

Shaping Potential/Shaping Worlds
Story here...

Chapter Five, Criterion Five Engagement and Service

- Core Component 5a The organization learns from the constituencies it serves and analyzes its capacity to serve their needs and expectations.
- Core Component 5b The organization has the capacity and the commitment to engage with its identified constituencies and communities.
- Core Component 5c The organization demonstrates its responsiveness to those constituencies that depend on it for service.
- Core Component 5d Internal and external constituencies value the services the organization provides.

Organization of Criterion Five

Criterion Five is organized according to the University Plan 2008-2013 Strategy B

Strategic Imperative: Support and promote community vitality through Bemidji State's commitments within our local, regional, national and world spheres. *Bemidji State values the supportive relationships between the university and its communities.*

Introduction

1. University-wide Commitment to External Communities of Interest (5a, 5b, 5c, 5d)
2. University Plan Strategy B.1. Support and promote educational vitality (5a, 5b, 5c, 5d)
3. University Plan Strategy B.2 Support and promote economic vitality and quality of place (5a, 5b, 5c, 5d)
4. University Plan Strategy B.3 Support and promote cultural and recreational vitality (5a, 5b, 5c, 5d)
5. University Plan Strategy B.4 Promote environmental vitality (5a, 5b, 5c, 5d)
6. Priorities for Improvement: Strategy B Goals and Measurements (5a, 5b, 5c, 5d)

Summary of Evidence

- **Core Component 5a**
The organization learns from the constituencies it serves and analyzes its capacity to serve

Introduction

Bemidji State University has meaningful, productive and enduring service relationships with its external constituents, as evidenced by the breadth, depth and success of its collaborations with communities of interest.

their needs and expectations.

- Core Component 5b
The organization has the capacity and the commitment to engage with its identified constituencies and communities.
- Core Component 5c
The organization demonstrates its responsiveness to those constituencies that depend on it for service.
- Core Component 5d
Internal and external constituencies value the services the organization provides.

Bemidji State External Constituents

- Potential students
- Alumni
- Businesses
- Organizations
- University Foundation
- Other MnSCU schools
- P-12 area schools
- Governmental units
- Minnesota State Legislature
- Accrediting bodies
- Granting agencies
- Local, regional and state governments and communities
- American Indian governments, communities and

1. University-wide Commitment to External Constituencies (5a, 5b, 5c, 5d)

Introduction

Bemidji State University is located in rural northern Minnesota where the winters are long and hard. Survival in this robust place has always depended on community, the community of American Indian tribes, of settlers, of neighbors. Early in the twentieth century, when the community needed trained teachers, citizens organized a campaign for their own college and Bemidji Normal School opened in 1919.

The community tradition of the Bemidji area continues today. In 2005, after the fateful high school shootings on the Red Lake Indian Reservation, Bemidji State and the town of Bemidji embraced its neighbors: healing ceremonies were held at the American Indian Resource Center and at North Country Regional Hospital. In 2009 when Minnesota State University Moorhead was forced to close by the flood waters of the Red River, Bemidji

schools

State opened its dormitories to their students.

Also in 2009, construction began in Bemidji on a regional Event Center, the culmination of years of work and collaboration that paired the community's desire to improve its services to the region with the university's need for a new sports facility.

The Higher Learning Commission Criterion Five asks for evidence that the university takes seriously its role in communities of interest. Better than that, Bemidji State has a symbiotic relationship with its communities, its neighbors. It is a north country tradition that assures not only survival but quality of life, including access to services, resources and opportunities, and preservation and enjoyment of cultural heritages.

Cedar Apartments for Single Parents

Housing for twenty-eight single parent families contributes to student success.

Mission Documents: In its mission documents, Bemidji State makes it clear that it operates within a broad community of external constituents and that it values those relationships. Starting with its mission, vision and signature themes, Bemidji State acknowledges the larger world in which the university operates, and the importance of civic action in a diverse world:

Linden Hall SuitesThe first of Bemidji State's residence halls to be transformed into suites, Linden is a popular choice for academic-year students and for summer conference housing.

