



SHARING OUR KNOWLEDGE AND SHAPING THE FUTURE

IN MICHIGAN, THE NATION AND THE WORLD

Public Engagement is central to our university's mission of "creating, communicating, preserving and applying knowledge, art, and academic values."

To ensure that we continue to advance this basic tenet of our compact with society, President Mark Schlissel has launched a **Public Engagement and Impact** focus area. Key to its success will be the involvement of U-M's esteemed faculty of professors, primary researchers and librarians.

Public Engagement and Impact will concentrate on encouraging and recognizing your continued efforts in three areas of interaction.

POLICY AND ADVOCACY

Faculty who serve on advisory boards, advocacy groups and academic societies help shape policy in meaningful, measurable ways. Interactions with elected officials and governmental agencies can also bring about positive change, and will be enabled.

EDUCATIONAL OUTREACH

Community outreach programs play an important role in helping communicate the value that the university and your research provides. New collaborations and community partnerships — from the local scale to global — will be given guidance and support.

MEDIA INTERACTIONS

Many faculty actively provide expert insights for traditional, digital and social publication. Sharing your knowledge with diverse audiences around the globe is important work. This practice, the penning of opinion pieces and the promotion of your research in innovative media will continue to be encouraged.

The activities described above are just a sampling of what can be done to amplify the impact that you — and, by extension, the university — can have on society. Those faculty who have already participated in public-facing activities also report an enhanced sense of connection to the state, the nation and world. As Dr. Schlissel has noted, it is "both a privilege and an obligation to provide thoughtful insights and important contributions toward public policy and to help solve the most complex and challenging issues confronting our society."