

## Higher Education and Engagement: Conducting Community Impact Assessment

**Henry R. Cunningham, PhD – Director**

Office of the Vice President for Community Engagement

**Vicki Hines-Martin, PhD, RN, FAAN – Director**

Office of Health Disparities & Community Engagement  
School of Nursing

**Assessment Institute**

**Indianapolis, IN**

**October 25-27**

1

## Objectives

1. Identify key elements of community partnership for measurement
2. Describe the development of the community impact instrument
3. Discuss the importance of community partners in the process of tool validation and pilot
4. Discuss methodology appropriate for community impact assessment

2

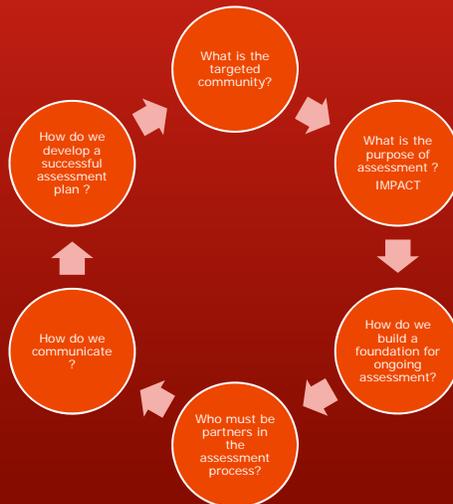
## Community Outreach & Engagement

*"Campuses that have demonstrated their deep engagement with local, regional, national, and global communities...are improving teaching and learning, producing research that makes a difference in communities, and revitalizing their civic and academic missions. We are seeing renewed institutional commitment, advanced assessment practices, and deeper community partnerships."*

[http://nerche.org/index.php?option=com\\_content&view=article&id=1484:carnegie-foundation-selects-colleges-and-universities-for-2015-community-engagement-classification&catid=17:nerche-updates&Itemid=212](http://nerche.org/index.php?option=com_content&view=article&id=1484:carnegie-foundation-selects-colleges-and-universities-for-2015-community-engagement-classification&catid=17:nerche-updates&Itemid=212)

3

## Assessing Community Partnerships



4

## The Targeted Community for the Community Impact Survey

*The Signature Partnership Initiative* in west Louisville, Kentucky

Approximately 60,000 urban residents

Primarily low income

Majority African American

Over 100 university-community partnerships with the University of Louisville



## Purpose

1. What is the impact of these partnerships from the perspective of the community partners?
2. What are the benefits of the partnership for the community partner?
3. In what ways can we deepen our existing partnerships?
4. What are key indicators for ongoing assessment ?



## Building a Foundation for Ongoing Assessment

- Focused on key areas resulting from an initial 2010 study conducted by an external evaluation team through a series of interviews with SPI community members
- Incorporated suggested questions from Assessing Service-Learning and Civic Engagement (Gelmon, Holland, Driscoll, Spring, & Kerrigan, 2006)
- 2013 Community Impact Survey study included both quantitative and qualitative data collection –
  - Survey instrument (Edwards, Hines-Martin, Cunningham & Hale, 2013)
  - Open-ended interview questions (Edward & Hines-Martin, 2013)

7

## Community Partners throughout the Process

- 2010 – Partner data and feedback used in development of 2013 study
- Partners with more than one partnership with the university and/or longstanding partnerships were involved in the development and validation of the 2013 instrument.
  - 8 involved in development/ validation
  - 27 involved in impact measurement

8

UNIVERSITY OF  
**LOUISVILLE.**

## **Building a Foundation for Ongoing Assessment - Methodology**

### **Initial Interviews**

- Interviews held with the initial eight partners
- After interviews were conducted, individuals and their organizations were asked questions regarding clarity, comprehension and applicability of survey
- The interviewees provided suggestions to improve the instrument.

## **Building a Foundation for Ongoing Assessment - Methodology**

### **Finalizing the Instrument – Qualitative data**

- Recurring themes and saturation of data were evaluated
- Management and initial coding of qualitative data was conducted using NVivo data management software
- Audiotapes of survey interviews were transcribed by the researcher and verified by others on the research team for accuracy
- Descriptive coding was conducted in order to organize, categorize and contextualize data (Richards & Morse, 2007).
- Modifications to the survey instrument were made based on recurring themes and feedback from initial survey

## Building a Foundation

- The final phase consisted of interviews with 27 partners using the modified survey instrument
- The 27 partner groups/ organizations were randomly chosen from the list of community partners meeting criteria (multiple/long term partnerships).

UNIVERSITY OF  
**LOUISVILLE.**

11

## Foundation for Ongoing Assessment - Methodology

- Quantitative Data
- A 22 item survey with dichotomous and multi-point formatted questions was developed based on this process
- Internal Consistency/ reliability measuring the average correlation of items (variables) within the instrument. Using SPSS software program

**Cronbach Alpha coefficient - .89** (good)

12

## Communication



- Reports to the university
- Presentation to the University-Community board \*
- Communication to partners and community residents
- Professional presentation

\* <https://www.youtube.com/watch?v=2ZoQdw7CtcM>

13

## How do we develop a successful Assessment Plan ?

- Further validation/psychometric analysis using the instrument (e.g. factor analysis, descriptive and inferential stats, etc.)
- Identification of trends, consistency

14

## Findings

- The university has established a process for measuring community impact, community perceptions, and strengths and weaknesses of partnerships
- Several challenges in partnering with the university were identified
- Suggestions were made focused on enhancing partnerships
- Benefits to community partners identified
- Findings provided a roadmap for the university to build on existing partnerships

15

## Conclusion

### Developing your Assessment

- What would you like to assess at your institution regarding community partnerships?
- What is important to your institution as it relates to community impact?
- Write down at least one thing you would like to assess at your institution

16

## FOR MORE INFORMATION

Henry R. Cunningham, PhD  
Director, Community Engagement  
Phone: (502)852-6026  
E-mail: [h.cunningham@louisville.edu](mailto:h.cunningham@louisville.edu)

Vicki Hines-Martin, PhD, RN, FAAN  
Professor & Director  
Office of Health Disparities and Community Engagement  
School of Nursing  
Phone: 502.852.8511  
E-mail: [Vphine01@louisville.edu](mailto:Vphine01@louisville.edu)

[www.louisville.edu/communityengagement](http://www.louisville.edu/communityengagement)