



Council on Community Engagement January 30, 2025



WE ARE THE UNCOMMON.



Agenda

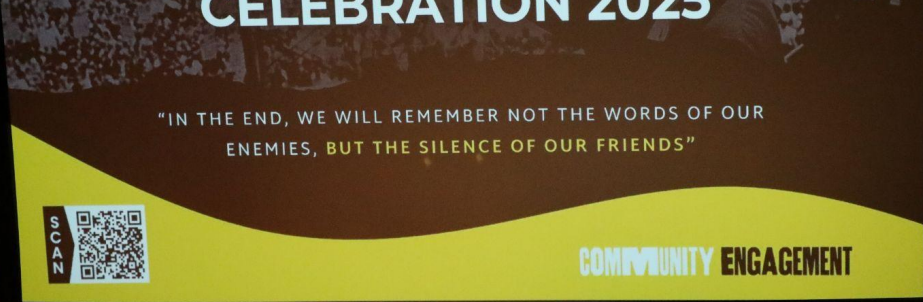
DCE Updates

Anchor Mission

Workgroup updates

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MLK Keynote



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MLK Week Recap



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Division of Community Engagement is on Social Media

 Division of Community Engagement



SCAN HERE

@VCUDCE

@VCUENGAGE

@VCUCOMMUNITY

Selected Highlights: Overall Update

- Positions in DCE
 - Community Engagement Educator - Challen Wellington
 - Health Hub Operations Manager - Sarah McCall
 - Health Hub Administrative Assistant - Lise Briggs
 - To be Hired
 - Health Hub Program Administrator
 - Community Engaged Data Trainer (Collaboratory)
- Impact Learning Collaborative
- Collaboratory

Introduction to the Anchor Mission Framework

Definition: The anchor mission is a commitment by institutions to leverage their economic power and human resources to benefit the long-term well-being of their local communities.

anchorcollaboratives.healthcareanchor.network

- **Purpose:** To align institutional resources with community needs, fostering mutual growth and development.

Core Components of the Anchor Mission Framework

Inclusive Local Hiring: Prioritizing employment opportunities for local residents to boost the local economy.

Impact Purchasing: Sourcing goods and services from local businesses, especially those owned by minorities and women, to support community enterprises.

Place-Based Investing: Investing in local development projects, such as affordable housing and community infrastructure, to enhance community well-being.

Community Partnerships: Collaborating with local organizations to address shared challenges and opportunities.

VCU's Adoption of the Anchor Mission Framework

Historical Context: In the 2014-2015 academic year, VCU began exploring its role as an anchor institution. The Division of Community Engagement and the Office of Planning and Decision Making conducted a study to assess VCU's impact on the region through an anchor framework.

scholarscompass.vcu.edu

Implementation: This initiative led to the development of strategies to align VCU's resources and operations with the needs of the local community, reinforcing its commitment to community engagement and regional development.

VCU's Anchor Mission is institutionalized across VCU and VCU Health.



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Health Anchor Network

The **Health Anchor Network (HAN)** is a national collaborative of health systems committed to adopting the **anchor mission**—leveraging their institutional resources to improve community well-being, reduce health inequities, and promote local economic development.

Carnegie Application Update

- Have Full Working Draft
 - Review by Consultant being finalized
 - Goes to leadership for review in mid-February
 - Copy editor in March
- Submission Window - Week of March 24

