

Advancing Community Engagement



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What is Community Engagement?

“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).

John Carroll University



As a Jesuit Catholic university, John Carroll inspires individuals to excel in learning, leadership, and service in the region and in the world.

- 3,000 undergraduate, 800 graduate students
- University Heights, Ohio - 10 miles east of Downtown Cleveland



Community Relations as University Advancement



JCU's Office of Government & Community Relations is driven to:

- Enhance the reputation of John Carroll in Greater Cleveland and change perceptions of the university and our students.
- Create meaningful relationships between the university, community partners, community members, and public officials.



JCU Community Service

- Dedicated community service department - Center for Service and Social Action.
- 66% of JCU students engaged in community service during the 2014-2015 academic year.
- JCU students completed 116,148 hours of service to the community.
- 1,012 students took one of 59 offered academic service-learning courses.
- Estimated economic impact of JCU service is more than \$2,504,150.
- 75 community partners in Greater Cleveland.



Enhancing Reputation

Popular Service Projects:

Carroll Ballers

Carroll Reads

We the People

Youth for Justice

Cleveland Neighborhood Project



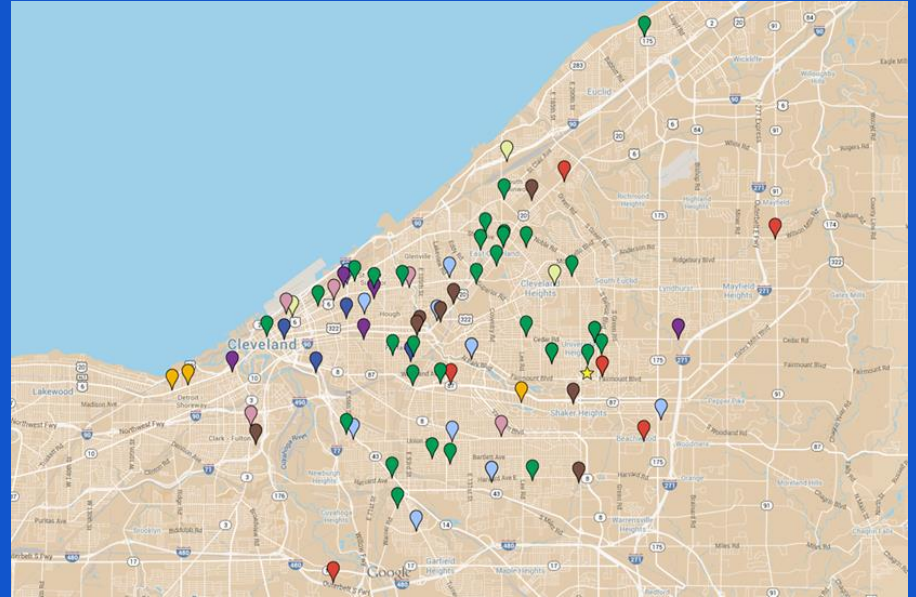
Public Officials Visits:

- Fatima Family Center
- Cleveland Neighborhood Project
- We the People
- Youth for Justice

Enhancing Relationships

Through students' community service we have:

- Strengthened relationships between JCU and public officials.
- Highlighted JCU student engagement in the community.
- Emphasized the strong and mutually beneficial relationship between the service sites and JCU.





REGIS UNIVERSITY

JAA CONFERENCE

7/18/16

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Key Conference Topics:

- **Regis Community Health and Food Initiatives**
- **Regis Footprint Project/Master Planning**
- **Community Engagement Partnership**

CULTIVATE HEALTH

HEALTH CARE

Regis Neighborhood Health

- Primary health care led by nurse practitioners
- Integrated physical and mental care
- Behavioral health and counseling services
- Physical therapy
- Pharmacy
- Health education and prevention.

PREVENTIVE CARE

- Physical activity and healthy food prescriptions
- Linked with community resources for healthy living

COMMUNITY ENGAGEMENT

- Healthy living coordinator
- Community alliance
- Community health worker



HEALTHY EATING

Seed to Plate

- Food production partners (*UrbiCulture Farms and Groundwork Denver*)
- Greenhouse (*Groundwork Denver*)
- The Center for Food Systems and Community Health
- Permaculture gardens (*Regis College*)
- Community education



HEALTHY LIVING

Active Living

- Bicycle safety repair and urban cycling classes (*Bicycle Colorado*)
- Walkability audit (*WalkDenver*)
- Outdoor adult fitness equipment (*Trust for Public Land*)

Infrastructure

- Median installation on Federal Blvd.
- Shared bicycle/vehicle lanes with markings
- Signed wellness walk



Cultivate Health



CULTIVATE HEALTH IS A PROJECT THAT UNITES REGIS UNIVERSITY AND ITS IMMEDIATE NEIGHBORHOODS TO PROMOTE HEALTH AND WELL-BEING IN THE ENVIRONMENTS IN WHICH WE LIVE, WORK AND LEARN.

In collaboration with our neighbors and partners, we aim to positively impact our neighborhood by creating healthy places, enhancing social connections, and providing activities and services that promote the health and well-being of our community.

University Advancement Connection:

In coordination with the academic unit, University Advancement applied for and was awarded a \$939,000 grant from the Colorado Health Foundation. Here are highlights from year one:

Regis Neighborhood Health



Regis Neighborhood Health is an integral part of Cultivate Health, an initiative aimed at supporting health, wellness and community connections in Northwest Denver.

Established in 2015, Regis Neighborhood Health currently offers integrated, inter-professional primary care to university employees and their families, and is slated to open to those living in and around Regis University in fall 2016. Full-time, part-time, faculty, staff, affiliate staff, insurance, no insurance - it's all good.

It provides a faculty practice, student clinical site, employee health service, and community service. In August of 2016, it opened to the public.

Advancement Engagement with Academic Initiatives :

Eleven classes in RHCHP and Regis College interacted with Cultivate Health Projects, engaging at least 175 students (See attachment). Projects included relationship building with Mary Crest Assisted Living residents, volunteer hours on the farm and in the permaculture gardens, and one-on-one conversations with neighborhood residents to form relationships that will guide the work of the Cultivate Health Project.

October 2014 Regis University created a *Center for Food Justice and Healthy Communities*. As the Center expands, it will create additional educational opportunities for nutrition education and healthy eating. Through the center, the first permaculture garden was installed at the low-income apartments at Aria.



FOOD JUSTICE & HEALTHY COMMUNITIES

Academic Programs

The Center for Food Justice & Healthy Communities is the first of its kind in Colorado, offering educational programs to Regis students and area residents to introduce the reasons for producing food and building community food systems.

