Engagement Council Inventory (ECI) Website

Thank you for continuing to support the University of Missouri through your participation on the MU Engagement Council. The Engagement Council Inventory (ECI) Data Entry Goes Live October 6th, 2017!

Also, thank you for your attention to this document. It is intended to provide a level-set for those Members that may not be aware of how the ECI process was initiated. Also, this email may likely be forwarded to delegates to follow up on your request.

ECI Data Entry Goes Live
As the next phase of the council’s effort, we invite you to submit information into our online Engagement Council Inventory about programs, services and educational opportunities through your colleges, divisions, and departments, which engage the citizens of Missouri.

You can bookmark it at: https://extension.missouri.edu/engagement

The ECI website provides a platform for elevating MU engagement and outreach activities in the minds of Missourians and stakeholders across the state. The goal of this database is to identify the location and impacts of the myriad of MU engagement activities in order to produce a more comprehensive picture of the value MU brings to our state, and to connect MU faculty and research.

The impetus for the Engagement Council Inventory came from initial meetings of the MU Engagement Council (MUEC), where campus leaders were asked how their colleges, departments or units were engaged in activities across the state. An immediate outcome of those discussions was increased awareness about the wealth of activities occurring throughout Missouri. It also resulted in a desire and need to connect researchers, engaged in like-minded or complimentary subjects, to do more interdisciplinary research and programming.

Next, preliminary information about these engagements was collected manually (Excel spreadsheets and Word documents) as part of the MU Engagement Council process, and it became readily apparent that a system was needed to help our campus and constituents better understand the significant impact the University has across the state. The Engagement Council Inventory is launching today as a next phase of the council’s effort to further streamline and systemize the data entry process.

The ECI website will be accessible to all University faculty and staff with a current PawPrint. It will also allow previous submissions to be checked and expanded on with photos, addresses, etc. Instructions for accessing and using the system are attached. The website itself will continue to be developed and iterated over the coming weeks and months, based on feedback from users and moving toward a longer-term goal of data and system alignment. Please know that the ECI website adopts a “rapid prototyping” process that will include numerous iterations to further refine.

About the ECI Website
What is Engagement?
Engagement at the University of Missouri may be defined broadly. It encompasses teaching, research, extension and service activities that strive to create impact beyond the university campus. It is characterized by a supportive environment and response where the university is involved within a community, however community may be defined.
This two-way dialogue of sharing and reciprocity allows for mutual respect among the partners for what each brings to the table. Drawing from all involved parties, engagement has the potential to create something that neither party would have imagined on its own.

As university engagement is open to the breadth of the university (resources and expertise from faculty, students, staff, alumni, etc.), communities can be enriched from a wide spectrum of cultural and technical experience.

Engagement’s interactive approach complements traditional extension and outreach activities that may be focused on a one-way transfer of expertise or practical knowledge to constituents.

**Phase I - Initial Data Collection and Entry (October through December 2017):**
The system will be available for users to enter engagements using their PawPrint username and password. ECI will only be viewable by MU employees during this time period. Ongoing data entry will also be available to MU employees after Phase I. Beyond individual data entry, data system alignment with MyExtension and other systems is expected to begin during this time period.

**Phase II - ECI Launch for Visualizing Output (January 2018):**
The more robust version of the system will be available for public viewing during this phase. Individuals will be able to query the system by legislative district, congressional district, county, and school district. The user will be able to filter by additional attributes such as Affiliation (e.g., college, school) or Category.

For external audiences, the system will provide a mechanism to explore what MU is doing in their areas. Why is MU relevant to me? For internal audiences, it will provide a way for faculty and staff to identify and connect with fellow faculty and researchers. For both audiences ECI will afford a more comprehensive picture as to “who on campus is doing what, where, when, why, and how.”

**Setting Expectations**
There may be questions about other systems on campus that may have related data that could be imported into the ECI. There may also be questions about other communications tools and how to best deliver information. These and other questions will be addressed to the best of our ability as the Engagement Council Inventory evolves. The ECI will only be truly successful if it is not considered as a stand-alone “as-is” system; rather, as a “rapid prototyping” process that will include numerous iterations to further refine; and as an intermediate product that is part of a potentially larger data and system alignment process.

Brief updates on the ECI website will be provided at upcoming Engagement Council meetings. If you have any questions about the inventory or the data entry process, please contact our support team at info@engagementnetwork.org or call 573-882-3155.

See the following pages for instructions on the data entry process.
Thank you for participating in the MU Engagement Council Inventory!

Many of the engagements submitted to Tracy Feller as part of the MU Engagement Council process prior to October 1st, 2017 have now been entered into the new online system. Before you enter information about your engagement, please search the inventory to ensure that it has not already been recorded in the system to avoid duplication. If it is recorded, please contact us at info@engagementnetwork.org so the engagement can be tied to your PawPrint.