Carnegie Reclassification Update

Community Voice Integration in all we do

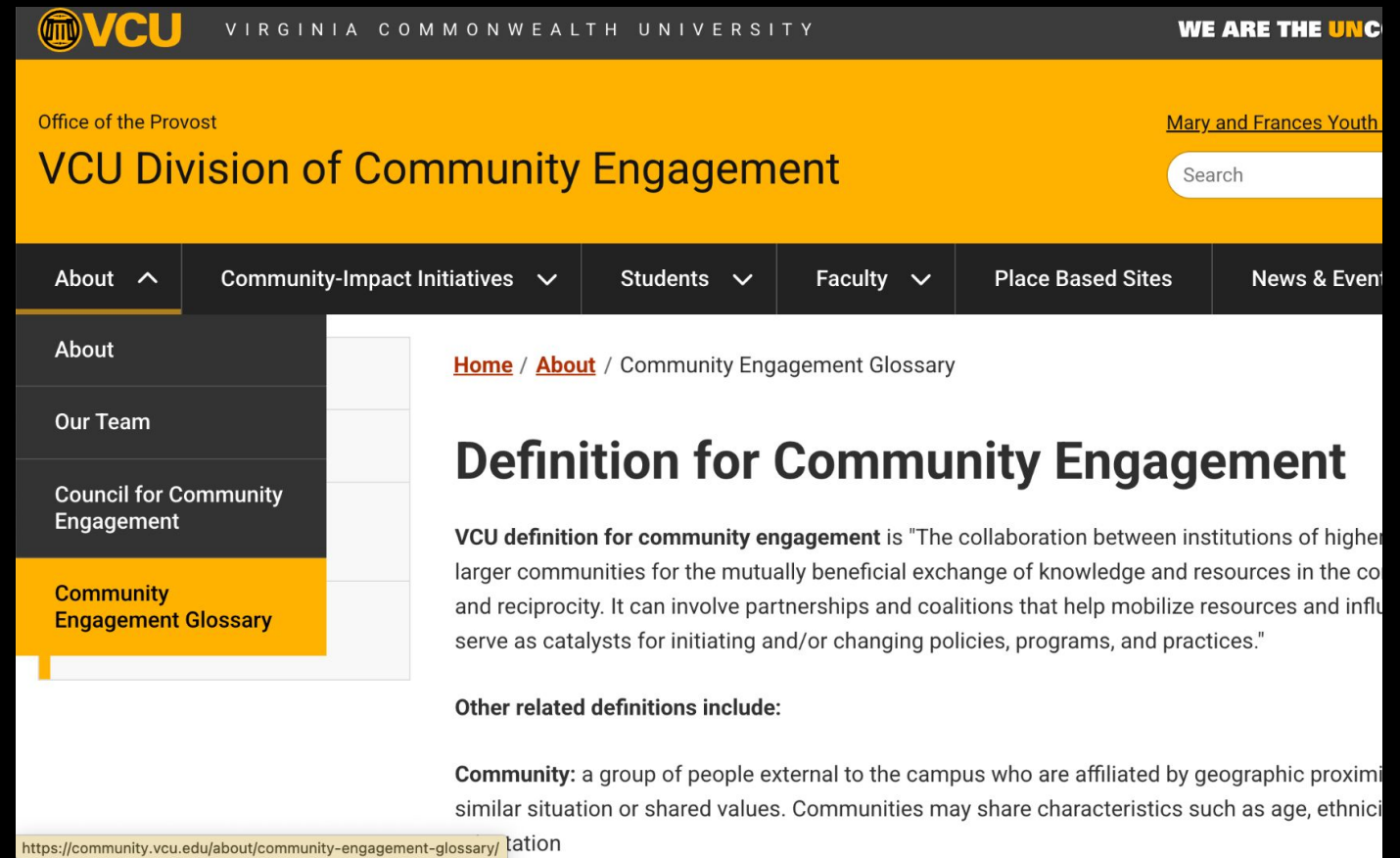
How can community voice be engaged in our work using a formal mechanism

University-wide assessment and unit-level assessment

Community Engagement Definitions

To ensure clarity and consistency in our collaborative efforts, VCU has established specific definitions for key terms related to community engagement:

Check out our [Community Engagement Glossary](#) on our website under **ABOUT > COMMUNITY ENGAGEMENT GLOSSARY**



The screenshot shows the VCU Division of Community Engagement website. The header includes the VCU logo, the text "VIRGINIA COMMONWEALTH UNIVERSITY", and the slogan "WE ARE THE UNCOMMON". Below the header, the page is titled "Office of the Provost" and "VCU Division of Community Engagement". A search bar is visible on the right. The navigation menu includes "About", "Community-Impact Initiatives", "Students", "Faculty", "Place Based Sites", and "News & Events". The "About" menu is expanded, showing "About", "Our Team", "Council for Community Engagement", and "Community Engagement Glossary". The main content area displays the breadcrumb "Home / About / Community Engagement Glossary" and the heading "Definition for Community Engagement". The definition states: "VCU definition for community engagement is 'The collaboration between institutions of higher education and larger communities for the mutually beneficial exchange of knowledge and resources in the context of respect, reciprocity, and mutual benefit. It can involve partnerships and coalitions that help mobilize resources and influence policy and practice. Communities may serve as catalysts for initiating and/or changing policies, programs, and practices.'" Below the definition, it says "Other related definitions include:" followed by a definition for "Community": "Community: a group of people external to the campus who are affiliated by geographic proximity, common interest, similar situation or shared values. Communities may share characteristics such as age, ethnicity, and social class." The URL "https://community.vcu.edu/about/community-engagement-glossary/" is visible at the bottom.