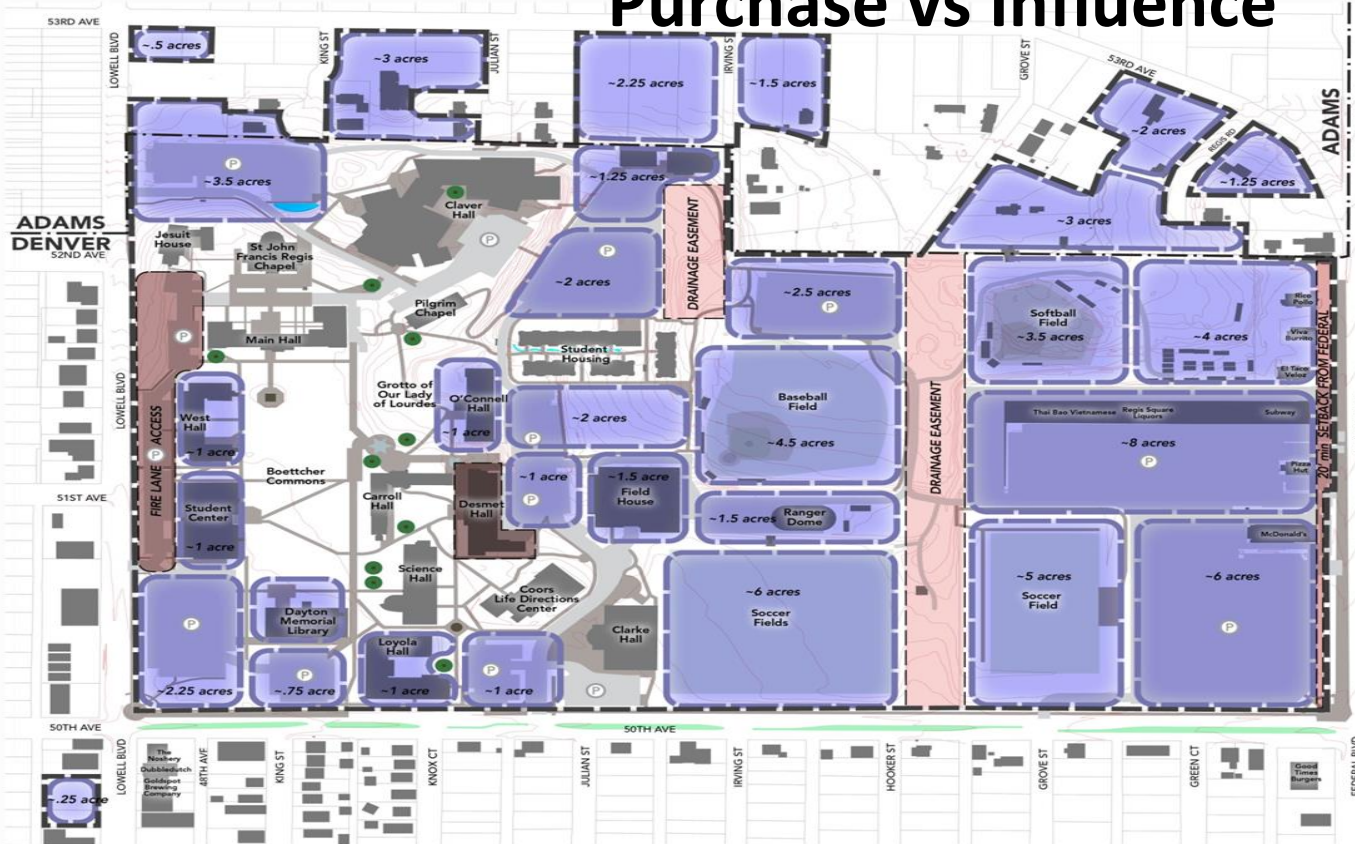
This program sets itself apart from other academic programs in that it teaches not only the business of urban agriculture, but also includes coursework in food justice and permaculture, which has three core tenets:

- Care for the earth
- Care for the people
- Return of surplus

The Center will foster the development of practical skills and community organizing techniques to embolden students to creatively respond to challenges posed by food insecurity and food injustice.

Regis Footprint Project & Campus Master Planning

“Purchase vs Influence”



Regis University Campus Master Planning Charrette

Opportunity and Constraints

- LEGEND**
- Campus Property
 - County Boundary
 - Parcel
 - Building
 - Roadway
 - Plaza
 - Pedestrian Path
 - Parking
 - ChampionTree Existing

- Key Constraints**
- Topography
 - Drainage Easement
 - Setback from Federal Blvd
 - Fire Lane Access
 - Utility Plant

- Key Opportunities**
- Sport Field
 - Parking
- Development/Redevelopment Sites
~70 Total Acres



Community Engagement Partnership

- Partnered with United Way to hire a full time Regis employee assigned to “Community Engagement.” This person works with the neighborhood on issues such as:
 - Community Gentrification
 - Parking & Complaints
 - Community Improvement & Beautification
 - Service Learning Community Engagement
- Center Engagement and Applied Research
 - **The Center for Food Justice & Community Development:** Food Desert Issues & Community Gardens
 - **The Center for the Common Good:** Community Survey and stakeholder deliberations
 - **The Center for Sustainable, Economic and Enterprise Development:** Sustainable Business that are stewards of society
 - **The Workforce, Employment and Lifelong Learning Center:** Policies, practices & barriers to building diverse and inclusive workforce
 - **The Innovation Center:** Designed to target specific industry segments to incubate new or improving existing businesses with real world experiences for our students

UNIVERSITY ADVANCEMENT:



Mission:

Ours is an essential and sacred mission to build meaningful relationships and inspire philanthropy.



REGIS PROUD:

100% Giving Participation Among University Advancement Employees!

Jason J. Caniglia, M.P.A.
Vice President for Advancement

Cultivate Health Examples



- Building Healthy Places- Infrastructure
- Outdoor Fitness Zones (Partner: Trust for Public Land)
- Input on equipment selection was received via multiple community meetings. Location selection and liability issues were primary drivers of the timeline. The Zuni Park zone is scheduled for installation October 2015, and the Aria Development zone in 2017.
- Sister Gardens (Partner: Aria Denver)
- Collectively, the Aria production gardens are named “Sister Gardens” in honor of the Sisters of St. Francis who formerly lived on the land and operated fruit orchards there.
- Phase I, an area approximately ½ acre nicknamed “the wedge” is 70% complete.
- Phase II of the gardens (approximately ½ acre) will be completed by October 2016.

Results

UrbiCulture Community Farms is contracted to run the gardens. Deemed “Best Under the Radar Farmers Markets”, UrbiCulture’s Sister Garden Farmstand was featured in Westword Magazine. Approximately 120 customers were served at the farm stand its first summer.

This year we harvested 238 pounds of fresh produce and sold to people in the neighborhood as well as donated 71 pounds to local non-profits.



Community Engagement

1. **Informational sessions and participation in community events:** 300 people or families have been reached through these efforts.
2. **Sister Gardens activities** including volunteers and educational activities (beginners bee-keeping and seed saving): 60 people or families and 620 volunteer hours.

3. Community Engagement Strategy

Hired a Healthy Living Coordinator in February 2015 . Resident centered approach modeled after work by the Denver Foundation, also called Asset-Based Community Development. These approaches build on community strengths such as local associations and residents to build stronger communities. Initiated more than 70 learning conversations with community members that allow us to determine priorities and action teams:

Linkages with community organizations:

Sustainable Neighborhood Group: Regis-Chaffee Park,
Berkeley-Regis United Neighborhood (BRUN)
Parent-Teacher Organizations (Beach Court Elementary School and Guardian Angels School)
Chaffee Park Neighborhood Watch Group

Regis University donated and upgraded a commercial unit in Regis Square. This “Regis Neighborhood Space” of 1500 sq ft. will allow space for community engagement and health related classes.

