Excellence in Community Engagement Visioning & Planning Advisory Committee (E-CEVPAC)

April 18, 2011, 9-11am

Meeting held at UNCG in MHRA 2711

ATTENDEES (16):

Kristin Buchner	Emily Janke	Jim Settle
Cherry Callahan	Laurie Kennedy-Malone	Terri Shelton
Patti Clayton	Jerry McGuire	Jim Summey
Kathleen Edwards	Chris Payne	Dianne Welsh
Cathy Hamilton	Nell Pynes	
Julia Jackson-Newsom	Cathryne Schmitz	

ABSENTEES (15):

Chelsea Boccardo	Ed Kitchen	Hollie Rose-Galli
Brenda Elliott	Bonnie Landaverdy	Stephen Sills
Colleen Fairbanks	Patrick Lee Lucas	Sheron Sumner
Susan Feit	Donna Newton	Anthony Wade
Spoma Jovanovic	Diane Picciuto	Bob Wineburg

Welcome and Overview

- ❖ Focus of April meeting = COMMUNICATION
- ❖ Review of E-CEVPAC charge and key terms/definitions (page 1 of handout)
- ❖ Review of takeaways from March meeting regarding communication and partnership development (page 2 of handout)
- ❖ Announcements from Committee Members

Discussion – Challenges and Successes for Communication and Partnership Development (page 3 of handout)

Question 1: What are the key challenges or frustrations that you've experienced when trying to connect between the community and UNCG?

   a. challenges in communication
   b. challenges to identifying, activating, or sustaining reciprocal partnerships

Key themes synthesized below:

Communication Challenges

- ❖ Knowing who, what, resources are available
- ❖ Limited time, resources, people
- ❖ "Language barriers" among academics and community partners – difficult to understand each other
- ❖ Understanding what each person/organization wants or needs

- ❖ Faculty and student intentions – transparency and realistic/explicit expectations of and to community partners
- ❖ Silos in communication – difficult to find out who is doing what (both UNCG and Community)
- ❖ Underlying issues in promotion and tenure
- ❖ Integrated learning - not much of a difference in the minds of many community partners regarding whether students are there for curricular or co-curricular reasons - and what the corresponding expectation are
- ❖ Next generation issues - younger people use new forms of communication (e.g., text, Twitter, FaceBook) and learning and stop using other forms (e.g., e-mail).

Partnership Challenges
- ❖ No "best practices" for creating an open space for partnership development (focusing on the possibilities instead of the limitations)
- ❖ Creating a "win-win" relationship – one that intentionally and intrinsically benefits all parties involved
- ❖ Deciding what is rewarded and why – faculty incentives and acknowledgements, P&T
- ❖ Operationalizing promotion and tenure – guidelines at UNCG recently revised and enacted, how will this affect community engagement and partnerships? Will this change faculty views of partnerships?
- ❖ Timelines – student, university, and community – difficult to partner when all parties have busy schedules to coordinate
- ❖ Competitive vs. collaborative goals – businesses and some nonprofits are in constant competition with each other; sometimes these goals clash with the university's goals
- ❖ Different reasons for partnering – P&T vs. significant community impact/outcomes, etc.
- ❖ Access to sustainable resources – sufficient to sustain prolonged reciprocal partnerships?
- ❖ Finding people interested in partnering – difficult to locate people with similar interests in topic area, research focus, or timeline
- ❖ Reporting and tracking – how do we accurately record and represent partnership work?

Question 2: What are some of the successes that we've seen work with regards to overcoming these challenges. Successes may be ones at UNCG, or elsewhere.
   a. successes in communication
   b. successes in identifying, activating, or sustaining reciprocal partnerships

Communication Successes
- ❖ Expressions of gratitude – acknowledging contributions, following up with results and outcomes ("closing the loop")
- ❖ First build relationships, *then* expand to collaborate
- ❖ Open space for all – responsive and productive communication
- ❖ Tapping into student idealism and optimism for partnering and successful outcomes
- ❖ Having a designee or point person who can respond to inquiries and refer when appropriate
- ❖ Facilitating linkages of service providers within UNCG and the greater community

Partnership Successes
- ❖ Mixed committees – objective and constructive discussions involving community members, students, faculty, and staff

- ❖ Written MOU's – clarify expectations and increase transparency
- ❖ Formal evaluations – pre/post; help articulate impact of partnership, reasons to continue or expand partnership
- ❖ Student-run communications – use of facebook and other social media/current communication tools to reach students in partnership work
- ❖ Blended funding – money acquired (federal grants or otherwise) to support multiple goals - student learning, community and economic development
- ❖ Appropriate attitudes – enter partnership with positive attitude; respectful, collaborative, etc.

Both a Partnership Challenge AND Success
- ❖ Redirecting inquiries – helping to facilitate connections on and off campus through referrals or redirection of questions to the appropriate resource
- ❖ Constructive confrontations – objectively confronting misunderstandings/conflict between community and university members
- ❖ Sustained relationships – creating and *maintaining* long-standing reciprocal partnerships
- ❖ Expressions of gratitude – acknowledging contributions, following up with results and outcomes ("closing the loop")
- ❖ Expanding collaborations – facilitating the further development of a partnership to a higher level or different project
- ❖ Co-creation – are all parties in the partnership helping to develop and/or learning from the relationship or research question?
- ❖ Resource allocation – how are resources used by each member in the partnership? How is this decided upon?

Communication Model – Towson University – *"TU in the Community"*

We are currently using Towson's "*TU in the Community"* as a model on which to build a website/database for UNCG focused on partnerships. [www.towson.edu/tuinthecommunity.com]
See PowerPoint slides for overview of the website/database, as well as key issues.

[TU in the Community] is an innovative outreach website for use by community members, students, faculty, and staff that includes:
- ❖ A searchable database of TU's community engagement initiatives, including services learning and community service projects
- ❖ A web enabled map to locate projects happening across the region
- ❖ A directory of faculty and staff leading community engaged scholarship and projects
- ❖ A listing of upcoming events associated our community partnerships
- ❖ Contact information for partnering with Towson
- ❖ Important links for accessing departments and projects across campus; including summer camps, internship opportunities, and more

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For the May 9th meeting: Please think about and be prepared to discuss the following questions:
How, if at all, will a website help us to address these challenges or build on existing successes?
What would a personalized approach (i.e., something beyond a passive website) look like - what would it do?