Work Group Reports

Infrastructure and Policy Committee

- Shari Garmise, Community Engagement, Co-Chair
- Adrien DeLoach, Division of Student Engagement and Impact, Co-Chair
- Stephen Barr, Business Services
- Ezra Medina, Finance and Administration, OSVPHS
- Elvin Price, School of Pharmacy
- Sarah Raskin, Wilder School
- Rich Sliwoski, Facilities Management

Infrastructure & Policy, 2024-2025

Core Activity: Think Tank

- ❖ Monthly Meetings to review the Carnegie application narrative, which represents our existing and aspirational infrastructure.
- ❖ Discussions and feedback covered:
 - Campus, community, and community engagement infrastructure
 - National, State and Local contexts that shape access to community engagement
 - Resources we make available to local partners
 - How community voice is included in institutional planning
 - Extent and reach of community engagement across the campus and VCUHealth

Infrastructure & Policy, Next Steps

- ❖ Will continue reviewing and providing feedback on narrative through March.
- ❖ Once the application is submitted, the Committee will assess infrastructure strengths and gaps revealed by the Carnegie Self-Study and identify strategies for continuous improvement

Infrastructure & Policy, Questions for the Full Committee

- ❖ How and where do you engage community voice in your work?

Research Workgroup Committee

- Caroline Cobb, Co-Chair, CHS-Psychology
- Maghboeba Mosavel, Co-Chair, Office of the Provost, School of Public Health
- Camille Coy, Enterprise Marketing and Communications
- Jered Wendte, School of Nursing
- Faika Zanjani, College of Health Professions
- Susan Bodnar-Deren, CHS-Sociology
- Michael Newsome, Office of the Vice President Research and Innovation
- Emily Zimmerman, School of Public Health
- Jill Blondin, Global Education Office
- Amy Salisbury, School of Nursing
- Jason Hardin, School of Nursing



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Research Workgroup

❖ Key Updates and Accomplishments

- Hosted Panel Discussion - Community-Engaged Research Meets IRB: Challenges and Solutions: 11/7/2024, 11am-12pm
 - 4 panelists across CHS, SON, and SOE
 - 33 registered, 22 attendees

What does community-engaged research mean to you?



Research Workgroup

- ❖ Plans for the Remainder of the Semester
 - Prioritize hosting 1 to 2 events
 - Support Session for Thriving Communities Grant Applicants
 - Think/Tank - Team Science Action Orientation Session
 - Lessons Learned with Seed Grant Awardees Panel Discussion
 - Writing Retreat focused on Community Engaged Scholarship
 - Supporting Collaboratory as Data Champions

Research Workgroup

- ❖ Progress on Work Plans for Spring 2025
 - Held two workgroup meetings
 - Hosted a panel discussion
 - Created a draft resource about training in community-engaged research methods
 - Surveyed workgroup on Spring 2025 priorities

For Students, Faculty/Staff, and Community Members



COMMUNITY ENGAGED RESEARCH RESOURCES

Trainings, Videos, & Seminars

 CITI PROGRAM IN THIS TOGETHER: MEANINGFUL COMMUNITY ENGAGEMENT IN RESEARCH 1-hour webinar + quiz Free for VCU affiliates CLICK HERE TO LEARN MORE	 DUKE UNIVERSITY MEDICAL CENTER LIBRARY & ARCHIVES RESEARCHER'S GUIDE A collection of nine recordings on community engaged research Free CLICK HERE TO LEARN MORE	 JOHNS HOPKINS INSTITUTE FOR CLINICAL AND TRANSLATIONAL RESEARCH Three video-based resources video(s) selected by a panel of reviewers and community partners Free CLICK HERE TO LEARN MORE	 VCU WRIGHT CENTER COMMUNITY ENGAGED RESEARCH SEMINAR SERIES Three-part Community Engaged Research Seminar Series Free CLICK HERE TO LEARN MORE
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Research Workgroup