Vision: Shaping potential, shaping worlds. Bemidji State University is a catalyst for shaping the potential of those it serves who, in turn, shape the worlds in which they live and work.

Mission: E3 Engage. Embrace. Educate. As northern Minnesota's university, we engage in new worlds of thought, embrace responsible citizenship, and educate for a future that can only be imagined.

Signature Themes

- International/multicultural understanding
- Civic engagement
- Environmental stewardship

The second (of four) strategies in the University Plan is dedicated to the university's relationships with

external constituents:

University Plan 2008-2013
Strategy B: Promote Vital Communities through Involvement

- Strategic Imperative: Support and promote community vitality through Bemidji State's commitments within our local, regional, national and world spheres.

Bemidji State values the supportive relationships between the university and its communities.

The strategies are informed, in part, by the environmental scan of the SCOT: Strengths, Challenges, Opportunities and Weaknesses. This document analyzes internal and external forces that are likely to come to bear on university planning and helps the university understand the needs of its external constituents. As noted below, it is informed by university relationships and partnerships with its communities of interest.

Goals and measurements (accountability) for Strategy B are also included in the plan:

- Goal Three Increase the number and type of partnerships with external entities.
- Goal Four Increase the capacity of the custom college.
- Goal Five Develop measurements of community service by students, faculty and staff.
- Goal Six Improve graduation-related employment rates.

Academic outreach programs, such as online master's degrees, are assessed through academic department five-year reviews, as described in Chapter Two.

EXB Solutions Opens Bemidji Office

EXB Solutions, a high-end test engineering firm, has selected

Civic Engagement—The University: Bemidji State models civic engagement through its community relationships. Senior staff represent the university at organizations such as the Chamber of Commerce, the Northwest Minnesota Foundation, and the Joint

Bemidji to be their primary office location. They opened their Bemidji office last June with a staff of six test engineers. Other EXB offices are located in Wayzata (MN), Phoenix (AZ) and Huntsville (AL). EXB hired five seniors from the Physics Engineering Program at Bemidji State University as some of their initial employees. They have been awarded their Federal HUB Zone certification which will give them extra points in securing government contracts.

Social Work Program Field Expeditions

Faculty and students collaborate in Social Work practice.

MARS Community Connection: Faculty-run, Student-directed

Marketing Assistance & Research Solutions services include feasibility studies, Internet and exploratory research, focus groups, group interviews, telephone surveys, mail surveys and strategic management analysis.

Economic Development Commission (JEDC). medical providers (e.g. North Country Regional Hospital, MeritCare Clinic) Businesses (e.g. Nortech Systems, Anderson Fabrics, Black Star Dairy) and other agencies are also represented at these organizations. Community projects and needs are brought to meetings and ideas are exchanged. One example of a successful collaboration: a high-end test engineering firm opened a satellite office in Bemidji in part because of the potential employee pool among Bemidji State graduates (see sidebar).

In a less formal capacity, the university's president meets personally with key office holders in the Bemidji area, such as the mayor of Bemidji, the president of North Country Regional Hospital, American Indian tribal chairs, and the superintendent of the Bemidji Public Schools. He also visits area schools, businesses and industries on a regular basis.

In addition to the above personal connections, Bemidji State continually conducts surveys to determine community needs and to ascertain its position in the community. By way of example:

- In 2003, the marketing firm Russell-Herder conducted community focus groups regarding Bemidji State. A 2004 report on the results of the focus groups proposes specific tactics to address concerns regarding the university's service and image. In 2001 Russell-Herder assisted the university in a review of its logo and mascot. The report on the review contributed to the development of a new Bemidji State logo.

Civic Engagement—Students, Faculty and Staff:

In addition to its institutional role, the university contributes to its communities of interest through the actions of its students, faculty and staff. Contributions of students are discussed primarily in Chapter Four. They include student organizations such as Students Today Leaders Forever, Habitat for Humanity and Relay for Life, and projects in academic programs such as VITA (see sidebar) in the Accounting program.

