Model of Community Engagement at the University of Mississippi

Community Engagement describes collaboration between UM and partnering communities for the mutually beneficial exchange of knowledge and resources in a context of partnership and reciprocity while fulfilling UM’s mission of scholarly learning, research, and service.

Communities consist of groups of people in the public and private sectors who are affiliated by geographic proximity, special interests, or situational similarities at the local, regional/state, national, or global levels.

A few examples of communities affiliated by geographic proximity may include: neighborhoods, municipalities, and other geographically-defined units.

Communities within special interests may include: K–12 education systems, ethnic and cultural groups, business sectors, practitioner groups, hobbyist groups, and food service sectors.

Communities within situational similarities may include: emergency preparation, response, and recovery efforts, economically impacted populations, health and well-being defined populations, racial identity groups, and stakeholder groups served by an agency.

## Types of Community-Engaged Partnerships at the University of Mississippi

<table>
<thead>
<tr>
<th>Leadership and involvement</th>
<th>Outreach</th>
<th>Consult</th>
<th>Involve</th>
<th>Shared Leadership</th>
<th>Community-Driven</th>
</tr>
</thead>
<tbody>
<tr>
<td>UM led; some community involvement</td>
<td>More community involvement</td>
<td>Good community involvement</td>
<td>Leadership is equally shared</td>
<td>Strong community leadership</td>
<td></td>
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<tr>
<td>Information from UM to community to inform or share</td>
<td>Feedback from community to help inform UM’s efforts</td>
<td>Communication is bidirectional between UM and community</td>
<td>Decision making is equally shared; communication is bidirectional</td>
<td>Final decision making is at the community level</td>
<td></td>
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<tr>
<td>UM sends community information</td>
<td>UM and community share information and feedback</td>
<td>More communication and participation between community and UM on issues</td>
<td>UM and community in strong partnership from conceptualization to output</td>
<td>Communities may consult with UM to assist with technical questions</td>
<td></td>
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<tr>
<td>UM and community coexist</td>
<td>UM and community cooperate</td>
<td>UM and community mutually understand and collaborate</td>
<td>Community engages UM as needed</td>
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<tr>
<td>Connections established for communication and outreach</td>
<td>Connections developed; information and feedback obtained from community</td>
<td>Visibility of partnership established; increased cooperation</td>
<td>Partnership and trust</td>
<td>Community leads; learning, research, and service reflect the needs and desires of the community</td>
<td></td>
</tr>
</tbody>
</table>

### Community Investment
- Ex: Training sessions, awareness campaigns, social media
- Communication: Mostly one-way
- Simple Metrics: Numbers of participants; number of publications; number of products delivered

### Community Involvement
- Ex: Community advisory committees, community conversations, consulting and action plans
- Communication: Two-way
- Simple Metrics: Active participation; retention; # of activities; increased accountability for decision-makers

### Community Integration
- Ex: Issue specific workgroups, community of practice
- Communication: Two-way and equal partnership between UM and community
- Simple Metrics: Depth of engagement, willingness of members to take action, transcending organizational interests for long-term collective interests

### People Involved

### Depth of Engagement

Adapted from Community-Campus Partnerships for Health. Linking Scholarship and Scholarship and Communities: Report of the Commission on Community-Engaged Scholarship in the Health Professions, 2005.
Franz Engaged Scholarship Model