# Council on Community Engagement

1st meeting of the 2024-2025 Academic Year
September 24, 2024

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# Agenda

- Welcome

- DCE Major Initiatives

- Workgroup Plans

- Discussion

# THRIVING COMMUNITIES

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

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# Selected Highlights: Overall Update

- **Support and Expand Engagement**: Through funding, awards, and capacity building
- **Hire Key Staff**: Data analyst and community engagement trainer
- **Leverage Carnegie Reclassification**: Identify new opportunities
- **Coordinate Efforts**: In priority partner communities
- **Increase Training Opportunities:** Microcredentialing
- **Strengthen Collaborations and Partnerships**: Internally and externally
- **Expand Programming to Address Community Need**: Mary and Frances Youth Center, Health Hub at 25th, priority partner communities
- **Boost Economic Development**: Through community engagement initiatives and partnerships
- **Outcomes and Impact:** Partnership database, identifying other data sources, gaps

# DIVISION OF COMMUNITY ENGAGEMENT

## PARTNERSHIP • ALIGNMENT • IMPACT

FALL INTO ACTION:

**SEPTEMBER 2024 NEWSLETTER**

## Engaging Communities and Creating Opportunities

Welcome to the start of what promises to be an exciting and pivotal academic year for **community engagement**! This year holds special significance for us at VCU as we undergo the **Carnegie Reclassification**

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## VCU Launches Advanced Certificate in Youth Development Management

At the request of community partners, VCU launched it's **Advanced Certificate in Youth Development Management**, an innovative program designed to equip professionals with essential skills for excelling in youth development. Led by **Dr. Vaughn Whitney Garland**, this non-credit program spans three semesters and combines coursework with on-site field placements. It targets professionals from sectors such as education, healthcare, and community organizations, providing training in culturally responsive programming, leadership strategies, and youth empowerment.

With an annual cohort of around twenty individuals, the program aims to create a community of leaders dedicated to positively impacting the lives of young people in Richmond and across Virginia.

For more information, **contact Dr. Vaughn Whitney Garland at garlandvw@vcu.edu, or visit mfyc.vcu.edu/rydn/ydncertificate.**

**Learn More**

## Mobile Health and Wellness Program (MHWP) at the VCU Health Hub at 25th

The **VCU Health Hub at 25th Street** is a groundbreaking place-based initiative dedicated to enhancing community health and well-being in **Richmond's East End.**

**Health Hub Programs**

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COMMUNITY ENGAGEMENT STUDENT SPOTLIGHT

## ARI CHEEKS

ARIYAHNA CHEEKS, A JUNIOR MAJORING IN SOCIAL WORK WITH A MINOR IN SOCIOLOGY, IS PASSIONATE ABOUT COMMUNITY ENGAGEMENT AROUND VCU AND BEYOND. THROUGH HER INVOLVEMENT IN EVENTS AND SERVICE OPPORTUNITIES IN NEIGHBORHOODS LIKE JACKSON WARD AND MANCHESTER, ARI IS BUILDING STRONG CONNECTIONS AND GAINING VALUABLE EXPERIENCE FOR HER FUTURE CAREER IN SOCIAL WORK.

HEAR MORE ABOUT HER COMMUNITY ENGAGEMENT — **COMMUNITY.VCU.EDU**

Check out Ari's spotlight video on our YouTube channel and Instagram account!

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JOIN THE VCU DIVISION OF COMMUNITY ENGAGEMENT

## STUDENT ENGAGEMENT COUNCIL

Get Practical Experience working with the Richmond Community

**Benefits of Joining:**
- Volunteer and Leadership Experience
- Networking Opportunities
- Compensation: Stipend & Ram Bucks
- Community Tours
- Community Clean Up Days
- Events, Training, