



Council on Community Engagement

Meeting: 01-25-24



VCU

Division of Community Engagement

WE ARE THE UNCOMMON.

Agenda

- Welcome
- Provost Office
 - William Nelson, Senior vice provost for academic administration and operations
- Purpose of Council
- Grounding in Quest Thriving Communities
- Work Group Reports
- Small Group Discussion

Meeting Objectives

Discussion of Quest 2028 priority communities

Workgroup updates and discussion

Gain insights from council members about other community engagement priorities or issues

Reduce silos in our work



VCU

Division of Community Engagement

WE ARE THE UNCOMMON.

Purpose of the Council

Strategic Leadership

Alignment Facilitation

Resource and Advocacy Guidance

Impact Assessment



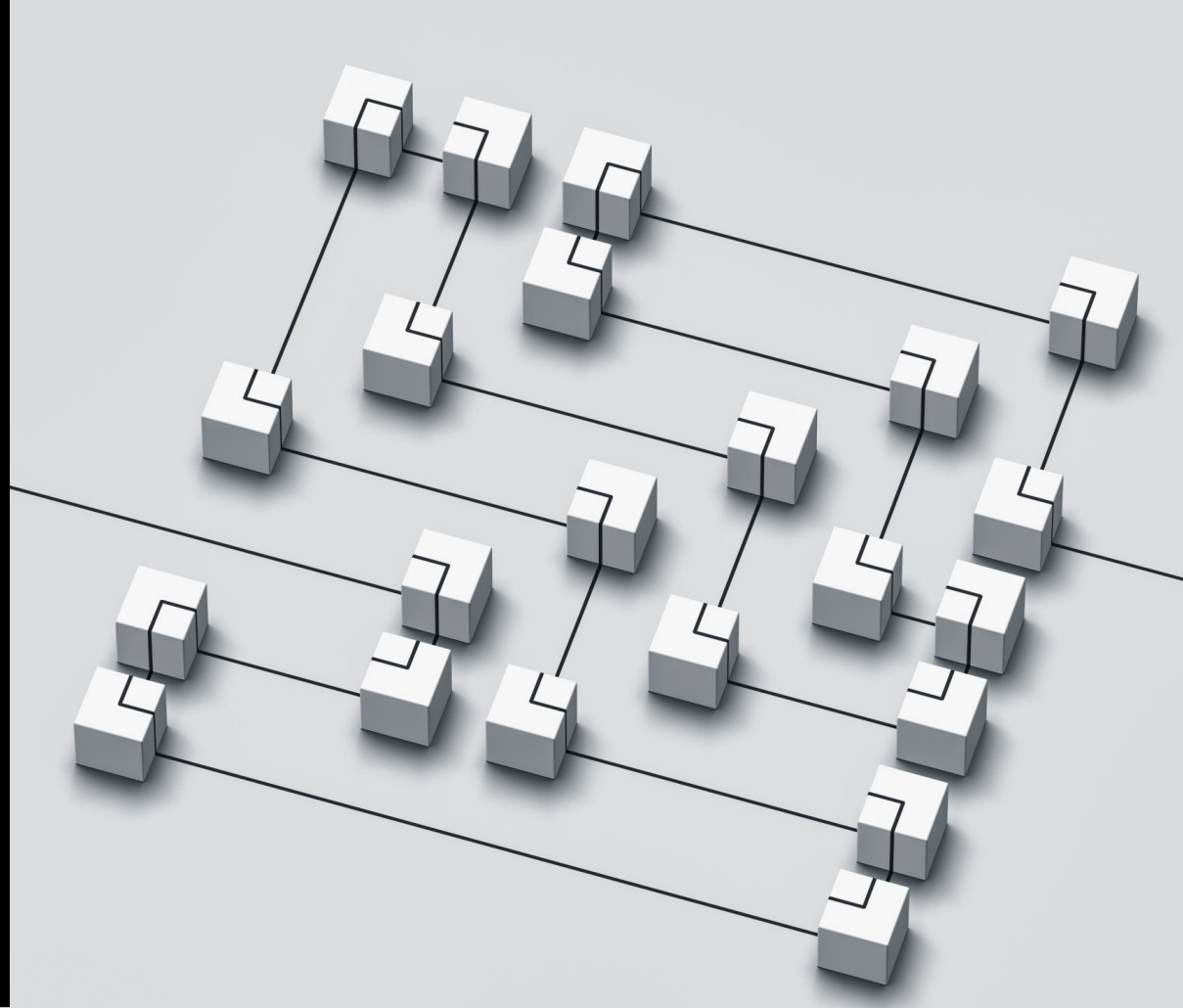
THRIVING COMMUNITIES

Deliver on our commitment to solving social and health inequities in partnership with communities

WE ARE THE UNCOMMON.

COLLABORATE TO BUILD AN ADAPTIVE INFRASTRUCTURE THAT MEETS THE EVOLVING NEEDS OF VCU AND COMMUNITIES

Goal 1



PARTNER WITH
COMMUNITIES TO
HELP INSPIRE
AUTHENTIC GAINS IN
HEALTH, EDUCATION
AND
ECONOMIC
PROSPERITY

Goal 2



CREATE AND
LEVERAGE PATHWAYS
THAT DEMONSTRATE
THAT OUR ACADEMIC
AND HEALTH CARE
GOALS AND
INNOVATIONS
BENEFIT AND
COMPLEMENT THE
OBJECTIVES OF OUR
COMMUNITY
PARTNERS

Goal 3



ACTIVELY SEEK
COMMUNITY
PARTNERSHIPS
AND
OPPORTUNITIES TO
ELEVATE
AWARENESS AND
COLLABORATIVE
ACTION BETWEEN
VCU AND
COMMUNITIES

Goal 4



Metrics of Success:
Increase coordinated efforts in
priority communities

Priority Communities

- A "Priority Community," is a special focus area where VCU strategically directs its engagement efforts to create a significant positive impact
- It can be a specific place or a particular issue that requires attention
- Sometimes our efforts are spread thin across various places, and by concentrating on one community or issue, we have the potential to make a more significant impact
- Allows us to achieve better results, measure our progress effectively, and build strong and enduring partnerships

Benefits of Priority Communities

Enhanced Impact

Increase focused coordination

Promotes Strategic Alignment

Addressing Inequities more effectively

Questions

What about other communities?

-no changes

Priority Communities

1. Carver
2. Jackson Ward
3. East End
4. Blackwell/Manchester
5. Petersburg
6. Charles City

Priority Issues

1. Health equity and disparities
2. Art, social, technological development
3. Economic development
4. Pre-K-16 student success
5. Youth Development
6. Partnership development and collaboration
7. Transformative student engagement
8. Richmond's History

What is meant by coordinated efforts?

Community Engagement Programs
Service-Learning Courses
Research Collaborations
Community Outreach and Education
Resource Sharing
Internship and Job Opportunities

Healthcare Services
Cultural and Arts Initiatives
Economic Development
Sustainability Initiatives
Workforce development
Capacity Building
Youth and Education Programs

Examples of Priority Community Efforts

Petersburg

Charles City

Work Group Reports



WE ARE THE **UNCOMMON.**

Infrastructure & Policy Workgroup: Short Term Priorities

- Complete the Carnegie Reclassification Application
- Align work with recommendations of the Repositioning Task Force, Quest and other relevant efforts

Infrastructure & Policy: Long Term Priorities (Beyond 2024)

- The Carnegie application consists of an audit and analysis of the current and emerging infrastructure and policy for community engagement. Through this work, we will identify subsequent priorities.

Infrastructure & Policy Questions

- ❖ Community Engagement Scholarship

Economic Development: Short Term Priorities

- Micro Credentialing
 - SWAM
 - Economic Development
 - Workforce Development

- VCU Community Access
 - VCU Labs
 - Library
 - Creative Spaces

- VCU Public Transportation Awareness Day

Economic Development: Long Term Priorities (Beyond 2024)

- Build out an Office of Economic Development
 - Coordination with ED opportunities across VCU
 - Coordination with DAR around ED Opportunities
- Develop legislative Economic Development agenda
- Incentivize Corporate Partnerships to focus on ED opportunities
 - ARAMark, VCU Business Services
- Establish a VCU Employment Hub
 - Pipeline workforce development hub



VCU

■ Pipeline workforce development hub

WE ARE THE UNCOMMON.

