SERVICE, ENGAGEMENT, AND ACCREDITATION
SOURCES OF CHANGE

◆ Mission Project, 1999-2000
  ■ Strategic Priority #1. “Increase focus of accreditation on the quality of higher learning…”

◆ Restructuring Expectations Project, 2001-2003
  ■ Criterion Five: “As called for by its mission, the organization identifies its constituencies and serves them in ways both value.”
CRITERION FIVE: ENGAGEMENT AND SERVICE

5a. The organization learns from the constituencies it serves and analyzes its capacity to serve their needs and expectations.

5b. The organization has the capacity and the commitment to engage with its identified constituencies and communities.
5c. The organization demonstrates its responsiveness to those constituencies that depend on it for service.

5d. Internal and external constituencies value the services the organization provides.
CRITERION FIVE: CORE COMPONENTS

- **Learn** from constituencies and analyze capacity to serve
- **Commitment** and capacity to engage and provide service
- **Demonstrate** responsiveness to dependent constituencies
- **Internal and external constituencies value** the organization’s services
FIT WITH OTHER CRITERIA

- Engagement/service is *mission driven* (especially 1a, 1b)
- Engagement/service is a commitment now and in the *future* (especially 2a, 2c)
- Engagement/service is shaped by *capacity* (especially 2b, 2d)
- Engagement/service relates to student *learning* (especially 3c)
- Engagement/service is *fit to purpose* (especially 4a, 4c)
GOALS AND HOPES

◆ Trigger organization-wide conversations
◆ Stimulate conscious reconnections between the academy and the society it serves

  Relevance
  Preparation

◆ Contribute to more transparent pathways of learning
◆ Prepare for new conversations on national accountability
CHANGING CONTEXT


◆ Secretary Spelling’s new Commission on the Future of Higher Education
APPLICATION

Standard responses:
- Civic/national memberships
- Continuing education unit
- Community events and services (faculty/student)
- Internships and clinicals
- Research/studies

Larger possibilities:
- Curriculum advisory groups
- Integrate service learning
- Cooperative endeavors and partnerships (within and without higher education)
- New programming
CHALLENGES

- Accreditation preparation drives premature decisions and agreements
- Accreditation processes drive premature decisions and agreements
- Interpretation of Criterion Five results in more division and specialization within colleges and universities
- Failure to honor distinctive missions
SUPPORT AND SERVICES

- Annual Meeting programming (vol.2, Collected Papers)
- Special emphasis self-study: Policy Center for the First Year of College
- “Best Practice in Partnering: Developing Capacity” workshop
- Participation at state and regional meetings
- Support for Campus Compact and CCNCCE