

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

October 17, 2011

Meeting held at UNCG in 2711 MHRA

ATTENDEES (27):

Chelsea Boccardo	Luis Juarez	Nell Pynes
Kristin Buchner	Laurie Kennedy-Malone	Cathryne Schmitz
Cherry Callahan	Ed Kitchen	Jim Settle
Patti Clayton	Patrick Lee Lucas	Terri Shelton
Brenda Elliot	Jerry McGuire	Jim Summey
Colleen Fairbanks	Eileen Miller (designate for	Sheron Sumner
Jonathan Gonzalez	Ceila Hooper)	Dianne Welsh
Helen Hebert	Donna Newton	Bob Wineburg
Julia Jackson-Newsom	Chris Payne	
Emily Janke	Diane Picciuto	

ABSENTEES (7):

Susan Feit	Spoma Jovanovic	Anthony Wade
Hollie Rose-Galli	Bonnie Landaverdy	
Cathy Hamilton	Stephen Sills	

Agenda

- I. Survey
- II. Database Update
- III. Activity: "Criteria and considerations" for CEI priorities (*note: not addressed at this meeting as previously planned)
- IV. Updates: Opportunity Greensboro & Public Scholarship Graduate Network

I. Survey

The Community Engagement Initiative (CEI) recently conducted a community-university engagement survey with members of the Greensboro Chamber of Commerce and the Guilford Nonprofit Consortium. The data collected is intended to inform the CEI's current work in partnership development and sustainability. We had an excellent response: 114 members of the Guilford Nonprofit Consortium and 248 listserv members of the Greensboro Chamber of Commerce completed the survey. The survey showed us that while the majority of respondents use tools like email and social media, they still prefer to be contacted via a telephone call or an in-person visit from a representative. Respondents believed that the biggest hurdles to effectively collaborating with colleges/universities included finding the right person with which to collaborate, and the bureaucracy involved. (see appendix for survey summary)

Feedback on the one-page summary report is welcome. Please send all feedback to
emjanke@uncg.edu

II. Database

The CEI is currently working with Blue Mandolin Marketing to design and implement a database and website that will allow faculty, staff, students, and community colleagues to enter information about their projects, partnerships, and personal profiles. This is the first community engagement database that we know of that is truly asset-based in that it extends profiles to include student and community colleagues; all others allow only faculty or university administrators the option to log in directly to contribute data, stories, links or other information.

In this packet is a flow chart depicting the data we plan to collect on users and projects (see appendix). The white boxes with black outlines indicate items we plan to collect from students, faculty/staff, and community members. Asterisks (*) indicate data we will require from users, while red text indicates items that we will be able to auto-populate from Banner, UNCG's human resource database. While we only require a minimum amount of information, we will also offer users the chance to enhance their profiles/projects by filling out more fields. Once we have collected information about our users, we will ask for details on the project/partnership, which all collaborators will be able to update. We will require that users indicate who their partners are, and share their email addresses so that we may contact them to notify them that the partnership/project profile has been created and invite them to contribute. The sheet in the appendix titled "Sample National Initiatives Requiring Evidence-Based Documentation of Community Engagement Activities and Impacts" lists some of the questions currently being asked around community engagement at the institutional level. The CEI database will strive to answer/address a wide range of these questions, and will continue to improve in the future.

REQUEST to E-CEVPAC members:

Help us identify high impact projects and partnerships to display on the database when the site goes live in February 2012! The intent is that visitors to the site will learn about community engagement, and what it is, by seeing examples of it (rather than definitions!) and be inspired to consider how they might also partner. Our beta version of the database will be available in Oct/Nov, and we hope to ask our first round of partners to assist us in providing information about their partnerships using the new database system. Would you be willing to help us in the first phase by being one of the first to use (and test) our system? Also, what other high impact projects and partnerships could you recommend to us? **We would like to have a diverse sample of types of projects, partnerships, sectors, and impacts. Please send any suggestions (names, e-mail addresses, and a brief description of the partnership so we know what we are requesting to include!!) E-mail suggestions to kdbuchne@uncg.edu or emjanke@uncg.edu.**

Questions posed with regard to the database:

1. Is it possible to use this database in tenure decisions? That a faculty member going up for tenure could use this as one way to report community engagement activities?

We may plan to do something similar to Towson University, where faculty get a letter from the Provost when you have a project in the database, which can be included in dossier.

2. Is there an emerging database in the community that a new faculty member coming in and not finding potential collaborators here can go to?

There are multiple databases and efforts to try to bring them together across the county; perhaps we need to assemble a directory of databases as a next step. (Other community databases we have heard about in the last few months include: Volunteer Center of Greensboro's volunteer matching database, United Way 211 database, Guilford County Schools' service-learning tracking database, Office of Leadership and Service Learning's volunteer opportunity database, etc.)

3. Will you all be able to know through some kind of report that might be generated [from this database] the length, the contacts, the engagement, etc. with different community groups? (assessment)

This database will let us tell who, what, when, etc.and about impact We are including in dropdowns (impact or focus) any particular issues a community partner might want to be able to see who is involved in what. The database will be searchable by person, by location, by issue focus, by organization, or by title of the project.

4. When a community user uses the database and is looking for resources for x or y thing, do they need the concierge to help them find that? BUT the student or faculty member has to use this database to get to the community ... could the agency force the student to go through the concierge vs. straight to them through the database?

Right now the database is about projects that are already happening ... if we want to use it to find projects then it needs to have a "bulletin board" where people can post what they want to collaborate on – this is an idea we have discussed with our developers. Currently users will be able to indicate that they want to hide their information, and that they want to be contacted only through a referral (CEI).

