Engagement is an opportunity for accomplishing, informing and enriching research, teaching and service outcomes. This continuum outlines a variety of engaged activities with progressively increasing levels of involvement with external partners and the community.

**Outreach**
- Stakeholder analysis
- Research with real-world data
- Contribute expertise to community research project

**Consult**
- Conversations with stakeholders
- Needs assessments
- Publish case studies
- Utilizing community feedback

**Involve**
- Citizen science
- Convene various stakeholders on research issue
- Demonstration projects

**Engagement**
- Consultation
- Collaborate
- Co-Creation

**Collaborate**
- Collaboration with industry/agencies to identify research priorities
- Joint problem-solving initiatives
- Partnership for program evaluations

**Co-Creation**
- Community science
- Community-based participatory research
- Include community partners as authors
- Co-founding startup with external partners

**Research/Creative Activity**
- Guest speaker
- Conferences/workshops
- Media interviews or translational writing for public audiences

**Teaching**
- Case studies
- Field experiences, data collection
- Workshop on identified community need
- Connecting students with stakeholders

**Service**
- Expert testimony
- Responding to citizen inquiries
- Providing information community-wide
- Media posts

- Consulting
- Diagnostic/clinical service
- Advisory boards
- Technical assistance

- Serve as information professional
- Relationships with companies
- Bringing community members to CSU committees

- Influencing policy/legislation
- Hosting national associations/societies
- Long-term commitment to working with organization

- Partnerships with national associations
- Higher ed consortia
- Co-hosted seminars, events for community industry/agencies

Continuum adapted from the International Association for Public Participation (IAP2)

Get the PDF to share at engagement.colostate.edu/provosts-council-engagement/continuum/
### Continuum of Engaged Scholarship – The What and Why

**Goal**
- **Inform**: Provide the public with objective, empirically-based information
  - Starts with an answer
- **Consult**: Work directly with the community* to include diverse perspectives, understand needs/opportunities and share knowledge for improved outcomes
  - Improved knowledge, recommendations and outcomes from sharing of expertise
- **Involve**: Joint production of mutually-valued and inclusive outcomes by university and community
  - New perspectives emerge that were impossible before
  - Trust enables greater level of innovation - whole is greater than sum of its parts
- **Collaborate**: Joint production of mutually-valued and inclusive outcomes by university and community
  - Greater resources – from sharing (including student support) and discovery of new funding opportunities
  - Capacity-building: community is heard and empowered
- **Co-Creation**: Joint production of mutually-valued and inclusive outcomes by university and community
  - New methods of knowledge-making are explored and developed
  - Attracts new and unforeseen opportunities and resources
  - University sees its place and role within larger ecosystem

**Value to the Community**
- Access to new information that can be applied to a given need, problem or opportunity
  - Improved knowledge, recommendations and outcomes from sharing of expertise
  - Mutual respect is demonstrated and sustained
  - Greater resources – from sharing (including student support) and discovery of new funding opportunities
- Dissemination of work to a broader audience
  - Work takes on new meaning as resolution of community problems/needs becomes priority
  - Work becomes more practical, applicable and impactful.
  - New tools are learned or developed
  - Community relationships are strengthened
  - Community-based knowledge and skills complement work
  - New solutions are discovered
  - Students gain practical experience

**Value to the University**
- University goes to community
  - Dissemination of work to a broader audience
    - Work takes on new meaning as resolution of community problems/needs becomes priority
    - Work becomes more practical, applicable and impactful.
    - New tools are learned or developed
    - Community relationships are strengthened
  - University and community come together
    - Dissemination of work to a broader audience
      - Work takes on new meaning as resolution of community problems/needs becomes priority
      - Work becomes more practical, applicable and impactful.
      - New tools are learned or developed
      - Community relationships are strengthened

*Community is defined broadly to encompass stakeholders or partners outside of academia that may include (but is not limited to) the general public, private industry, government and nonprofit agencies.