- ❖ Emerging Questions and Topics for Entire Council Input
 - Are there other methods to showcase, celebrate and support community-engaged research we are missing?
 - Are you/your unit aware of community-engaged research training resources available at VCU?
 - VCU CEnR Resource Hub
 - Wright Center Community Engaged Research Seminar Series

Grants and Awards Workgroup Committee

- Misti Mueller, Co-Chair, Division of Community Engagement-MFYC
- Logan Vetovec, Co-Chair, Office of Health Equity
- Lydia Klinger, Research and Innovation
- Jose Alcaine, School of Education
- Glenny Escoto, Massy Comprehensive Cancer Center
- Ariana Bracalente, Development and Alumni Relations

Grants and Awards

- ❖ Key Updates and Accomplishments
 - Fall Outstanding Community Engagement Recognition



Grants and Awards Workgroup

- ❖ Progress and Overview on Work Plans for Spring 2025
 - Call for nominations will be released early February
 - Community Engaged Research Partnership Award
 - Demonstrated Impact in Community Engagement and Outreach
 - Excellence in Community Engagement by a Student or Group of Students
 - Excellence in Community Engaged Teaching
 - Collaboration with the Partnerships Workgroup
 - Celebration of outstanding community partners
 - Plan the ceremony
 - Save the date 4/9 or 4/10 4:30-6:30pm
 - Opportunity for VCU and community partners to showcase their partnerships
 - table/display
 - meet and greet prior to the awards ceremony

Grants and Awards Workgroup

- ❖ Planning the Excellence in Community Engagement Awards to be held in April (4/9 or 4/10) more details:
 - Creating the submission criteria and google form
 - Establishing a selection committee
 - Event marketing and logistics

Grants and Awards Workgroup

- ❖ Emerging Questions and Topics for Entire Council Input
 - Request for reviewers for the awards nominees
 - Would there be benefit to have a calendar of events for the CCE?
 - tockify calendar on the DCE website
 - not another Google calendar :)
 - Is there any interest?

Partnerships Workgroup Committee

- Danielle Pearles, Co-Chair VCU Career Services
- Verenda Cobbs, Co-Chair, VCU Community Engagement
- Tyler Agee, VCU Health System
- Kelsey Jones, OSLEL
- Lauren Mortenson, College of Health Professionals
- Brent Fagg, Tech Transfers and Ventures
- Officer Caine Green, VCU Police Department
- Katie Ferguson, Development and Alumni Relations
- Theresa Mealha Salgado, VCU School of Pharmacy
- Kevin Harris, School of Medicine
- Michael Gesme, Massey Cancer Center



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Partnerships Workgroup

❖ Work Group Activities Updates: Overview for 2024-2025

Collaboratory “Pilot” Support with Data collection, implementation, and ongoing use of Collaboratory partnership database-(Data Liaisons-Power Users)

- **Utilize Collaboratory to Upload Data:** for relevant partners within region as well as priority partner communities. We have collaborated to discuss strategies to connect stakeholders, ensuring all communities receive the support they need.
- **Collaborate with Council on CE Workgroups:** Collaboration with Grants & Awards Committee to discuss Spring Awards and incorporating community partners in the program in an intentional way. Plan to also work with Carnegie and Education workgroups.
- **Expand & Increase Partnership Engagement:** Members have worked collaboratively to identify key partnerships in priority partner communities and within the region to serve as “connectors” with key stakeholders and community partners

Partnerships Workgroup

❖ Key Updates and Accomplishments

Engagement Highlights

- **Contribution to Data Upload for Collaboratory**
 - 140+ Partners from Data Champions
 - 330+ Partners from DCE
- **Community Partner Engagement:** Many of our event attendees have been community partners, highlighting stronger external engagement
- **Spring Awards Ceremony:** Supporting Grant & Awards workgroup with planning Spring to celebrate community awards, academic partnership grants, and more, further solidifying partnerships
- **MLK Week:** Increased collaboration with community partners
- **Intentional Collaboration** as a group and across the Council to support with making partnership connections (In-Reach & Outreach)

