Minutes  
Service/Outreach Strategic Plan Subcommittee of the  
Medical Education and Research Committee (MERC)  
February 13, 2008 at 7:00am – Room 4250 HSRC

Members Present: Mike Fleming, Susan Goelzer, Cindy Haq, Greg Nycz, Mary Beth Plane, Pat Remington (advisor)

Members Absent: Sanjay Asthana, June Martin Perry

Staff Present: Cathy Frey, Tonya Mathison, Eileen Smith

1. Call meeting to order

Haq called the meeting to order at 7:10am.

2. Approval of draft January 22, 2008 minutes

Nycz moved approval of the draft January 22, 2008 minutes. Goelzer seconded and the motion was unanimously approved.

3. Discuss the service/outreach initiatives proposed at the January 22, 2008 meeting and develop a prioritized list for consideration by MERC

After a discussion, the Service/Outreach Subcommittee made the following recommendations for consideration at the next meeting:

- Incorporate community engagement in the School’s research and education initiatives.
- Use a portion of the funds from the endowment growth to create a professorship for the recruitment of two or three faculty experts in health policy, health services and/or community-based participatory research. Such faculty leaders can serve as mentors who train existing faculty. Fleming added that recruitment must not be limited to tenure track faculty.
- Support faculty development by:
  - Designing a new competitive RFP for grants targeted at CHS and clinical track faculty for collaborative work in the community.
  - Enhancing CHS and clinical track promotion guidelines to emphasize community engagement and community-based research as valued scholarly activities.
  - Collaborating with Pat Kokotailo, Associate Dean for Faculty Development.
- Collaborate with other UW health sciences schools.
- Provide core support for community outreach specialists who will serve as a resource to UW schools, SMPH departments, faculty, staff and communities.
- Select a working definition of “community engagement”. Haq emphasized the importance of developing a bi-directional partnership between the SMPH and the community with a mutual exchange of knowledge and effort. Nycz added the SMPH must focus on disseminating research findings for practice application in the community rather than on conducting more research in the community. There was general agreement...
by the Subcommittee to use the definition from the Carnegie Foundation for the Advancement of Teaching: “The collaboration between higher education institutions and their larger communities (local, regional, national, global) for the mutually beneficial exchange of knowledge and resources in the context of partnership and reciprocity”.

- Create expanded program opportunities for Community-Academic Partnership Grants that are funded jointly by OAC and MERC using the expertise of new or existing SMPH Centers and Institutes.

- Create a faculty pipeline, similar to the MD PhD degree program, by supporting up to 10 students annually in a combined MD MPH degree program that requires community service.

- Develop a “Center for Community Engagement” as a shared service focused on engaging and building networks in the community. Partnerships should be developed with existing centers such as Marshfield Clinic’s Center for Community Outreach, the Medical College of Wisconsin’s Center for Healthy Communities, and the State of Wisconsin Division of Health.

- Require all MERC funded projects to incorporate an element of community engagement.

Smith reported that a second MERC meeting will be scheduled in late March focused on the work of the three Strategic Plan Subcommittees – Research, Education, and Service/Outreach. The Service/Outreach Subcommittee will meet again to finalize its recommendations to MERC. The meeting will include an overview of the Institute for Clinical and Translational Research’s Community Engagement Program.

4. **Adjourn**

Haq adjourned the meeting at 8:10am.

Recorder, Tonya Mathison