Faculty and staff contributions include outreach and

MARS Mission

- Provide talented students valuable and real marketing experiences.
- Provide area organizations with competitively priced marketing information.

Accounting Students Help with Taxes through VITA

http://www.bemidjistate.edu/academics/departments/accounting/professional_development/vita.cfm

Collaborations Undertaken Include

- Bemidji Regional Event Center
- Diamond Point Park
- Other

Collaborations Declined Include

- Range university
- Other

- Core Component 5a The organization learns from the constituencies it serves and analyzes its capacity to serve their needs and expectations.
- Core Component 5b The organization has the capacity and the commitment to engage with its identified

partnerships. As noted in Chapter One, these are described at length in Telling Our Stories: Outreach and Partnership Efforts at Bemidji State University, Committee for Outreach and Partnership, Spring 2001. Civic engagement on campus and in courses has also been studied. The results are documented in Inventory of Civic Engagement, Spring 2005, and in a Campus Compact report, December 2008.

The 2005 Inventory of Civic Engagement report recommends that Bemidji State undertake a systematic inventory of civic engagement activities at the university. The 2008 Campus Compact report recommends that the university pursue the opening of a service learning and civic engagement center. Based on the results of the those reports, Bemidji State has identified civic engagement as one of its three major Priorities for Improvement

Capacity for Engagement: Bemidji State University is judicious in its development of programs and activities for its external constituents. Criteria for consideration include the university’s ability to carry out a project, especially regarding faculty resources and capacity of facilities. The university also strives to assure that there is real need for such projects. As appropriate, the president’s cabinet, the Leadership Council and the Deans’ Council evaluate initiatives in light of other university planning and relevant indicators.

2. University Plan Strategy B.1 Support and promote educational vitality.

Advance educational opportunities in the university’s communities through customized training, concurrent enrollment, PSEO, online and on-campus programs and related offerings.

Bemidji State provides educational opportunities to its communities of interest, from elementary school through higher education and customized training.

Elementary, middle and high schools: In addition to maintaining personal contact between area school

constituencies and communities.

• Core Component 5c

The organization demonstrates its responsiveness to those constituencies that depend on it for service.

• Core Component 5d

Internal and external constituencies value the services the organization provides.

administrators and the university’s senior staff, Bemidji State has multiple connections with the area’s high schools, including the following:

- Post-Secondary Education Options (PSEO): (High school students must meet eligibility requirements.)
 - On-campus: Students in area high schools attend classes on the Bemidji State campus. Fifty-five PSEO students enrolled in on-campus classes Fall 2009.
 - Concurrent enrollment: Students take Bemidji State classes in their high school classrooms. Their teachers must meet certain requirements and are mentored by a Bemidji State professor.

Concurrent Enrollment Timing

Bemidji State’s 20th-day enrollment count is up in part because concurrent enrollment numbers were available earlier than they were in Fall 2007. This year, 156 concurrent enrollment students were included in the 20th day headcount; in 2007, concurrent enrollment numbers were not available until October.

Concurrent Enrollment: 2005 - 2009			
YrTr	Courses	Head Count	Credits
2006-F	1	15	30
2006-S	1	13	39
2007-F	1	23	115
2007-S	2	57	285
2008-F	7	122	426
2008-S	8	120	459
2009-F	9	154	574
2009-S	7	127	475
Total		631	2403
High Schools: Voyageurs; Bemidji; Park Rapids Area			
Courses offered: ENGL 1101, ENGL 1102, ENGL 2355, PHYS 2101, MATH 1170, MATH 1107, BUAD 1100			

- Teacher Training: Bemidji State places ((xx)) student teachers each year in area public schools. This program provides education students with classroom experience and provides support and professional development opportunities for area teachers. ((do we have a brochure or web site or

something that we use to solicit classrooms for student teachers??))

