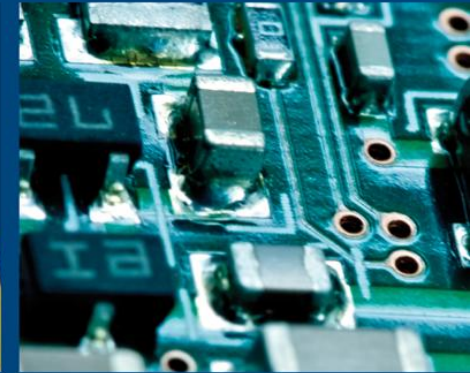


*Centre for Academic Engagement and
Collaboration*

*Engagement Management and Information
Development:
Creating enabling institutional structures*



Dr Belinda du Plooy



Motivational factors for doing engagement work (Holland, 1999):

- personal values (not institutional values)
- intrinsic rewards
- personal commitment to a life of service
- sense of responsibility
- sense of contribution
- greater socio-cultural awareness of philanthropy
- examples of social activism since the 60s (role models)
- provides a link between one's personal and professional life
- relevant to chosen career/disciplinary field ('helping professions', professional accreditation)

*So, we know that we are here because of who we already are
= we care and we want to help others*

*But there are practical and systemic issues that often make contributing through
engagement difficult and discouraging*

Since January 2014 at the Centre for Academic Engagement and Collaboration (CAEC): initiatives to create integrated systems to support, empower and enable engagement at NMMU

Challenges to HE Engagement identified globally:

- lack of recognition/acknowledgement/rewards ('a thankless job', 'no-one knows what I'm doing...')
- lack of, or limited access to, funding (also: fundraising and continuing funding)
- no agreement on definitions and categories (what is: engagement, service, community...?)
- silo-thinking and silo-operating (not knowing what others are doing, duplication)
- turf-issues ('my little nest' instead of 'let's make a difference together')
- very few role models (examples of 'how to')
- time (creating, cultivating, implementing, evaluating, revising, fundraising, writing it up for publication, getting published, curriculum development...)
- lack of confidence, experience and skills (no one teaches you to do this!)
- recording/documenting (repositories for information, succession planning)

CAEC: First steps in helping to address these challenges institutionally:

Engagement Management Information System

Engagement Awards

Engagement Advancement Fund

Engagement Conceptual Framework, Engagement Policies

Engagement Colloquium

Future sessions flowing from this colloquium: training/brainstorming/collegial interaction

CAEC web site <http://caec.nmmu.ac.za/Engagement-Information-and-Development> ('gateway/portal')