Carnegie Foundation: Elective Community Engagement Classification (UNCG recognized in 2008)
Community Engagement describes the collaboration between higher education institutions and their larger communities (local, regional/state, national, global) for the mutually beneficial exchange of knowledge and resources in a context of partnership and reciprocity.

Community-Engaged Scholarship
"Community-engaged scholarship is scholarship that involves the faculty member in a mutually beneficial partnership with the community." - Linking Scholarship and Communities: The Report of the Commission on Community-Engaged Scholarship in the Health Professions

Community-engaged scholarship can apply to teaching (e.g. service-learning, research (e.g., engaged research, community-based participatory research), and service (e.g. community service, outreach, advocacy).

UNCG Evaluation Guidelines for Promotions and Tenure (Approved by the General Faculty, Nov. 18, 2009)

Community Engaged Teaching
- Developing and delivering community-based instruction, such as service-learning experiences, on-site-courses, clinical experiences, professional internships, and collaborative programs
- Developing and delivering off-campus teaching activities such as study-abroad courses and experiences, international instruction, and distance education courses
- Developing and delivering instruction to communities and other constituencies

Community-Engaged Research and Creative Activities
- Writing papers for refereed journals and conference proceedings
- Creating exhibits in educational and cultural institutions
- Disseminating community-engaged research through public programs and events
- Conducting and disseminating directed or contracted research
- Conducing and reporting program evaluation research or public policy analyses for other institutions and agencies
- Developing innovative solutions that address social, economic, or environmental challenges (e.g., inventions, patents, products, services, clinical procedures and practices)

Community Engagement (Service Category)
- Consulting and providing technical assistance and/or services to public and private organizations
- Writing position papers for the general public
- Collaborating with schools, businesses, advocacy groups, community groups, and civic agencies to develop policies
- Providing leadership in or making significant contributions to economic and community development activities
Engaged Scholarship as a Research Method in Business Research

*Engaged scholarship* is “a participative form of research for obtaining the different perspectives of key stakeholders (researchers, users, clients, sponsors, and practitioners) in studying complex problems” (p. 9). Scholarship is engaged if it seeks the input from and collaboration with vested stakeholders at all stages of a research project, including problem formulation, theory building, research design, and problem solving (Van de Ven, 2007).

**Engaged Scholarship Diamond Model** (Van de Ven, 2007, p. 10)

![Engaged Scholarship Diamond Model](image)

**Alternative Forms of Engaged Scholarship** (Van de Ven)

![Alternative Forms of Engaged Scholarship](image)
Engagement “requires going beyond the expert model that often gets in the way of constructive university-community collaboration...calls on faculty to move beyond ‘outreach,’...asks scholars to go beyond ‘service,’ with its overtones of noblesse oblige. What it emphasizes is genuine collaboration: that the learning and teaching be multidirectional and the expertise shared. It represents a basic reconceptualization of...community-based work.” O’Meara & Rice, 2005, Faculty Priorities Reconsidered

Service-Learning at UNCG [definition]
Service-Learning (SVL) is a credit-bearing, educational experience that integrates meaningful community service with academic instruction and reflection to enrich the learning experience, teach civic responsibility, and strengthen communities.

Book on Engaged Scholarship in Organizational and Social Research

Journal Articles on Service-Learning in Business Education
Introductory Service-Learning Implementation in Business Courses

Service-Learning Implementation in Management Courses


Service-Learning Implementation in Accounting Courses


**Service-Learning Implementation in Entrepreneurship Courses**


**Service-Learning Implementation in Leadership**


**Service-Learning Implementation in Communication Courses**


**Service-Learning Implementation in Negotiation Courses**


**Additional Resources Found Online**

Office of Leadership and Service-Learning [http://olsl.uncg/cbr](http://olsl.uncg/cbr) and [http://olsl.uncg/svl](http://olsl.uncg/svl)

• Guidelines for Service-Learning Syllabi
• Documenting CBR for Promotion and Tenure
• Journals that Publish Community Engaged Scholarship
• Websites and listservs
• Calls for papers, grant proposals, job openings, conferences and more
