Integrating engagement across programs.
Community Engagement describes the collaboration between institutions of higher education and their larger communities (local, regional/state, national, global) for the mutually beneficial exchange of knowledge and resources in a context of partnership and reciprocity.

(Carnegie Foundation)
Engagement is not a separate thing. It is simply one way to do what makes sense at your institution.

Engagement is one form of research, education and the application of knowledge/improvement of practice.

In some of its forms, engagement is integrative---bringing together scholarship, learning and application in ways that draw upon the resources of both higher education and community organizations.

(Holland and Ramaley, 2012)