5. If people go to one another without going through the database how does it get registered / caught in the system?

We don't want to get in the way of relationships – it is our hope that people will want to put project information here since they can use it for dossiers, etc. (comment: there is more incentive to do this on campus than in the community). In terms of incentives, we've been discussing these with a variety of stakeholder groups. For example, students can use their profile as an online profile of their service (like a co-curricular transcript, perhaps); employers could then view their profiles to see a candidate's involvement. Our hope is that the system will become value-added and users will WANT to put their information here.

6. How we will be able to capture the interconnections among the organizations the students are working with?

We are talking about how to use this as a network analysis tool but this is probably a next stage ... (x works with y who in turn works with z) ... could this be something that other universities enter data into OR do they have their own similar databases – in either case how best to do network analysis Need to think about how to use this as a research tool (administrative processes and also best practices). (Comment: Strategic Plan mentions co-curricular as well as curricular activities – group meeting soon to begin planning co-curricular transcript, and that process needs to connect with this one perhaps)

7. Concern regarding people from the university calling the community in an attempt to place students – how can we be clear about the level of engagement? Perhaps in the profile we can allow the organization to indicate what kind/level of engagement it will accept?

The Office of Leadership and Service-Learning (OLSL) currently has a database that coordinates all student volunteer opportunities/matching with local community organizations. What will be the role of the OLSL database? Perhaps we should link to the organization's volunteer requests from their profiles, or link to OLSL database? We can ask whether the opportunity is a one-time activity, on-going activity, etc.

III. Updates

Opportunity Greensboro (Presented by Ed Kitchen)

- Very focused objective: economic development and job growth in Greensboro
- Built off of model in Spokane, WA
- Built out of the feeling that Greensboro needs to identify its competitive marketplace advantages (e.g., # of higher education institutions – which hasn't been capitalized on in the past)
- Put together the Chancellors of the 7 Greensboro colleges and universities (UNCG, A&T, Guilford, Bennett, Greensboro College, Elon Law, GTCC; CCL is being added as #8)

3 initiatives initially:

- 1) Marketing – “a great place to live, earn, and learn” branding Profiles (online and TV) of CEOs who have either brought their company here or are located here and plan to stay here.... College-oriented event like Krispy Kreme Challenge in Raleigh (6000 people, national attention)– Biscuitville is sponsor, some sort of relay race – how get the attention
- 2) Collaborative coursework – “university district,” shared space, collaborative programs, etc.
- 3) K-12 emphasis – expanding early college offerings – Guilford's program is one of the top 20 in the country, working with Elon to start one now, starting a STEM focused early college high school on A&T's campus

Public Scholarship Graduate Network (Presented by Kristin Buchner)

- Meeting with GSA and Dean of Graduate School on transforming graduate education toward more public involvement
- Everyone wants to know about the cross-disciplinary work going on in public scholarship
- Will send an email to this group that can be forwarded to graduate students
- Emily: Group is democratically organized and decides what they want to do together, how they want to spend funds, etc.

Notes collected from meeting regarding database items to consider:

- Current opportunities (day/time) for engagement
- # of desired participants
- First question: YES I have a project vs. NO I don't currently have...
- Partners: make what is gathered for students, faculty/staff, community users more the same than different
- Drop-down menu of what you need or can offer; doesn't have to be a specific project (from both sides UNCG/community)
- People part and project part are separate – can say “yes” or “on” to a specific project – can “register” without a project if they want to be part of the database
- What's the drop down list? Not a big grant description but streamlined – main points
- If a link, should like to specific project not a home that's generic
- Have icons or ways to designate key terms
- For the middle box on the description, want to see list of dropdown terms
- What are the parameters (one-time vs. ongoing, how involved, level of engagement, minimum level?)
- Add minors (in addition to majors)
- Undergrad vs. grad (masters, certificate, PhD, etc.)
- Visions student? Courses?
- Courses: cross disciplinary/interdisciplinary? Which ones? Name sections and course.
- Notations? SVL, WI, etc. on courses?
- Ask faculty senate for suggestions on what info is needed for SVL for tenure-track faculty, and present at senate
- Could ask Dr. Patrick Lucas' opinion on an innovative way to graphically design the website. Not sure what phase the database is in either, but he is very good at making innovative connections in design.
- For partners, could we put also “business partners” to promote economic engagement?
- Pull student demographics from banner – status, major, student hours
- Dropdown: independent study: credit vs. noncredit bearing (which course, or reason)
- References to pre-planning investment needed/made
- Expected results Co-curricular stuff for student profiles

- Student org – location? Office space?
- CAP Affiliated orgs vs. unaffiliated orgs. (if affiliated likely to have office space) otherwise there’s generally a go-to person
- Demographics of student orgs – number of students? Missions? Affiliations?
- Internship / volunteer opportunities
- Multiple coordinated efforts?
- Competition? (We all want to do breast cancer awareness!!)
- Tags/keywords
- Type of organization (special interest, Greek, governing council, cultural org, etc.)
- Where are references to resources/effort (how much time, how much money, staff, investment results)
- Instead of UNC Tomorrow change to UNCG Strategic Plan
- In the second box link to RAMSES
- Dropdown: local, regional, state, national, global
- Dropdown: SVL, UG research, etc.
- Expand links to say (Pictures, videos, publications)
- For students: “what did you learn from this internship? Positives? Negatives? This internship is best suited for _____.”
- Is there a link that shows the partnerships that the agency where the student “interns” has?