

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

March 28, 2011, 9-11am

Meeting held at the Volunteer Center of Greensboro

ATTENDEES (23):

Kristin Buchner	Spoma Jovanovic	Jim Settle
Patti Clayton	Laurie Kennedy-Malone	Terri Shelton
Kathleen Edwards	Ed Kitchen	Jim Summey
Brenda Elliott	Jerry McGuire	Sheron Sumner
Colleen Fairbanks	Diane Picciuto	Anthony Wade
Susan Feit	Nell Pynes	Dianne Welsh
Cathy Hamilton	Hollie Rose-Galli	Bob Wineburg
Emily Janke	Cathryne Schmitz	

ABSENTEES (8):

Chelsea Boccardo	Bonnie Landaverdy	Chris Payne
Cherry Callahan	Patrick Lee Lucas	Stephen Sills
Julia Jackson-Newsom	Donna Newton	

Expectations/Norms for this committee meeting:

- We are in visioning, and hence, brainstorming mode – we will address technical questions later
- We are asking you to be generative as we attempt to understand all that we want to preserve and highlight, as well as what we need to do in the future – we are not assigning responsibility yet
- Student and CP perspectives are valued and sought after – their voices are critical to the success of this visioning and planning process

Introduction to the host site

- Hollie Rose-Galli, [Executive Director of the Volunteer Center] provided an overview of the mission, initiatives, and activities of the Volunteer Center of Greensboro

Question that each member was asked to respond to: “What do you hope to accomplish through community-university engagement?”

- Better facilitate opportunity and process of making connections
- Deepen intentional partnership work through service-learning (focus on duration and intensity)
- Develop a sense of civic agency and improve community impacts
- Co-teach and co-learn together
- Partnerships appropriate to the size of the organization
- Transparency and legitimacy

- Economic development
- “Telling our story” of community engagement at UNCG
- Involvement of students, graduate and undergraduate
- International and intercultural engagement – creation of “world citizens”
- Better facilitate research partnerships
- Support for learning
- Improve the quality of life
- Nurture relationships with businesses and corporations
- More developed metrics for tracking engagement
- Greater understanding of engagement
- Better facilitate real-time responses
- Development of positive models of engagement for faculty

Framing our work: How might we think about advancing "institutionalization" (of excellence in CE)?

[Facilitated by Patti Clayton, Visiting Scholar at UNCG]

1. What does it mean for a practice to be institutionalized (contrasted with marginalized)?
2. Institutionalization can be done in a way that accommodates the status quo or in a way that is transformative
3. We discussed one framing of transformational institutionalization: Transformational change is deep, pervasive, and integrated (we examined UNCG's positioning along 3 continua) ... the 2 aspects of the CE Visioning and Planning process (infrastructure and communication) are being enacted as means of helping CE at UNCG become more deep, pervasive, and integrated

*** We did not get to two other framings:**

- a) First order vs second order change (the latter being necessary for transformation)
- b) Technocratic vs democratic engagement

*** In summary**, institutionalization requires working on multiple components of the system(s) in question at the same time; in other words, it requires a systematic approach (which is what we are trying to develop through this Visioning and Planning process).

Discussion on Areas of Communication between UNCG and community members, groups, and organizations

Question #1: For what reasons are we currently connecting between communities and the university?

Professional/Organizational/Economic Development

- ❖ Staff training
- ❖ Access to equipment
- ❖ Workforce development
- ❖ Job creation
- ❖ Hiring students
- ❖ Community and economic development
- ❖ Conferences

Student Development

- ❖ Long-term volunteer opportunities
- ❖ “Meaning-making”
- ❖ Networking
- ❖ Skill building
- ❖ Job preparation
- ❖ Citizenship skills
- ❖ Internships/Service-Learning/Research

Address Issues/Gap through delivery of current resources

- ❖ Referrals
- ❖ Access to technology
- ❖ Access to resources
- ❖ Non-duplication of resources and programs

Address Issues/Gap through creation of new models/programs

- ❖ Expertise
- ❖ Best practices
- ❖ Evaluation and research
- ❖ Innovation/creativity
- ❖ Testing models
- ❖ “Brink”/Cutting Edge thinking
- ❖ Problem-solving
- ❖ Grants

Question #2: How do you currently find out about partners and/or resources?

Person-to-Person Connections

Personal

- ❖ Word of mouth
- ❖ Referrals
- ❖ Social functions
- ❖ Existing partnerships

Professional

- ❖ At state and (inter)national organization meetings
- ❖ At committee/board meetings
- ❖ Formal networking groups (e.g., Guildford Nonprofit Consortium)

Electronic Forums

- ❖ listservs
- ❖ Center’s websites
- ❖ Google (search)

- ❖ Resource databases (e.g., Volunteer Center of Greensboro, Office of Leadership and Service-Learning)

Other

- ❖ Paper publications/Newsletters
- ❖ Newspaper

REMINDER: Next meeting of the Excellence in Community Engagement Visioning & Planning Advisory Committee will be **April 18th, 2011** in the **MHRA building, room 2711** from **9-11am**, with lunch served from 11am-12pm.

Please RSVP to Kristin Buchner by Thursday, April 14th, 2011

kdbuchne@uncg.edu | (336) 334-4661

Future meetings: May 9, 9-11am (lunch 11-12)*

Retreat on July 20

* location to be determined, please let us know if your organization is willing to serve as the host, you provide the space, we'll provide the lunch!

Please send us your thoughts on: "What frustrations do you have when attempting to make or sustain connections between the community and university?"

E-mail emjanke@uncg.edu