Community Partnerships and Outreach (CPO)  
Staff Network  
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Wisconsin Idea professionals spanning the boundaries between campus and community.

CPO members are “community-based problem solvers” from different schools, departments, and programs across campus. The Staff Network aims to create a more efficient, cost-effective mechanism for innovation by:

- collaborating
- sharing information and resources
- disseminating best practices
- participating in targeted professional development opportunities
- implementing quality initiatives

Benefits to our community partners should include:

- improved outcomes
- increased access
- reduced entry-point confusion

**CPO Staff Network**

New | Self-Organizing | Research-Based*

Boundary spanners often do not have colleagues within their own unit engaged in similar work. The CPO Staff Network reduces professional isolation and expands the resources available to individual units.

As an interdisciplinary organization, we can increase individual capacity and reduce duplication of efforts currently seen in campus-sponsored outreach and partnership programs.

**Reaching Out**

**Across Campus**

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**CPO Staff Network**

Presidents, Vice Presidents for Engagement, Center Directors, Deans

Field Agents, Outreach Staff, Clinical Faculty

Faculty, Disciplinary-Based

Provosts, Academic Deans

**Community-focused**

Engagement champions

Technical practical tasks

Socio-emotional, leadership tasks

Institutionally-focused

Internal engagement advocates

**Community-based problem solvers**

**Reaching Out Beyond Campus**

CPO Staff Network members are the “brand representatives” of the Wisconsin Idea brand.

We share a vision of the Wisconsin Idea that recognizes community members as full partners, essential to the engaged, collaborative work that transforms our communities and institutions for the public good.

**Research* indicates that:**

- Multiple boundary-spanning roles must work in harmony for engagement to work effectively
- Engagement professionals are usually academic staff rather than tenure-track faculty
- Community partners evaluate the effectiveness of institutional engagement through their relationship with boundary spanners
- Institutional commitment to outreach and engagement was associated with increased levels of state appropriations for public research universities during the 1990s

**References**


Weerts, D.J., & Sandmann, L.R. (in press). Community engagement and boundary spanning roles at public research universities. *Journal of Higher Education*


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*References*