Communications Strategy was developed

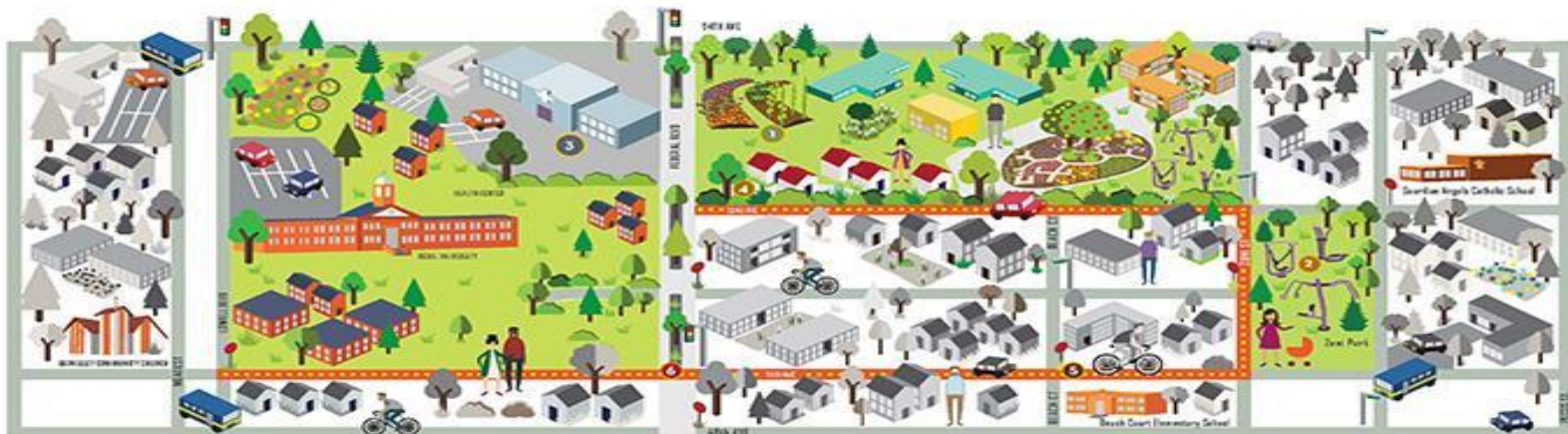
Communications Hub Meetings for key Cultivate Health staff
Launched Facebook page
Email list and system for flyer distribution in the community

Partner: Bicycle Colorado

Providing bike education at Beach Court Elementary School and City Cycling classes to the community. These activities are scheduled annually for the life of the grant.

Cultivate Health supported the 9Health Fair in April and provided yoga and zumba classes to community members

CULTIVATE HEALTH



1. ARIA PRODUCTION AND PERMACULTURE GARDEN

The Culture Community Farm currently cultivates as organic vegetable and herb garden on the Arma Denver campus. Garden produce is sold at a Pop-Up Slow Co. Farmers' market to neighborhood residents. Access to affordable, healthy food is vital, permaculture & social gardens will be installed as well as an 1,000 square foot greenhouse, which will be used as a job training facility for local high school students. Arma Denver will be an experiential learning site for design and community educational programs.

2. OUTDOOR FITNESS EQUIPMENT

The Trust for Public Land is installing two fitness courts at Zani Park and the Marquette Associated Living facilities to provide adults with opportunities to be physically active, socialize and enjoy the outdoors. At Marquette Associated Living, three pieces of specially designed equipment will be installed for people with limited mobility.

3. BSSS NEIGHBORHOOD HEALTH

The Regis Neighborhood Health will house an inter-professional team of Regis faculty and students that will provide preventive, promotive and personal health services. Nurse practitioners, physical therapists, behavioral health specialists, pharmacists and community partners will work together to provide coordinated primary care for the community.

4. HEALTHY LIFESTYLE EDUCATION

The Cultivate Health Living Council will be requesting the community's input on what types of educational programs should be offered as part of the Cultivate Health project. The Coordinator will organize a variety of learning opportunities for the community. We will partner with organizations such as Cooking Matters to offer cooking and nutrition classes to neighborhood residents, using produce from the Arma gardens and will seek additional partners to help deliver the programs desired by the community.

5. BICYCLE INFRASTRUCTURE AND SAFETY CLASSES

Brooks Collaborative will continue to provide city-wide safety and repair classes at Beach Court Elementary School and will train community members to lead bicycle clinics throughout the neighborhood. We will be working with the City of Denver to install bicycle lanes and shared lanes / vehicle lanes along 5th Avenue and Zani Streets and will include the community's input in that process.

6. WALKABILITY

WalkDenver will coordinate a walkability audit of the neighborhood with community input. Based on the audit, we will design a 2.7-mile walkway walk that will link Regis University's campus, Stone Tower, Zani Park, Beach Court Elementary School and other neighborhood destinations by using special signage and maps that will indicate walking and bicycling distances from place to place. We will work with the City of Denver to install a median in Federal Boulevard just south of 5th Avenue.