Partnerships Workgroup

❖ Plans for the Remainder of the Semester

Collaboration Efforts

- **Internal Synergy:** Working with other colleagues as well as other workgroups to support their initiatives and align partnership goals
- **Subcommittee Development:** Exploring the creation of a Community Partner Subcommittee informed by recognized and celebrated partnerships
 - Collaboratory Support
 - Partners who are engaged and are looking to give back/be further involved
 - Consider partners we're looking to re-build relationships with
 - Consider new/potential partners who are not yet engaged, and could contribute to conversations and events
- Service Opportunity Development for Faculty & Students

Partnerships Workgroup

- ❖ Emerging Questions and Topics for Entire Council Input
- ❖ Is there a plan/schedule for Data Champions training?
- ❖ How can we support other workgroups on the Council?

Economic Development Committee

- Stephen Davenport, Co-Chair, Community Engagement
- Alison Miller, Co-Chair, Human Resources
- Aloni Hill, Robertson School of Media & Culture
- Ann Kildahl, Sustainability
- Edward Howard, Continuing & Professional Education
- Elizabeth Prom-Wormley, School of Public Health
- Garret Westlake, VCU da Vinci Center for Innovation
- Jimmie Gahagan, Associate Vice President for Transformative Student Experiences
- John McHugh, Procurement Services

Economic Development Workgroup

- ❖ Work Group Activities Overview for 2024-2025
 - Develop microcredentials to spur economic growth
 - Promote and identify VCU physical spaces and resources that are available to community members
 - Provide HR and volunteer support for community members
- ❖ Key Updates
 - Workgroup identified & categorized currently available microcredentials

Economic Development Workgroup

- ❖ Plans for the Remainder of the Semester
 - Develop web based resource to raise awareness about the resources currently available to community members
 - Convene a broader Economic Development group to have more broad ranging conversations
- ❖ Emerging Questions and Topics for Entire Council Input
 - How can we raise more awareness across the institution about our anchor mission, specifically as it relates to economic development topical areas?

Education Workgroup Committee

- Vaughn W. Garland, (Co-Chair) Mary and Frances Youth Center
- Shanza Isom, (Co-Chair) VCU Engaged Transformative Learning
- Kaylynn Hill, Development & Alumni Relations
- Jo S. Murphy, VCU Forensic Science
- Michelle McGregor, VCU School of Dentistry
- Jacqueline Smith-Mason, VCU Honors College
- Challen Wellington, VCU Division Of Community Engagement
- Acknowledgement to Maggie Tolan, Shenita Williams and Shari Garmise

Education Workgroup

Our expanded goal for the coming year is to ensure that everyone at VCU—including students, staff, faculty, and community partners—develops a foundational understanding of Community Engagement (CE) and its critical role in advancing our shared mission.

We strive to create a culture where CE is not only understood but also embraced as a core value across VCU and its partners. By fostering sustained engagement, building shared knowledge, strengthening partnerships, and deepening our impact, we aim to empower the entire VCU community to actively contribute to meaningful, collaborative work that benefits the communities we serve.



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Education Workgroup

To achieve this, we plan to expand upon the current “Community Engagement at VCU: An Introduction” Canvas course by designing a suite of tailored offerings. These new resources will provide diverse perspectives and practical applications of CE, customized to meet the needs of each key audience:

- ❖ Staff: Tools and strategies to integrate CE into daily roles and responsibilities.
- ❖ Students: Opportunities to connect learning with real-world impact through CE.
- ❖ Faculty: Best practices for incorporating CE into teaching, research, and service.
- ❖ Community Partners: Guidance on navigating VCU’s resources and fostering collaborative, mutually beneficial partnerships.

Education Workgroup

To encourage engagement and promote recognition of CE efforts, we will invite all members of the Community Engagement Council to complete the training and earn a CE badge when the new options are available.

Council members will serve as ambassadors, sharing the badge within their networks and encouraging participation throughout the university and community.

Education Workgroup

Plans for the Remainder of the Semester

We aim to achieve this by starting with a high-level overview of Community Engagement Education at VCU, making it accessible to everyone. This overview will serve as an entry point for anyone interested in understanding our work, values, and the ways CE is embedded across our campus and region. By providing an open and inclusive resource, we hope to inspire greater awareness, foster connections, and encourage active participation in advancing Community Engagement Education at VCU.



