts and outcomes of outreach or partnership, and how activities engage faculty, students, and community in mutually beneficial and respectful collaboration.”* Further, *“Characteristics of scholarship within research and creative activities include (but are not limited to) the following: applying the literature and theoretical frameworks in a discipline or disciplines; posing questions; and conducting systematic inquiry that is made public; providing data and results that can be reviewed by the appropriate knowledge community, and can be built upon by others to advance the field.”* (quotes are from the Carnegie engaged university guidelines).

Each institution may submit one application. Applications must include two letters. One letter must be an endorsement from the president/chancellor of the institution. The letter should provide evidence of the institutional commitment to engagement, such as citing mission, engagement plan, or organizational structure. The second letter must be from a community partner or consortium of partners. This letter must provide evidence of collaboration, reciprocity, mutual benefit, and the roles of community partners.

An institution winning the *C. Peter Magrath Community Engagement Scholarship Award* may compete the year immediately following receipt of the Magrath Award, but it **must** focus on a partnership that is substantially different from the winning partnership.

Submission Guidelines and Competition Rules

Applications will be grouped by the following ESC geographic regions. The review panel reserves the right to combine regions in the absence of a critical mass of applicants.

Northeast

Connecticut, Delaware, District of Columbia, Maine, Maryland, Massachusetts, New Hampshire, New Jersey, New York, Pennsylvania, Rhode Island, Vermont, Virginia, and West Virginia

North Central

Canada, Illinois, Indiana, Iowa, Kansas, Michigan, Minnesota, Missouri, Nebraska, North Dakota, Ohio, South Dakota, and Wisconsin

South

Alabama, Arkansas, Florida, Georgia, Kentucky, Louisiana, Mississippi, North Carolina, Puerto Rico, South Carolina, Tennessee, Virgin Islands, and Virginia

West

Alaska, American Samoa, Arizona, California, Colorado, Guam, Hawaii, Idaho, Mexico, Micronesia, Montana, Nevada, New Mexico, Northern Mariana Islands, Oklahoma, Oregon, Texas, Utah, Washington, and Wyoming.

When an institution from outside the U.S. states or territories listed above applies, it will be included in the region that is geographically the closest.

Application Submission

The following application elements will be submitted online:

- Abstract Page
 - 300-word limit
- Narrative Response to Sections 2-5
 - 2.1 500-word limit
 - 3.1 500-word limit
 - 3.2 500-word limit
 - 4.1 500-word limit
 - 5.1 500-word limit
- Appendix (8-page limit, must be submitted as one file)

Note: URLs are not accepted.

Appendices must be submitted as one file.

Section 1: Significance of the Engagement Partnership

1.1 Abstract

Summarize the community-university partnership and the scholarship embedded in the partnership. *Describe how the partnership intentionally studies community issues, jointly derives solutions and then “publicizes” what was discovered.* It should be a concise description that can be used on the ESC website, the ESC Annual Conference program, the APLU website, and the program for the APLU Annual Meeting.

Sections 2-5

Section 2: Relationship and Reciprocity Between the Community and University

2.1 Describe the issue, its significance, the relationship between the university and community, and how reciprocity is a part of the relationship:

Who are the university and community partners? How does an engaged partnership fit into the mission, values and organizational structure of the university? Who are the key community and university partners? How did the university and community work together: what was the role of each partner and what was accomplished? Provide evidence of shared decision-making and partnership empowerment.

Section 3: Impacts

3.1 Impact on Community Partner or Partners

What were the anticipated benefits for community partners? What changes have occurred in the community? Change indicators should include, but are not limited to knowledge generation and sharing, economic, social and educational outcomes within the community, as well as additional dollars generated through grants, contributions, fees, etc. Identify initial funding that supported development of this engagement scholarship initiative and describe how you are addressing sustainability.

3.2 Impact on University Partner or Partners

What were the anticipated benefits for the university? What has been the effect on the university? How has the university-community partnership affected the missions of the university and what has changed?

Outcomes must include scholarship (as defined on page 2 of this document), and may also include (but are not necessarily limited to) student success and development of human capital.

Section 4: Lessons Learned and Best Practices

4.1 Lessons Learned and Best Practices

What were the challenges for the community and university partners and how were those challenges met? What conclusions and best practices can be drawn from the partnership? These could include but are not limited to: the process of being partners and sustaining a partnership, innovative solutions to community issues, changes in the partnership or changes within one of the partners.

Applicants must include information about how these conclusions and best practices have been documented and shared publicly.

Section 5: Future

What are the future plans for this partnership? How will the partners continue to work together or determine when the partnership is concluded? The awards and cash prizes will be presented to institutions to use appropriately. Please describe how the awards would contribute to the advancement of engagement activities. For example, the recognition and/or award dollars may be used to:

- Sustain and/or enhance this or other partnerships and scholarship;
- Incubate new engagement projects;
- Support university/community partners;

- Recognize individual engagement contributions.

Section 6: Appendix (8-page limit, submitted as one file)

Applications must include two letters as part of the appendix. One letter must be an endorsement from the president/chancellor of the institution. The letter should provide evidence of the institutional commitment to engagement, such as citing mission, engagement plan, or organizational structure. The second letter must be from a community partner or consortium of partners. This letter must provide evidence of collaboration, reciprocity, mutual benefit, and the roles of community partners.