Community Engagement at Marquette University



The idea of a university being rooted in an urban neighborhood resonates deeply with the traditions of Jesuit higher education.

Saint Ignatius Loyola intended for Jesuits to locate their missions in central cities, where they could not only “save souls but also dialogue with urban culture.”

This vision for Jesuit universities in cities was clear at the outset and holds true even hundreds of years later.

Be The Difference.

Task Force on Community Engagement (2012-2016)

The Task Force was convened in 2012 after rigorous efforts to evaluate institutional engagement activities. The primary goals of the Task Force were multifold:

- ❖ Convene university forums on community engagement issues
- ❖ Maintain institutional status on the *President's Higher Education Community Service Honor Roll*
- ❖ Secure grant funds to develop and implement a *Community Engagement Database*
- ❖ Develop a *Community Engagement Website*
- ❖ Establish an infrastructure for community engagement at Marquette University

Achieving the Carnegie Classification

The rallying charge of the Task Force was to receive the community engagement classification. The constituency began gathering data for the application in Fall 2013. Dozens of individuals from colleges and university offices contributed information.

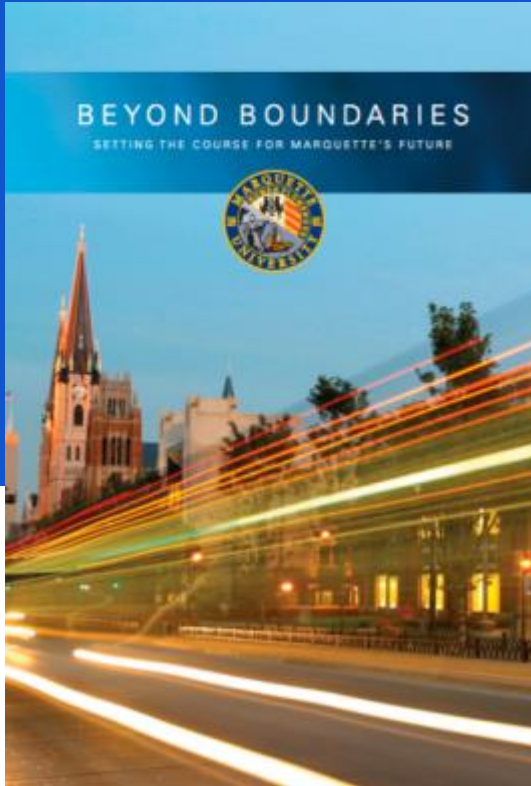
In order to be selected, institutions had to provide rich examples of institutionalized practices of community engagement that showed alignment among:

- ❖ Mission, identity and Culture
- ❖ Institutional leadership
- ❖ Resources



For the first-time Marquette University submitted the application in 2014 and received the prestigious award in January 2015

The Strategic Plan



Strategic Plan Goal Theme: Social Responsibility through Community Engagement

Distinguished by our ethics, service and promotion of justice, Marquette is positioning itself as a pivotal partner and resource to address issues within our community and *beyond its boundaries*.

Office of Community Engagement Ribbon Cutting

January 2016: President Lovell announces the new Office of Community Engagement and introduces Dr. Dan Bergen as the inaugural Planning Director.

- ❖ Serves as the central clearinghouse for civic engagement activities
- ❖ Strategically housed in the Office of the Provost
- ❖ Prioritizes the implementation of the scholarship of engagement through membership portals like the Coalition of Urban and Metropolitan Universities (CUMU)
- ❖ Collaborates across the university to ensure engagement efforts are effectively responding to the needs of the community, as well as the educational and research mission of the university

Highlights: Received Campus Compact's 2016 Esther Letven Campus-Community Partnership Award that honors a high impact mutually beneficial partnership.

In the spirit of Saint Ignatius,

“Go forth and set the world on fire.”