

## GOAL 5: Enhance Community, Regional and National Partnerships

Goal Statement: IU South Bend will develop and deepen mutual and reciprocal partnerships that engage with our diverse constituencies and share the talents of our faculty, staff, students and alumni to strengthen our community, region, nation, and world.

**Outcome 1:** Annual evidence of the extent, nature, and impact of our external engagement activities.

**Strategy 1:** Perform an assessment of our ongoing external engagements and produce an annual report of these activities.

**Rationale:** To gain a comprehensive look at how the university interacts with the community, all areas must use a common understanding of engagement, collect and report data in a uniform way. One of the reasons our application for the Carnegie Engaged Campus Classification was rejected because we weren't tracking and assessing our community engagement.

- **Action:** Define "external engagement activity"
- **Action:** Identify responsible reporting parties
- **Action:** Develop centralized reporting location, or reporting "officer"
- **Action:** Establish the timeline for baseline data
- **Action:** Produce an annual report of external engagement activities

**Strategy 2:** Determine University's "impact" goals.

**Rationale:** We have to define what our objectives are in the various communities.

- **Action:** Identify what we are doing and why
- **Action:** Establish mechanism for identifying community needs (engaging the community)
- **Action:** Develop the plan of what we are trying to impact and why
- **Action:** Establish an ongoing means to measure our impact (are we accomplishing these goals)

**Outcome 2:** Mutual and reciprocal relationships among faculty, staff, students, alumni, and local and regional non-profit organizations, government entities, business, and industry to ensure positive community outcomes.

**Strategy 1:** Review existing needs assessments and partner with agencies to gather additional data as needed.

**Rationale:** This strategy directly addresses enhancing partnerships in Goal 5.

**Action:** Hold focus groups

**Action:** Distribute survey

**Action:** Consult with boards and key constituents

**Action:** Compile and report out results of needs assessment

**Strategy 2:** Identify opportunities to expand connections and build partnerships in our community, region, nation, and world

**Rationale:** We can make more of the campus and community resources

**Action:** Engage alumni individually or through their organizations to establish partnerships

**Action:** Link students and student organizations with experiential educational opportunities within their field of study in the community

**Action:** Connect faculty/staff to leadership, research, and service opportunities in their discipline or areas of interest across our community, region, nation, and world

**Strategy 3:** Strengthen partnerships that open doors to educational opportunities

**Rationale:** We want to work with our educational counterparts toward mutually beneficial outcomes. Participants in the community town hall emphasized the need for this strategy. National organizations, like the Coalition of Urban and Metropolitan Universities (CUMU), have encouraged universities to pursue this strategy.

**Action:** Collaborate with local K-12 schools and other IHEs, their administrations, and boards to enhance interest in higher education and share resources through partnered programming.

**Action:** Build collaborative programs with organizations that serve historically underrepresented populations

**Action:** Host an annual day for adult learners based on the needs of regional workplaces featuring our faculty, students, and community partners through short workshops

**Action:** Provide classes and resources for adult learners and professional development

**Strategy 4:** Build and sustain bridges with organizations and industry to improve relationships between the campus and community

**Rationale:** We want to have a long lasting partnership between our campus and community

**Action:** Co-sponsor more events with community partners

**Action:** Develop university ambassadors to work at community events/service projects

**Action:** Connect with community civic organizations to serve as ambassadors at campus events

**Action:** Offer special seating for community groups at campus events - VIP group seating

**Outcome 3:** Infrastructure that formalizes, coordinates and promotes our partnerships, and that integrates community engagement in campus culture, including curricular, co-curricular, and volunteer activities.

**Strategy 1:** Allocate sufficient resources to institutionalize the Center for Community Engagement

**Rationale for Strategy:** This is necessary to formalize, coordinate and promote community engagement. Lack of base budget funding and campus-wide infrastructure were key reasons why we did not receive the Carnegie Engaged Campus Classification. When we hosted a community engagement expert on campus several years ago, he said that having only a part-time faculty director was not a sustainable strategy for institutionalizing community engagement.

**Action:** Create a base budget line for the Center for Community Engagement

**Action:** Hire a full-time staff person (in addition to the part-time faculty director)

**Action:** Secure a physical space for the Center

**Action:** Secure software for tracking and assessing community engagement

**Strategy 2:** Create a community engagement advisory board

**Rationale for Strategy:** This is important for formalizing, coordinating and promoting our partnerships. This will also help us create mutual and reciprocal relationships.

**Action:** Invite key community partners

**Action:** Invite representatives from key campus offices (e.g., Alumni Affairs, Development)

**Action:** Hold quarterly meetings

**Strategy 3:** Integration of incentives for formal community engagement

**Rationale for Strategy:** This is necessary to integrate community engagement into our campus culture. The lack of explicit mention of community engagement in our PTR documents was highlighted as a key weakness in our Carnegie application.

**Action:** Expand grant and scholarship opportunities for student community engagement

**Action:** Recognize community-engaged teaching, scholarship, and service in PTR documents

**Action:** Work with IU to expand the university's volunteer paid leave program for staff (we could be leaders on this!)

**Strategy 4:** Execute a strategic marketing plan for community engagement communication tools responsive to campus priorities

**Rationale:** This will enable us to promote our community engagement internally and externally. Participants in the community town hall were particularly passionate about this strategy.

**Action:** Work with the Office of Communications & Marketing to develop a plan

**Action:** Create a job description for an intern who would manage communication tools