Applicants are required to include documents that describe the impact of the partnership. This could include summaries of evaluations, letters of support, news releases, scholarly products, etc.

Note: URLs are not accepted.

Appendices must be submitted as one file.

Application and Activities Timeline

January – April 16: Prepare application.

April 17 by midnight (Eastern Time): submit electronic applications

The applications review process will begin **April 18, 2017**. A panel of university engagement scholars appointed by the ESC Board of Directors and the APLU Council on Engagement and Outreach Executive Committee will review applications. Panel membership will avoid conflicts of interest. Panelists will review proposals from a region other than their own to avoid any conflict of interest.

May 22 - May 26: Review panels will convene to determine regional winners.

May 31: Regional winners notified.

September 1: Regional winners must submit a two-minute video story about their partnership. The story will be shown at the ESC Annual Conference and the APLU Annual Meeting, and will be posted on the APLU website. The two-minute videos will be used to provide examples of engagement scholarship and must therefore be complete, standalone portrayals of the projects, including evidence of the scholarship produced.

September 27: Regional winners will make presentations at the 2017 ESC Annual Conference hosted by Auburn University with the ESC Southern Region at the Birmingham Jefferson Convention Complex in Birmingham, AL. Winners will prepare and present a short overview of their partnership, show their video, and respond to questions posed by a *C. Peter Magrath Community Engagement Scholarship Award* panel chaired by a president/chancellor. Panelists will include the chair of the APLU Council on Engagement and Outreach, the president of the Engagement Scholarship Consortium, a community member, and the president of the Academy

of Community Engagement Scholars. Presenters may include appropriate representatives of the community partner(s) and the university.

November 12-14: *W.K. Kellogg Foundation Community Engagement Scholarship Award* winners and their video stories will be presented in the Institutional Strategies Sessions for Community Engagement at the APLU Annual Meeting in Washington, DC. These winners and their presidents are expected to be present when the award is presented. The winner of the *C. Peter Magrath Community Engagement Scholarship Award* will be announced at the Keynote Session on Sunday during the APLU Annual Meeting.

For questions please contact:
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Guidelines for Reviewing Applications for the *W.K. Kellogg Foundation Community Engagement Scholarship Awards*

Screening Question:

Does the application adhere to the element requirements?

Abstract Page, Narrative Response to Sections 2-5 and Appendix

As you review the nominations, please assess the application on the following.

Section 1

1. Abstract

- a. How well does the abstract summarize the inclusion of community engagement scholarship?
- b. How well does the abstract summarize the engagement partnership?
- c. How significant is the issue being addressed by this project?
- d. How well does the abstract convey the impact on the community and university resulting from the engagement?

Section 2

2. Relationship and Reciprocity Between the University and Community

- a. Are the university and external partners adequately described?
- b. Is there a reciprocal (two-way) relationship between partners?
- c. Is there a high level of shared decision-making and empowerment between partners?
- d. Does the engagement fit the mission, values and organizational structure of the university and the community partner(s)?

Section 3

3. Demonstrated Impacts on Community Partner or Partners

3.1

- a. Is there evidence of significant and appropriate impact on the community?
- b. Is there evidence of significant and appropriate impact on the university?
- c. Is there evidence of appropriate resources that supported the partnership?
- d. Has sustainability been addressed?

Section 4

4. Lessons Learned and Best Practices

4.1

- a. Are challenges, benefits, conclusions and lessons learned noted?
- b. Are the conclusions and best practices documented and shared?
- c. Is there a significant opportunity for innovations to be translated and applied within the involved community?

- d. Is this project an excellent exemplar of evidence-based practice in engaged partnership and community engagement scholarship? To what extent has engagement scholarship been undertaken through program evaluation?

Section 5

5. Future and Sustainability

5.1

- a. What is the plan for the partnership?
- b. How would the project use award dollars to promote community engagement and community engagement scholarship?

Section 6

6. Institutional and Community Commitment (Appendix)

- a. How well does the president/chancellor's letter of support clearly indicate institutional support?
- b. How well does the letter from the community partner provide evidence of strong community involvement and support?
- c. To what degree do the additional materials (such as additional letters of support, news releases, and other materials) clearly indicate significant impact and communicate scholarship?

W.K. Kellogg Foundation Community Engagement Scholarship Awards and C. Peter Magrath Community Engagement Scholarship Award Annual Timeline of Activities

January - April	Prepare application.		
3rd Monday in April	Submit application.		
5th Wednesday in May	Receive notification of judges' decisions.		
	<p><i>W.K. Kellogg Foundation Community Engagement Scholarship Award (Kellogg) winners receive information on next stage.</i></p>	<p>Exemplary applications receive notification of date of awards ceremony at Engagement Scholarship Consortium (ESC) Annual Conference.</p>	<p>Non-winners receive feedback sheets.</p>
June – September	<p>Kellogg winners prepare two-minute video stories and oral presentations for the ESC Annual Conference.</p>		
September 27	<p>At ESC Annual Conference, Kellogg winners present to ESC attendees and receive awards.</p> <p>At ESC Annual Conference, Kellogg winners present to Magrath judges.</p>	<p>Receive awards at ESC Annual Conference.</p>	
November 12	Kellogg winners attend APLU Annual		

Meeting for institutional strategies session on community engagement and awards ceremony where the Magrath winner will be announced.