- College Preparatory Programs: Through special programs, Bemidji State assists area students in preparation for college. By way of example:
 - Math prep program: 360 Degrees: This innovative program guides high school students with an interest in technology careers to programs that will help them fulfill their career goals.
<http://www.360mn.org/> and Data Site document “360 Annual Report FY'07”
 - Summer Programs at Bemidji State introduce area high school students to campus opportunities and promote college-readiness.
<http://www.bemidjistate.edu/bsutoday/on-campus/2008/06/02/bemidji-state-to-host-variety-of-camps-for-youths-this-summer>
 - Upward Bound: This federally-funded program encourages area high school students to consider higher education and helps prepare them for success in college.
http://www.bemidjistate.edu/students/services/upward_bound/index.html

Higher education: Bemidji State serves its external constituents through course and program offerings to individuals and through collaborations with other post-secondary institutions.

Level C Distance Learning Programs: Described in Chapter Three, these programs offer higher education opportunities to students who cannot or choose not to study on-campus at Bemidji State.

Level C Campus Support for Distance Learning: The university supports its distance learning programs through the library and student services.

Level D In response to a need identified through assessment, the A.C. Clark Library provides access to library holdings and services for distance learners.
<http://www.bemidjistate.edu/library/ill/dis>

tance_delivery.html Level D Through its web site, the Center for Extended Learning <http://www.bemidjistate.edu/academics/distance/guides> distance learners to university services, including Admissions and Financial Aid.

Level C Post-Secondary Collaborations: Bemidji State has formal relationships with numerous post-secondary institutions.

Level D MnSCU has an elaborate system of course articulations, promoting seamless transfer for general education courses within the system and assisting with course transfers for majors. ((is there a page we can to with this? a # we can use, of schools, or courses??))

Bemidji State has program articulations with xx MnSCU institutions ((do we have any outside the system?)), including the following: ((English has articulations with Mesabi, and ones in progress with Normandale and ARCC. I think Normandale might be done.)) These help promote timely graduation for transfer students.

The university also collaborates with other institutions to offer degrees, including the following:

- An Associate in Arts degree collaboration with Alexandria Technical College.
<http://www.bemidjistate.edu/academics/distance/undergraduate/aa/>
- A Bachelor of Arts/Bachelor of Science in Psychology collaboration with the Arrowhead University Consortium.
http://www.bemidjistate.edu/academics/distance/undergraduate/bs_applied_psychology/
- Engineering collaboration? (I think not at this time).

Level D Bemidji State has articulation and ??? with area tribal colleges, including Red Lake and Leech Lake. Bemidji State consulted with Leech Lake Tribal College on its successful HLC accreditation application. ((OK to say this??) ((more here??))

Level D Other outreach programs meet specific needs or interests, such as the following:

- GEM Scholars Program: This research partnership offers opportunities in Geology, Environmental Science and Meteorology (GEM) to American Indian Students. The partners are Purdue University, Bemidji State University, Red Lake Nations College and Leech Lake Tribal College.
- UArctic: Bemidji State is pursuing a relationship with the University of the Arctic, “a cooperative network of universities, colleges, and other organizations committed to higher education and research in the North.”
- Casper, Wyoming: [More info on this -](#)

Customized Training: Through its Center for Research and Innovation the university offers services to area businesses and industries that include networking, custom training, strategic planning development and media development. CRI currently serves ((xxx??)) businesses and industries in northern Minnesota, including ((xxx)).

CRI is also host to the Minnesota Small Business Development Center, Northwest Region. The SBDC provides management and technical assistance to small businesses.

- Core Component 5a
The organization learns from the constituencies it serves and analyzes its capacity to serve their needs and expectations.
- Core Component 5b
The organization has the capacity and the commitment to engage with its identified constituencies and communities.

3. University Plan Strategy B.2 Support and promote economic vitality and quality of place.

Build capacity for problem-solving and community building through partnerships and engagement with businesses, government agencies, nonprofit organizations, and other entities.

Bemidji State and its community partners work together to assure mutual economic success for their shared constituencies.

Bemidji Community: The university’s relationships with the City of Bemidji, Beltrami County, American Indian communities and the northern tier of Minnesota are manifold. They range from recreational planning to disaster planning and

- Core Component 5c The organization demonstrates its responsiveness to those constituencies that depend on it for service.
- Core Component 5d Internal and external constituencies value the services the organization provides.

include a variety of shared efforts and opportunities.

