



## Introduction

The philosophy of the Morgridge Center for Public Service is quite simple. We believe that powerful change can occur at the intersection of community engagement and education. Underpinning our philosophy are strong University-Community partnerships. A commitment to these partnerships requires us to listen to communities, learn about their needs and assets, and enter into collaborative relationships with them for mutually determined purposes.

These partnerships take two primary forms:

- community service/volunteer initiatives
- academic service-learning and community-based research.

Each functions in a critical way to benefit the community and enhance the experiences of students and faculty, bringing campus and community together around societal concerns.

## Mission

The Morgridge Center for Public Service advances the Wisconsin Idea\* by developing and promoting civic engagement, strengthening teaching and learning, and facilitating collaborative partnerships through public service, academic service-learning, community-based research, and engaged scholarship. The Center fulfills this mission by:

- Engaging a diverse community of students in learning and leadership through service to local, regional, national and international communities;
- Assisting faculty and staff in the design of academic service-learning and community-based research experiences, as well as advancing engaged scholarship;
- Collaborating with other campus units, community organizations, citizen groups, and local coalitions to identify and meet the needs of various communities; and,
- Promoting a life-long commitment to public service and active citizenship in a diverse democratic society.

## Vision

The Morgridge Center for Public Service has wide campus and community recognition as a leader and resource for civic engagement—public service, academic service-learning, community-based research, engaged scholarship, and University/community partnerships. As a result of Morgridge Center leadership and initiatives, the University of Wisconsin-Madison is a place where:

- Student involvement and leadership in civic engagement activities is an integral part of the college experience.
- The core value of civic engagement is instilled in students, building a lifelong foundation of active citizenry and leadership.
- Civic engagement research is being conducted and published.
- Faculty/staff involvement in civic engagement is valued in promotion, performance and tenure evaluations.





## Vision continued...

- Productive communication and collaboration occur between the campus and community to meet identified community needs.
- Linkages to a network of universities committed to civic engagement continue to be developed and fostered.
- Community involvement is valued and encouraged via academic service-learning and community-based research.
- ***The benefits of academic service-learning & community-based research are recognized*** – particularly on student learning, and as pedagogy for multicultural education.
- ***Students, faculty & staff are formally recognized*** for their civic engagement activities.
- Civic engagement ***is institutionalized and its value is recognized*** across campus.

## Our Community of Client Groups and Partners

Our primary constituencies are students, faculty, and staff as well as community organizations and educational institutions on the local to global levels. We also have many secondary constituents, including public officials, community members, alumni and retired University employees, and state and national groups, such as Wisconsin Campus Compact and National Campus Compact. Our work is necessarily done in partnership and collaboration with myriad individuals and groups both on campus and in the community. As we partner with and link these various groups to the Morgridge Center and to each other, we achieve our highest aim of educating an engaged citizenry. A list of our partners follows below:

**Students and student groups:** Individual UW-Madison students interested and/or involved in myriad civic engagement activities and registered student organizations with a service focus to their mission, e.g., UW-Madison chapter of Habitat for Humanity, Greek organizations

**Faculty/staff:** Those implementing or facilitating academic service-learning or community-based research—e.g., Professor Kathy Cramer Walsh, Political Science; Professor Randy Stoecker, Community and Environmental Sociology; Faculty Associate Anna Gemrich, Spanish; and Professor Sam Dennis, Landscape Architecture

**University affiliates:** Campus groups, such as University Health Services, Residence Halls, Student Multicultural Center, UW Extension, as well as University leadership, including the Provost's Office; Vice Provost for Teaching and Learning; Schools and Colleges—e.g., Letters & Sciences, Human Ecology; Dean of Students Office and the UW Foundation

**Community:** Community Shares of Wisconsin, United Way of Dane County, Campus Community Partnerships Center, Madison Metropolitan School District, the Madison Campus Community Collaborative (UW-Madison, Edgewood College, Urban League of Greater Madison) and individual local, national and international community organizations.

*\*The Wisconsin Idea is a tradition of service that originated with UW President Charles Van Hise in 1904. Van Hise sought to have the knowledge and resources of the University benefit every family in the state. Today, the Wisconsin Idea calls us to extend our boundaries beyond the state to the global community.*



## Priorities for 2009-10

### Priority Area 1: Faculty/Instructional Staff Engagement

Work with faculty and other instructional staff to further institutionalize academic service-learning and community-based research throughout the curriculum via the expansion of professional development opportunities and utilization of Center resources and incentives. Examples include, but are not limited to:

- course development grants
- a Faculty Affiliates program
- opportunities for engaged scholarship
- a community-based teaching award.

In August 2009 a Community-Based Learning Coordinator was hired to expand and strengthen our outreach to faculty/academic instructional staff and better develop and facilitate our academic resources.

### Priority Area 2: Student Engagement

Develop, expand, and promote civic engagement opportunities to engage students and student organizations in volunteer, service-learning, and community based research opportunities that facilitate civic education and leadership development. Examples include but are not limited to:

- Expand and strengthen Morgridge Center programming, including Badger Volunteers, Advising, Wisconsin Idea Undergraduate Fellowships, and monthly events
- Implement and utilize marketing plan targeted at students, including social media, updated marketing materials, and promotional events
- Redesign student website to reflect and engage students using audience friendly language

### Priority Area 3: Campus-Community Engagement & Partnerships

Continue our collaboration with campus units and local community organizations to foster our students' academic and civic learning while meeting identified community needs. Examples include, but are not limited to:

- a Community Consultants program
- a WI Idea Exchange database to enhance campus-community partnership development
- supporting academically based Madison Initiative for Undergraduate Education proposals
- supporting the Greenhouse residential learning community
- strengthening the Center's presence at the Villager Center in South Madison

### Priority Area 4: Development/Fundraising

Create a comprehensive development plan in order to diversify our funding sources and to support and expand our programs, services and professional staff. Examples include, but are not limited to:

- hire a Grants Coordinator (.5FTE)
- hire an External Relations Director
- work with the UW Foundation to create a Development Director position (up to .5FTE) for Center
- launch the Morgridge Challenge Grant program
- reorganize the Center's board structure