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Education Workgroup

- ❖ Emerging Questions and Topics for Entire Council Input
 - How is community engaged research and teaching being counted in promotion & tenure

Discussion/Questions

- What additional suggestions do you have for the Council's work in 2024-2025?

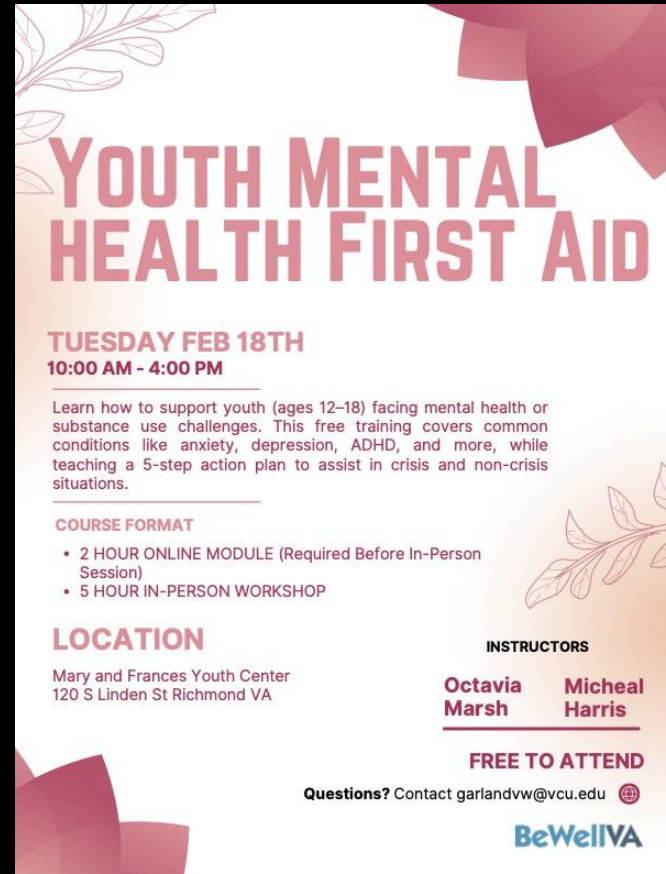
2024-2025 Council Meeting Dates

April 30, 2025 (in person)

Agenda suggestions for the in person meeting?

Upcoming Events

- **February 2nd** - Last day for Shoe Drive donations (k-12)
- **February 3rd** - MFYC Summer Camp Registrations Open
- **February 7th** - Student Council & Student Alumni Panel
- **February 18th** 10:00 am - 4:00 pm - Youth Mental Health First Aid
- **February 18th** - Reclaiming the History of the Old Richmond City Hall 6:30pm (Hosted by Coming to the Table Virginia)
- **February 20th** - VCU DCE Networking Social



YOUTH MENTAL HEALTH FIRST AID

TUESDAY FEB 18TH
10:00 AM - 4:00 PM

Learn how to support youth (ages 12-18) facing mental health or substance use challenges. This free training covers common conditions like anxiety, depression, ADHD, and more, while teaching a 5-step action plan to assist in crisis and non-crisis situations.

COURSE FORMAT

- 2 HOUR ONLINE MODULE (Required Before In-Person Session)
- 5 HOUR IN-PERSON WORKSHOP

LOCATION

Mary and Frances Youth Center
120 S Linden St Richmond VA

INSTRUCTORS

Octavia Marsh **Micheal Harris**

FREE TO ATTEND

Questions? Contact garlandvw@vcu.edu

BeWellVA



VCU **COMMUNITY ENGAGEMENT**

7 CITY
Shoe Drive
WINTER'S PLACE



SUPPORT

DONATE NEW SOCKS OR GENTLY USED SHOES

Support youth and families in need by donating men's, women's, and youth sizes new or gently used shoes and socks.

DIVISION OF
COMMUNITY ENGAGEMENT



Come unwind and connect with colleagues at the DCE

NETWORKING SOCIAL

Join us for an evening of networking, refreshments, and lively conversation



February 20, 2025



4:45PM



711 N Lombardy St

*Please be prepared to pay for your own food/drinks



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Thank you!



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