Economic Development Questions

- SWAMFest
 - Over 600 attendees in Richmond
- Mayor's Youth Academy
 - Mock Interviews for RPS students
- OneVCU Sustainability Plan
 - Planning phase towards a zero waste campus
- Micro Credentialing Licensing
 - Opportunities to license micro credentials to localities (Economic Development)
- Who else do we need to involve in the economic development work?

Education Workgroup: Short term priorities

Co-create a framework with community members and partners for future training, engagement, and outreach (e.g., Gabriel Project)

Establish new training modules in collaboration with the community partnerships workgroup to build a shared campus culture around Community Engagement practice

Conduct a university-wide survey on outreach and engagement:
Assess the current climate; Identify support needs for students, faculty, and staff; Address barriers to community engagement; Promote a "culture of impact;" Highlight VCU Community Service Hours options and values.

Education Workgroup: Long Term Priorities (Beyond 2024)

Define Community Engagement at VCU

Build an accessible website for opportunities and training

Highlight existing campus and community work

Develop new branding for Community Engagement

Invest in pathways to community projects

Create accessible entry points for involvement

Introduce badges and certificates for training

Foster a culture of community engagement

Promote personal connections and stories

Prioritize community engagement across VCU

Education Workgroup Questions

How can we access funding sources and collaborate with VCU and Richmond community resources, including VCU staff and individuals, to support and enhance the proposed work?

Grants & Awards Workgroup: Short Term Priorities

- ❖ Academic-Community Partnership Capacity-Building Grant
 - RFP to be announced February 5th
 - Proposals due March 29th
 - Awardees announced May 6th
 - Academic-Community Grant Review Committee

- ❖ Faculty Community Engagement Awards and Recognition

Grants & Awards: Long Term Priorities (Beyond 2024)

- ❖ Sustainability and Impact of Partnership Grants
- ❖ Priority Communities as a focus

Grants & Awards Questions

- ❖ Recruitment and marketing of RFP
 - Proposal reviewers
 - Faculty who have done community engaged research
- ❖ Nominations and solicitations of individuals to be recognized in the spring
 - ❖ Thoughts about the process

Partnerships Workgroup: Short Term Priorities

- Review & Update the Priority Community Asset Maps
- Create a list of shared assets from each team member on the workgroup
- Create a shared list of community partners to inform larger database upload
- Create a collective VCU asset map to share with stakeholders

Partnerships Workgroup: Long Term Priorities (Beyond 2024)

- Assist with training, implementation, and utilization of VCU Community Partnerships Database
- Increase number of partnerships within partnering communities through targeted strategies
- Identify key opportunities for partnership engagement according to Quest 2028 priority areas

Partnerships Workgroup Questions

- Do we have historic information including needs assessment data?
- Do we have access to the old community partnerships database to use as a resource?
- How do we measure the impact/effectiveness of partnerships?

Research Workgroup: Short Term Priorities

- Partnership database
- Provide feedback on P&T recommendations
- Assist with support of community engaged research grants

Research Workgroup: Long Term Priorities (Beyond 2024)

- Defining the process for measuring impact of community engagement initiatives

Research Workgroup Questions

- Suggestions for creating buy-in for university-wide partnership database
- Suggestions about community engagement in P&T

Reminder: One VCU Academic Repositioning Task Force Final Report: Recommendations

- ❖ The task force created 100 future-focused ideas for bolstering VCU's academic enterprise. Community engagement is referenced multiple times, especially in Group 8
- ❖ The slides and written reports of the recommendations can be found here:
<https://repositioning.vcu.edu/recommendations/>

Next Steps

Next Council Meeting

April 16th 3 - 5:00 pm in person

Updates on workgroup outcomes

Breakout Groups

Question: How can we generate better alignment and coordination within VCU to increase our effectiveness in local communities?

Instructions for 15 minutes group discussion

Choose group facilitator

Introductions (brief)

Discuss question/generate ideas

Return to group to report main ideas