Minutes
Service/Outreach Strategic Plan Subcommittee of the
Medical Education and Research Committee (MERC)
March 5, 2008 at 8:00am – Room 4201 HSLC

Members Present:  Sanjay Asthana, Mike Fleming, Susan Goelzer, Cindy Haq (Chair),
June Martin Perry (phone), Mary Beth Plane

Members Absent:  Greg Nycz

Guests:  Nancy Cross Dunham, John Frey, Pat Remington

Staff Present:  Cathy Frey, Tonya Mathison, Eileen Smith

1. Call meeting to order

Haq called the meeting to order at 8:05am.

2. Approval of draft February 13, 2008 minutes

The Subcommittee unanimously approved the draft February 13, 2008 minutes.

3. Presentation on Community Engagement Program of the UW Institute for
   Clinical and Translational Research

John Frey and Nancy Cross Dunham presented an overview of the Community
Engagement Program of the UW Institute for Clinical and Translational Research,
including descriptions of the following programs:  Health Extension Program, Wisconsin
Research and Education Network, and the Evidence-Based Health Policy Project.

4. Discuss service/outreach project initiatives overview and presentation to MERC

Discussion by the Subcommittee of a draft overview of the proposed community
engagement project initiatives and consideration of John Frey and Nancy Cross
Dunham’s presentation resulted in the attached “MERC Community Engagement
Subcommittee Project Initiatives Overview” which will be presented to MERC in March.

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.

5. Adjourn

Haq adjourned the meeting at 10:00am.

Recorder, Tonya Mathison
The MERC Community Engagement Subcommittee met on January 22, February 13, and March 5, 2008. The membership of the Subcommittee was as follows: Cindy Haq (chair), Sanjay Asthana, Mike Fleming, Susan Goelzer, Greg Nycz, June Martin Perry, and Mary Beth Plane. Pat Remington also participated in discussions as a guest.

The Subcommittee reflected on Dean Golden’s discussion of bi-directional engagement with communities as outlined in the Transformation Strategic Plan. Members concluded that the term “Community Engagement” was a more comprehensive and easily understood description of its task rather than ‘service/outreach’. Subsequently the Subcommittee reviewed commonly accepted definitions of community engagement and reached consensus on embracing the definition of The Carnegie Foundation for 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”.

In addition, the Subcommittee agreed that the domains of community engagement could include clinical and community services, outreach education, community-based prevention, intervention, dissemination and outcomes research, program evaluation, health policy, community-based student education and service learning.

The Subcommittee underscored the vital role of community engagement in effecting successful outcomes for the Wisconsin Partnership Program as well as for the transformation to an integrated School of Medicine and Public Health. Community engagement will also result in strengthening University-community collaborations designed to improve the health of populations in Wisconsin and beyond.

The overarching goal of the initiatives proposed by the Community Engagement Subcommittee is as follows:

To foster and strengthen partnerships among and between the SMPH and Wisconsin communities to enhance the School’s impact through community-based research, education and service; thereby advancing the transformation to an integrated school of medicine and public health.

The Wisconsin Partnership Program and the transformation are currently hampered by a deficit of faculty and staff with requisite skills, and by a paucity of institutional incentives to support community engagement. While the SMPH has achieved extraordinary strength in biomedical and clinical sciences, the School is relatively weak in community
and public health. The Subcommittee endorses the value of a balanced portfolio; however, to achieve an appropriate balance, we must prioritize community engagement. Therefore, the Subcommittee proposed a series of initiatives to build the School’s capacity to become a national model of successful community engagement resulting in improvements to the health of the public through research, education and service.

In addition, the Subcommittee emphasized that the Associate Dean for Public Health should serve as a senior leader and a champion for public health, advising MERC on all aspects of community engagement, and facilitating the following recommendations and initiatives.

The intent of the following recommendations is to strengthen existing and emerging initiatives to address gaps rather than to compete with or duplicate successful research and educational efforts.

**MERC Community-Engagement Initiatives**

- **Recruit, develop and support faculty to conduct community-based intervention research and evaluation.**
  - Create professorships and other support mechanisms for faculty focused on community engagement in areas such as public health, health services research, health policy, community based participatory research, and/or education.
  - Offer start up packages for CHS faculty in public health, health policy, health services and/or community-based participatory research.
  - Increase opportunities and support for faculty to engage in community-based intervention research and education.
    - Expand program opportunities for Community-Academic Partnership grants for joint funding by OAC and MERC.
    - Enhance the Collaborative Health Sciences Program (CHSP) to encourage more academic-community collaborations.
    - Establish a Community Based Research faculty development program to train and mentor community-based researchers.
  - Collaborate with the Associate Dean for Faculty Development to enhance CHS and Clinical Track promotion guidelines to highlight community engagement and community-based research as a valued scholarly activity.

- **Support and expand community-based intervention research.**
  - Continue to support and expand the UW Institute for Clinical and Translational Research’s Community-Academic Partnership Core and the Health Extension Program.
• Partner with existing centers and organizations that are working to improve the health of communities such as the UW Population Health Institute, the Center for Community Outreach at Marshfield Clinic, the Center for Healthy Communities at the Medical College of Wisconsin, the Center for Urban Population Health, the State of Wisconsin Division of Public Health and others.

• Partner with UW Extension to assist promotion of community health throughout the state.
  - Provide new services to promote community-engagement.
  - Develop a **community-engagement shared service** to support faculty, staff and students interested in conducting community-based research (e.g., by support for accessing diverse populations, and recruiting minorities to clinical and prevention research).
  - Implement an **evaluation research shared service** for intramural research whereby technical assistance, program planning, evaluation services, and library resources are made available to communities

**Support and expand community engaged education.**

The subcommittee discussed the critical role of community-engagement in education. The subcommittee encourages development of a full spectrum of educational programs that engages SMPH students in assessing and addressing the health needs of communities, and that enables communities to access and work more effectively with the SMPH.

The subcommittee identified a number of examples for consideration by the Education Subcommittee. These include:

- Expand the MPH program by funding students in combined MPH degree programs that require field work in community service/engagement.
- Use new technology and distance-learning opportunities to provide health education to communities, and support non-degree continuing education, including certificate programs.
- Provide coordination and support to faculty interested in developing community and public health tracks and/or courses for medical, allied health, graduate and post graduate students.
- Assess the need and feasibility of offering a distance-based Master of Public Health degree program.