

ESPI Definitions and Models Subgroup Meeting

December 21, 2010, 1 p.m., OIRP Conference Room (Carruth-O'Leary 337)

Members and Staff Present:

Bob Clark, Subgroup Chair (by phone); Rex Buchanan; Saralyn Reese Hardy; David Mucci; Tom Laming; Don Stull; Emily Lamb; Paul Klute, staff.

Agenda

- 1) Definition of Engaged Scholarship
- 2) Findings from the Integrated Marketing Plan
- 3) Logistics of focus group with local business leaders
- 4) Focus groups in Douglas, Johnson, and Sedgwick counties
- 5) Survey to western Kansas –
 - a) identify alumni/thought leaders
 - b) content of the survey
- 6) Meetings times for future meetings

Definition of Engaged Scholarship

Bob Clark introduced the working definition of engaged scholarship that emanated from the Definitions and Models Subgroup. The group discussed the definition from the perspective of community members. The group was concerned that the definition might be confusing to individuals outside of KU. Such suggestions will be referred back to the Definitions and Models Subgroup.

Integrated Marketing Plan

Members of the subgroup identified occurrences where KU partnered with the community in the past. One example was a survey done as part of the Integrated Marketing Plan. Examples of good practice from this plan were highlighted by subgroup members.

Focus Group with Local Business Leaders

In consultation with a community member on the steering committee, a focus group with Lawrence community/business leaders is being scheduled. The date, time and location of the focus group will be communicated via email. Focus group questions, objectives, etc. will be discussed at the next subgroup meeting.

Focus Groups in Douglas, Johnson, and Sedgwick counties

A focus group with community/business leaders is being scheduled. The date, time and location of the focus group will be communicated via email. Focus group questions, objectives, etc. will be discussed at the next subgroup meeting.

Survey to Western Kansas

This item was not discussed, but will be added to future agendas.

Next Meeting

A Doodle Poll will be sent to schedule the next subgroup meeting.