

# W.K. Kellogg Foundation & C. Peter Magrath Community Engagement Scholarship Awards



*2024 Overview and Application Guidelines*

*Extended Deadline: Friday, May 3 at 11:59 PM PST*



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 acknowledge 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* recognizes colleges and universities that have redesigned their learning, discovery, and engagement missions to increase community involvement.

## 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 Commission on Economic & Community Engagement 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 winner of a region 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, 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 as a part of the review process for the *C. Peter Magrath Community Engagement Scholarship Award*.

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. Awards are expected to further the project's work.

## 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.

**An institution that has previously won the *C. Peter Magrath Community Engagement Scholarship Award* may compete again after a three-year waiting period with a partnership substantially different from the previous award-winning partnership.** For example, the 2020 Magrath winner may compete in 2024; the 2024 winner may compete in 2028.

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.

## 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, and Virgin Islands

### 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.
  - Section 2: 500 words
  - Section 3.1: 500 words
  - Section 3.2: 500 words
  - Section 4: 500 words
  - Section 5: 500 words
- Appendix (8-page limit, must be submitted as one file)

Appendices must be submitted as one file.

Note: URLs are not accepted.

## Section 1: Significance of the Engagement Partnership

### 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.

## Section 2: Relationship and Reciprocity Between the Community and University

2. 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 not be 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 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. 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 processes 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

5. What are the future plans for this partnership? How will the partners continue to work together or how will they 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)

6. 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

**Feb – April:** Prepare application.

**April 5:** Online application portal opens to the public.

Applicants are encouraged to log on in advance of the application deadline and submit & save any prepared submission materials. All responses may be edited before the final deadline.

**May 3 by 11:59 PM PST:** Submit Electronic Application

A panel of university engagement scholars appointed by the ESC Board of Directors will review applications. Reviewers will avoid conflicts of interest by reviewing proposals from a region other than their own.

**May 8-29:** Review panels convene to determine regional winners.

**June 7:** Regional winners notified.

**Sept 6:** Regional winners must submit a two-minute video story about their partnership.

The story will be shown at the ESC Annual Conference 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. Video story examples can be found on the [ESC Website](#).

**Oct 9-10:** Attend ESC 2024 to accept awards and participate in Magrath finalist deliberations.

*W.K. Kellogg Foundation Community Engagement Scholarship Award* winners will accept awards at the [24<sup>th</sup> Annual Conference](#) of the Engagement Scholarship Consortium (ESC) at the Kellogg Hotel and Conference Center in Portland, OR.

To win the *C. Peter Magrath Community Engagement Scholarship Award* grand prize, Kellogg winners must compete in a closed-door deliberation session, which include a short overview of their partnership and Q&A lead by a panel chaired by a president/chancellor. Panelists include the chair of the APLU Commission on Economic & Community Engagement, the president of the Engagement Scholarship Consortium, a community member, and the president of the Academy of Community Engagement Scholars. Presenters must include appropriate community partner(s).

**Nov 10-12:** Attend APLU Annual Meeting Conference

The winner of the *C. Peter Magrath Community Engagement Scholarship Award* will be announced during the [APLU Annual Meeting](#) in Orlando, FL. Kellogg awardees are expected to present during the conference at the Institutional Strategies session.

For questions please contact:

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## Community Engagement Scholarship Awards Timeline of Activities

<b>Feb-April</b>	Prepare award application materials.		
<b>April 5</b>	Online application portal opens to the public.		
<b>May 3</b>	Submit final application by <u>11:59 PST Friday 5/3.</u>		
<b>June 7</b>	Receive notification of judges' decisions.		
	<p><i>W.K. Kellogg Foundation Community Engagement Scholarship Award (Kellogg)</i> winners receive next stage information.</p> <p style="text-align: center;">↓</p>	<p>Exemplary applications receive are invited to appear at the Engagement Scholarship Consortium (ESC) Annual Conference.</p> <p style="text-align: center;">↓</p>	<p>Non-winners receive feedback.</p>
<b>June - Sept 6</b>	<p>Kellogg winners prepare two-minute video story and oral presentations for the ESC Annual Conference.</p> <p style="text-align: center;">↓</p>		
<b>Oct 9-10</b> <i>Exact session date TBD</i>	<p>At ESC Annual Conference, Kellogg winners present videos to ESC attendees and receive awards.</p> <p style="text-align: center;">↓</p> <p>At ESC Annual Conference, Kellogg winners present to Magrath judges.</p>	<p>Exemplary applications receive recognition at ESC Annual Conference.</p>	
<b>Nov 10-12</b> <i>Exact session date TBD</i>	<p>C. Peter Magrath winner announced at APLU Annual Meeting. Kellogg winners present at meeting session "Lessons Learned: Strategies for Community Engagement".</p>		