

Rethinking the Outreach and Engagement Mission in a post COVID- 19 World:

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The topic is complex and maybe suggestive that something is wrong with our engagement mission.

**The more things change the more they remain the same.
The 20-25 year cycle of relevance; Justifying our existence**

The questions that emerged in the early seventies.



Why is enrollment declining?

**Why are we moving away from Community
Resource Development?**

Are Extension Agents too political?

**Who should be paying for outreach and extension
services?**

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The Creation of the Commission on the Future of our Public and Land-Grant Universities



Their Findings:

- The Land Grant Mission has not changed
- Our audiences may have changed, so our commitment to serve the people is our paramount responsibility and therefore they titled their Executive Summary report ***“Returning to our Roots”***

The report identified six areas of emphasis for us to remain relevant:

**The Student
Experience**

Student Access

**The Engage
Institution**

**A Learning
Society**

**Toward a
Coherent
Campus Culture**

**A paradigm shift
toward Learning,
Discovery and
Engagement**

There were 4 Questions Posed



1. Despite our invaluable capacities and expertise we were not asked to contribute to the COVID interventions and solutions. Communications and Marketing. Who knows about us? Politics and Policy. Being A-political and Protecting our Neutrality (The Hatch).

Universities being the “Cradle of Scientific Knowledge”
Discrediting Science and exploiting the tensions between:

Climate Change – Economic Forecasting –

Health-New & Emerging Diseases

Opportunities to rethink our alliances and finding effective solutions.



- It's amazing that 20 years ago the commission indicated that "Among the significant problems facing society are challenges of creating genuine learning communities,
- Encouraging lifelong learning and finding effective ways to overcome barriers to change"
- Establishing greater university community partnerships
- Establish university industry partnerships beyond research



- Re-engage Nursing schools and other health professions in the engagement function
- Engage students in community-based learning that will produce more civic-minded graduates
- Corona must be a catalyst for change
- A cradle for creativity, and
- Create opportunities for innovation

Linkages and communication for more noticeable recognition at the public policy level

A matter of messaging:

- How do we select and appoint media specialists?
What access do they have to the real action to design the appropriate messaging?
- Message relevance to policy makers and average listeners.
- Your stakeholders and beneficiaries, do they speak on your behalf?

Medical Training Facilities at HBCUs (an example).

This is an outgrowth of significant advocacy to address the health disparity.

The availability of medical facilities and personnel in underserved communities.

Rationale for the Act of 1890.



4 Models for effective response to emergencies



- Predictive modelling
- Economic Forecasting
- Climate Forecasting
- Lessons from Ebola



**We must display a firm commitment
and strong support for infusing
engagement across the Academy.**

Adopting the 7-Point Test for Engagement:



- 1. Responsiveness**
- 2. Respect for Partners**
- 3. Academic neutrality**
- 4. Accessibility**
- 5. Integration**
- 6. Coordination**
- 7. Resource Partnerships**