Logging In

Currently, the site’s features are only available to users with a valid University of Missouri email address. To begin adding your engagements, please first log in to the site using the Log In link at the top or bottom of the Engagement Council Inventory home page.

The Log In link will take you directly to the University of Missouri Shibboleth secure identity provider log in page. Use your MU PawPrint and password to finish logging in to the Engagement Council Inventory. After logging in you will be redirected to ECI website, where you will now see a button to Add Engagements. Click it to access the engagement input form.
Adding Engagements

After logging in, click the Add Engagement button, now visible at the top of every page of the Inventory website.

First, enter the title of your engagement. Next, enter your engagement’s attributes. Engagement attributes are organized in 6 sections, titled: **Who, Where, What, When, Why, and How**.

**WHO**
Please provide one or more contact persons for the engagement. This section supports multiple entries.

**WHERE**
Enter the location where the engagement takes place. This section supports multiple entries and will auto-complete while you type. Current valid locations include addresses, cities, counties, or ZIP codes.

Note: Try to be as specific as possible. Addresses are geocoded, and the coordinates of the engagement will be stored for later use in mapping and reporting applications.
WHAT
The text entered in the Description box will appear in the “About” section in the main engagement inventory, so keep the description concise but informative. This field requires manual data entry, and is required. Text may be copied from an existing resource which describes the program or event, if available. Next, if the engagement has a web page, please provide the URL. If you wish to upload a featured image to be associated with your engagement, use the Set Featured Image section to browse to an image on your personal computer.

The next two fields – Affiliation and Theme – use preset taxonomies. Click the fields to view a full list, or start typing to narrow your search. Affiliation refers to the College, Division or Department with which the engagement (or the primary contact) is associated. Select all that apply. The engagement Theme refers to the category that best describes the engagement. Select the most appropriate theme or themes.

WHEN
Enter the Start Date, which should represent the earliest date that the engagement began. This field requires data to be entered in Day-Month-Year. If only the year is known, please enter the day and month as January 1.

Next, select the Frequency that the event occurs. Options include continuous/ongoing (for programs and services that are offered year-round or as-needed), recurring (for programs and services that occur annually, monthly, per semester, etc.) or ended. If the engagement only occurred one time and is not scheduled to occur in the future, select ended. If ended is selected, you will be prompted to enter the end date.

You may manually enter additional information about the event’s frequency in the Timeframe (text) box.
HOW
Both fields in this section are taxonomies. **Funding source** refers to the funding that supports the engagement. Options include *institutional* (MU campus) and *external* (grants, contracts, and fees).

**Engagement Type** refers to the delivery method and function of the engagement. Options include:

- **Advancement** – any event, program, or service which increases student retention, recruitment, and or success and serves to promote the Mizzou brand.
- **Training** – a single or ongoing, continuous, or recurring engagement which provides career, technical, or continuing education training and services to Missourians. Engagements can include the Law Enforcement Training Institute, the Master Gardener Program, and the Winter Production Conference.
- **Event** – a community event or festival with no single education or service goal which brings the community and University together. Examples include the South Farm Showcase, the Tomato Festival, and Art in Bloom.
- **Program** – an ongoing, continuous, or recurring educational engagement which is generally free to the public. Examples include the Healing Arts Program, the Life Sciences and Society Program, and the Tomorrow’s Outstanding Physics Teacher program.
- **Publication** – an educational publication or application designed to increase the knowledge of Missourians in relevant topic areas. Examples include Local Government – Tax Policy Briefs and the By Products Feed Pricing Report.
- **Service** – a utility or service of the University to the general benefit of the public. Examples include the Prototype Development Lab, Project Homeless Connect and the Area Resource Center PK-12 Assessment service.
- **Internship** – an internship that takes in a community beyond campus and provides services and/or education to the citizens of Missouri.

WHY
The Impact and Audience fields use preset taxonomies. Click the fields to view and scroll through a full list, or start typing to narrow your search. Select all that apply.

If you wish to add an outcome or success story to your engagement, click the + button in this section. A new editor window will appear which supports manual data entry as plain text or in HTML.
Submitting Engagements

When you have finished entering your engagement details, click the SUBMIT ENGAGEMENT button at the bottom of the window. Your information will be sent to a curator for review.

*Please note: Your engagement will not be visible as part of the main inventory until it has been approved by a curator.*

Editing Engagements

If you wish to alter or add information about your engagement after it has been submitted, click the Edit Engagement button – located at the top of any page within the Inventory website. The Edit Engagement page lists all engagements that you have added (or that have been associated with your login ID). Engagements that have not been approved will be listed as *pending*.

Click the Preview and Edit button to preview your engagement. On the next screen (preview window), click the large Edit Engagement button to begin editing your engagement. Clicking this button will bring you back to the Add Engagement form for the selected engagement.

When you have finished editing, click SUBMIT ENGAGEMENT to send the edits to the ECI Content Manager. The engagement submission will be held as “Draft” until the ECI Content Manager reviews and approves to make public.