Level C Regional Event Center: Bemidji State University recently signed a twenty-year lease as the anchor tenant in the new Regional Event Center being built by the City of Bemidji. The agreement process involved the MnSCU system, the State Attorney General’s office and the State Department of Finance

Level C Diamond Point Park: Bemidji State and the City of Bemidji partnered on the recent renovation of this important city park. The collaboration includes the housing of the university’s Outdoor Program Center at the park

Level C University Facilities: The Bemidji State campus is available for rental for community events, such as an annual boat show, and for weddings and other private events. A process is in place for evaluating and scheduling rental requests.

Bemidji State Recognizes Community Leaders

Bemidji State University Hall of Fame Recognizes Community Leaders

In Collaboration with the Northwest Minnesota Foundation, Bemidji State Women’s Hall of Fame Recognizes Regional Leaders

Level C Civic Engagement: In recent years, Bemidji State has done several surveys to determine the extent of civic engagement by Bemidji State students, faculty and staff. The surveys indicate that the Bemidji State community participates in civic engagement. See Priorities for Improvement feature on plans to improve such activity.

- Telling Our Stories ((three documents from Crit Five documents)), Spring 2001, compiled by the Outreach & Partnership Committee, describes in detail the activities of forty-three faculty and staff members.
- Civic Engagement Survey, 2005, reports on civic engagement in classes.
- Campus Compact, 2008, expands on the 2005 report and includes examples from students on civic engagement activities.

Endowed Chairs at Bemidji State
Established in recognition and appreciation of Bemidji

Level C Collaboration with Government Agencies: The university maintains regular relationships with local governments, including law enforcement, to assure cooperation on matters of law, health and related issues, including disaster planning and law enforcement. ((is there paper on this??))

State's mission to Engage, Embrace, Educate:

- George W. Nielson Endowed Chair of Wetlands Ecology, Biology Department
~http://www.bemidjistate.edu/academics/departments/biology/aquatic/emphases/wetlands/

3M Endowed Chair in Accounting

Endowed Chair Opportunity

- American Indian Endowed Chair in Nursing

• Core Component 5a

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

• Core Component 5b

The organization has the capacity and the commitment to engage with its identified constituencies and communities.

• Core Component 5c

The organization demonstrates its responsiveness to those constituencies that depend on it for service.

• Core Component 5d

Internal and external constituencies value

Level C Community Appreciation Day: Bemidji State hosts an annual day of appreciation in recognition of its external constituents. The 2009 event hosted more than 2,500 guests who visited twenty information booths sponsored by academic departments student clubs and observed nine athletic teams at practice.

Level C University Foundation: The Bemidji State Foundation promotes and maintains relationships with alumni and with area businesses, industries and individuals. ((what kind of info should we give here? # of businesses, etc.? # of dollars? special collaborative campaigns??))

4. University Plan Strategy B.3 Support and promote cultural and recreational vitality.

Participate in the enrichment of our communities through development and support of the arts and other cultural and recreational offerings.

Cultures and Heritage: Bemidji State promotes cultural vitality through its relationships with communities of interest.

- American Indian Tribal Colleges: Bemidji State supports the Leech Lake Tribal College and the Red Lake Nations Tribal College through articulation agreements, consultations, and similar relationships.
- American Indian Reservations: The university president and other members of the Bemidji State community maintain formal and informal relationships with the Red Lake and Leech Lake Indian Reservations, in part through the university's American Indian Resource Center.
- Bemidji community organizations: Bemidji State participates in community organizations for change, including Bemidji Leads, Shared Vision, and the Bemidji Race Relations

the services the organization provides.

Bemidji State Participates in Shared Vision

“Shared Vision seeks to be a catalyst that encourages the Bemidji community to work together to expand social, economic, education and leadership opportunities for people of all races.” Indian Country Today Don Day, Director, Bemidji State University American Indian Resource Center, is a member of Shared Vision.

