

Public Purpose Renewed: Future - Leading Engagement in Higher Education

Monday, June 30, 2025 | 11:30 AM - 12:30 PM



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Working Groups



SYSTEMS AND NATIONAL
ORGANIZATIONS



HISTORY &
CONTEXT



INSTITUTIONS

Executive Summary



REAFFIRMS THE PUBLIC
MISSION OF HIGHER
EDUCATION



EMPHASIZES TRUST,
VALUE, AND RETURN
ON INVESTMENT.



CALLS FOR SYSTEMIC
TRANSFORMATION
THROUGH ENGAGEMENT.

Guiding Characteristics

STRATEGIC, TRUST CENTERED
ENGAGEMENT

DEMONSTRATED PUBLIC VALUE

DATA-INFORMED CULTURES

COLLABORATIVE INSTITUTIONAL
IDENTITIES

Key Recommendations

Co-create knowledge
with communities

Advance
engagement-
supportive policies

Recognize
community
knowledge

Build cross-sector
capacity

Align academic goals
with societal needs

Foster collaboration
through shared skills
and infrastructure

Chapter 1: Engaged for Impact



HISTORICAL CONTEXT:
MORRILL ACT TO
KELLOGG REPORT



THINK TANK
PERSPECTIVES ON
TRUST, VALUE, ROI



FEDERAL POLICY AND
FUNDING TRENDS
(1999–2025)

Chapter 2: Earning Trust and Delivering Value



73 STUDIES (2000 – 2025)



THEMES: TRUST, VALUE, ROI



RECOMMENDATION FOR
STRATEGIC PLANNING AND
LEADERSHIP

Chapter 3: From Roots to Reform



PROFILES OF CARNEGIE AND
APLU-DESIGNATED INSTITUTIONS



FIVE REFORM STRATEGIES



RECOMMENDATIONS: ACCESS,
SCALE, COLLECTIVE IMPACT,
PROBLEM SOLVING, DATA TRACK,
POLICY

Chapter 4: From Insight to Impact



DISCUSSION





Trust

How will public and land-grant universities know if we have enhanced/improved trust with our communities?



Value

What does public value look like in your institution's engagement efforts?

Value

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Return on Investment

How should we measure the return on investment for engagement activities?



Collaboration

How can we foster cross-sector and cross-disciplinary collaboration?

Data Driven Outcomes

What role does data play in improving engagement outcomes?



Institutional Reform

What changes are needed at the institutional level to support engagement as a core mission?



How can national organizations and university systems advance the development of future-leading engaged institutions?