

MSU: Helping Ensure Government Is Effective, Efficient, and Accountable

Instrument, including outreach to and engagement with all levels of government. The MSU data collection effort will also contribute to **creation of a pervasive culture of outcomes accountability in public institutions.**

- **MSU will refine political leadership training and development opportunities** in light of experience currently being gained in a term-limited state-government environment.

Spotlight on Success

“I believe that MSU’s Small Town Design Initiative program has been, and will continue to be, an important resource to the Michigan Iron Industry Museum. STDI’s conceptual plans for a new entrance to the museum, along with plans for roads and trails, will prove to be invaluable to the planning process for changes at the museum. I commend the students of the program for their unique collaboration of both creative and practical thinking.”

— State Rep. Stephen Adami
House District 109

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Outcomes for Michigan’s Future

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In Brief:

- Through outstanding programs in **James Madison College**, the **College of Social Science**, and the **Master of Public Administration** program, and continuing across the entire undergraduate and graduate curriculum, Michigan State University equips students with the skills and knowledge to be **outstanding public servants**. MSU is also a reliable source of continuing education for government workers in essential service areas such as tax accounting, criminal justice, information technology, environmental engineering, human resource management, social work, and educational policy.
- MSU has provided **non-partisan training and professional-development opportunities for hundreds of Michigan elected leaders**, from the Speaker of the Michigan House to local village and school board officials.
- Using world-class information technology, MSU provides **geographic information** databases, photo archives, consulting, and training to assist state and local government in **stewardship of lands and resources**.
- MSU is committed to **data-driven accountability for its institutional outreach** and engagement with all levels of state and local government.

Situation:

Recently, the Governor's Commission on Higher Education and Economic Growth (the "Cherry Commission") posed one key "choice" for Michigan: "Michigan is at a moment of decision. . . . Michigan's residents, businesses, and governments can either move **forward** to a future of prosperity and growth fueled by the knowledge and skills of the nation's best-educated population or they can drift **backward** to a future characterized by a future of ever-diminishing economic opportunity, decaying cities, and population flight — a stagnant backwater in a decaying world economy."

By identifying Michigan governments as equal partners with residents and businesses in facing that

challenge, the Cherry Commission underscored the importance of twenty-first century government itself being fueled by the knowledge and skills of highly educated workers, both inside and outside of the public sphere. This is a crucial step to effectiveness, efficiency, and accountability.

Michigan State University provides policy advice to state and local leaders, equips future government workers with cutting-edge knowledge and skills, creates research-based technology and methodologies for efficient government operations, and participates in public/private partnerships to maximize governmental effectiveness.

MSU Capacity:

- Across all disciplines — and particularly in Agriculture and Natural Resources, Business, Communication Arts and Sciences, Education, and Social Science — **MSU policy and practice expertise** provides an excellent source of research-based analysis and advice for Michigan decision-makers.
- To prepare and assist civic leaders, the MSU Department of Political Science offers a **Master in Public Administration**, as well as the Political Institutions and Public Choice Program and the Program in Public Opinion and Political Participation.
- The MSU College of Education provides professional development to community K-12 officials, e.g., through the **Summer Institute for Superintendents**, and policy information to school boards from the **Education Policy Center**.
- Since 1998, Outreach Partnerships at Michigan State University has published best-practice briefs as a way of providing **usable information on human services concepts, processes, models and tools** for funders, decision makers, planners, and managers.
- Telephone, paper, and web-based **polling services, focus group facilitation, and issue analysis** are

available from the MSU Institute for Public Policy and Social Research (IPPSR).

- **Professional development opportunities for current and aspiring governmental leaders** are provided by MSU through IPPSR's Legislative Leadership Program, Michigan Political Leadership Program, and Tomorrow's Political Leaders program.
- **Geographic information resources and training** are available to assist government personnel engaged in land use policy, zoning, and regional planning. For example, the Imagery Archive at MSU Remote Sensing and GIS Research and Outreach Services (RS&GIS) is home to the **largest collection of aerial imagery for the state** of Michigan. The archive contains images for all areas of Michigan, from the 1920s to the present.
- The **Center for Urban Affairs** and the **School of Planning, Design and Construction Management** interact closely with **MSU Extension** and the **Michigan Agricultural Experiment Station**, to ensure community-planning knowledge is widely disseminated.

Successes:

- In 2004, MSU's Institute for Public Policy and Social Research conducted **the first comprehensive planning and zoning study in the state since 1994**. Previously, statewide agencies had been using ten-year-old data to describe local planning and zoning in Michigan.
- Nearly **350 future and current leaders** have participated in MSU's multi-partisan **Michigan Political Leadership Program (MPLP)**. More than **100 have been elected to office**. MPLP alumni include the current speaker of the Michigan House of Representatives, numerous state legislators, and many township and school board members. Over 80 percent of participants say the program helped them with personal leadership development, understanding of and appreciation for diverse viewpoints, and working with the media, among other things.
- **MSU's Small Town Design Initiative and Community Design Initiative (STDI/CDI)** has assisted **35 communities** with planning and design visions for downtowns, community image, parks, and other physical community and economic issues. Alumni indicate the STDI/CDI process has fostered further planning and design work by private consultants and resulted in successful community grant applications.
- MSU has a **Partnership for Environmental Education and Research agreement with Michigan**

Department of Environmental Quality (MDEQ) and is sharing university scientific expertise with the state by

- increasing the number of **internship programs** at MDEQ to provide students with practical experience while helping MDEQ work on key projects;
 - planning a **workshop for Michigan industry** on how to improve the bottom line while reducing greenhouse gas emissions; and,
 - using MSU's expertise in **environmental toxicology** to help MDEQ think through the appropriate strategy to deal with PBDEs, a common flame-retardant chemical that may have toxic effects.
- Using the original 1978 land-use survey and new aerial imagery in a Remote Sensing and GIS Research and Services system, MSU students have **detected land use changes and produced new maps and statistical tables** for use by state and local government agencies to help with **traffic planning** (e.g., on-ramp placement), **zoning changes**, and **environmental issues**. The Muskegon watershed has used such data to improve management practices relating to changes in land use and land cover and their impact on the environment.
- Responding to state needs, Michigan State University is pursuing a number of initiatives that hold potential for truly significant impact on the effectiveness, efficiency,

Outcomes for Michigan's Future:

and accountability of government at both state and local levels.

- **MSU will work with non-partisan public/private partnerships to address lackluster political involvement by young adults**. Efforts will build upon the momentum of such projects as MSU's partnership with the Kellogg Foundation to develop **Tomorrow's Political Leaders** — a program training current students and recent graduates from Michigan's colleges and universities on the "ins and outs" of running for and serving in elected office.
- **MSU will seek to increase the contributions of its faculty experts in appropriate governmental task**

forces and advisory committees. This will also build upon recent momentum, such as the gubernatorial appointment of one MSU faculty member to chair and two others to serve on the **Michigan Environmental Science Board**.

- **MSU will focus on-campus scholarly attention on initiatives of importance to state government**, through topical forums, workshops, and conferences, beginning with this spring's forum of top urban scholars on the status of Michigan's "**Cool Cities**."
- **MSU will focus institutional attention on the priority for outreach activity in Michigan**, through deployment of its new *Outreach and Engagement*