

Community Partnerships and Outreach (CPO) Staff Network



The “brand representatives” of the
Wisconsin Idea

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Roles of Boundary Spanners

- teacher, facilitator, convener, translator, communication channel, clearinghouse, catalyst, keeps things on course/moving in common direction, maintains trust of group/trusting relationships, surrogate (the outcome belongs to someone else, not you), agitator of system to fight inertia, has strategic foresight/anticipates opportunity, advocate, ensures sustainability by getting others to take responsibility, mediator/conflict resolver, interpreter, "idea" person

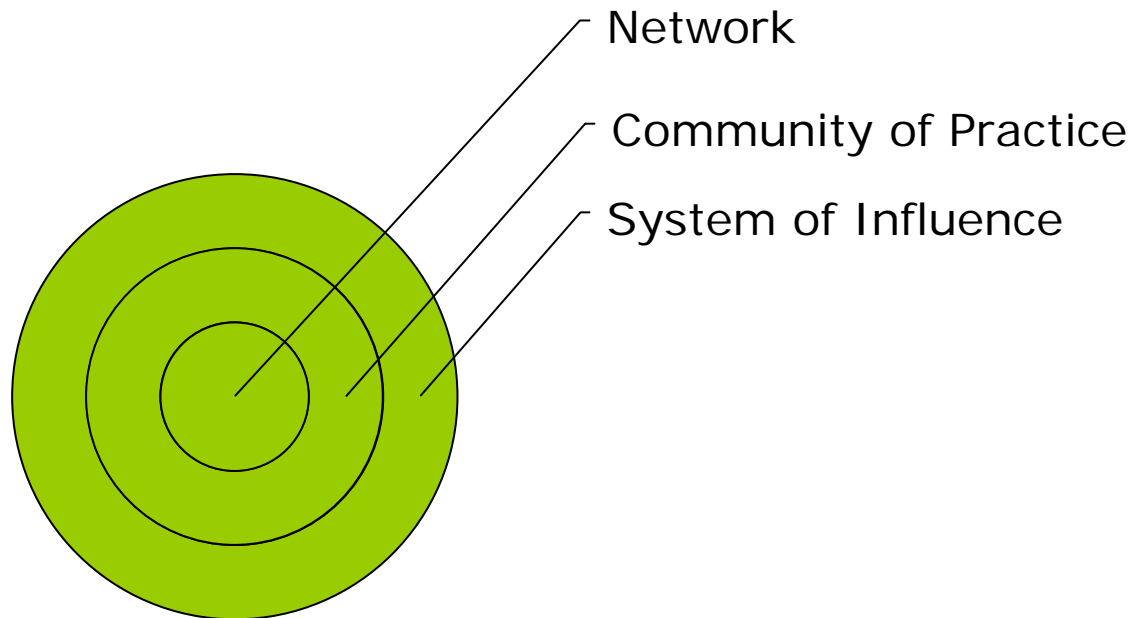
(2007 National Outreach Scholarship Conference workshop)

Who We Are:

- CPO professionals facilitate projects, programs, services and relationships with community partners that are
 - sustained;
 - mutually beneficial;
 - equitable; and
 - respectful of the knowledge, values, priorities, resources and needs of all partners.

How We Operate:

- As a peer-to-peer, self-organizing system evolving into a community of practice



Purpose and Goals, part 1

- To create a horizontal structure across campus units for engagement professionals to
 - share information and resources,
 - disseminate best practices,
 - collaborate,
 - participate in targeted professional development opportunities,
 - implement quality initiatives,
 - improve outcomes for community partners, and
 - increase access and reduce entry-point confusion for community partners.

Purpose and Goals, part 2

- To ensure vertical alignment in the implementation of the Wisconsin Idea to
 - increase UW-Madison's capacity to respond to community priorities,
 - support structures and policies that sustain quality community engagement, and
 - engage boundary spanners at all levels in leadership, planning and decision making.

What We Do:

- Network
 - Listserv
 - Networking events
- Community of Practice
 - Educational events
 - Professional development certificate
- System of Influence
 - Advocacy

What We Do, part 1:

Network

- Listserv

- Join by sending a blank email message to join-cpo-staff-network@lists.wisc.edu

- Networking Events

- Monthly breakfasts
 - May 14, 8:00-9:30 am, Lakefront on Langdon in Memorial Union

What We Do, part 2:

Community of Practice

■ Educational Events

- Boundary spanning
- Baldwin grant information
 - June 11, noon-1:00 pm (registration required)
- Outreach storytelling
 - tentatively scheduled for late June

■ Professional Development Certificate

- e.g. social entrepreneurship, facilitative leadership, new program development, strategic planning, process evaluation, communications

What We Do, part 3:

System of Influence (examples)

- Wisconsin Idea Project
- Wisconsin Idea symposium
- Campus Strategic IT Plan

For More Information:

Contact the CPO Staff Network leadership team:

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References:

- Weerts, D.J., & Ronca, J.M. (2006). Examining differences in state support for higher education: A comparative study of state appropriations for research universities. *Journal of Higher Education*, 77(6), 935-965.
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