Research Documents Race Relations Concern

A survey commissioned by Shared Vision* indicates a division between white and American communities.

The Community Responds: Bemidji Businesses Including Ojibwe in Signs

“Boozhoo” welcomes patrons in Bemidji.

* “Shared Vision seeks to be a catalyst that encourages the Bemidji community to work together to expand social, economic, education and leadership opportunities for people of all races.”

Council.

- American Indian Resource Center, Bemidji State: Opened in 2003, offices housed in AIRD include the Indian Studies and Ojibwe Language programs, Retention Counseling, and the Council of Indian Students. The AIRC director serves as a liaison between Bemidji State and regional American Indian communities and represents American Indian students to the university. The building is designed to support and represent American Indian architectural values. Annual Spring Powwow, sponsored by the Bemidji State Indian Student Council is held at the university. University of the Arctic: As noted above, Bemidji State is pursuing a relationship with the University of the Arctic.

The Arts: The university provides arts and entertainment offerings open to the public and promotes collaboration between area and university artists.

- The Theatre Program collaborates with the community on performance opportunities and connects the community to national trends in theatre.
- The Music Department collaborates with the community on performance opportunities and connects the community to national trends in theatre.
- The Visual Arts Department galleries are open to the public.
- The English Department publishes two anthologies with open submissions: Dust & Fire: Writing & Art by Women, and New Voices: Fiction & Poetry by Minnesota High School Students.

Athletics and Recreation: The university provides athletic and recreation opportunities that are open to the public and promotes collaboration between area and university athletics and recreation.

- Bemidji State athletic events are open to the public, including men’s and women’s basketball, golf and ice hockey and men’s baseball, football, soccer, softball, tennis,

Indian Country Today Don Day, Director, Bemidji State University American Indian Resource Center, is a member of Shared Vision.

Bemidji State Hosts American Indian Education Summit

Keynote speaker Dr. Will Antell is Bemidji State alum.

Bemidji State Supports the Literary Arts

D & F

<http://www.bemidjistate.edu/bsutoday/news-updates/2008/07/09/early-submission-deadline-set-for-2009-edition-of-dust-and-fire>
or

http://www.bemidjistate.edu/academics/publications/dust_and_fire/NV

http://www.bemidjistate.edu/academics/publications/new_voices/

Other Arts here...

- **Core Component 5a**

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

- **Core Component 5b**

The organization has the capacity and the commitment to

track/cross-country and volleyball Summer camps for high school students are sponsored in girls' and boys' basketball and in boys' soccer and volleyball.

- The Bemidji State Campus Recreation Center is available for private rental for birthday parties, school groups, and campus/community organizations. The Outdoor Program Center and OPC sponsored trips are open to the public.

5. University Plan Strategy B.4 Promote environmental vitality.

Work with partners to assure the environmental stewardship of our shared communities.

As promised in its Signature Themes and its Strategies for 2008-2013, Bemidji State is committed to environmental stewardship on its campus and beyond. By way of example:

engage with its identified constituencies and communities.

- Core Component 5c The organization demonstrates its responsiveness to those constituencies that depend on it for service.
- Core Component 5d Internal and external constituencies value the services the organization provides.

- Shoreline and water quality protection:
Shoreline research & grants (Welle)
Water quality research & grants (Kroeger)
- Recreational use:
Diamond Point Park
Bike trail
Hobson Forest
- Sustainability:
Sustainability coordinator
Hobson Union wind power

6. Priorities for Improvement

As noted above, Strategy B Goals and Measurements:

- Goal Three Increase the number and type of partnerships with external entities.
- Goal Four Increase the capacity of the custom college.
- Goal Five Develop measurements of community service by students, faculty and staff.
- Goal Six Improve graduation-related employment rates.

Criterion Five: Engagement and Service Summary of Evidence

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

•

Core Component 5b The organization has the capacity and the commitment to engage with its identified constituencies and communities.

•

Core Component 5c The organization demonstrates its responsiveness to those constituencies that depend on it for service.

-

Core Component 5d Internal and external constituencies value the services the organization provides.

-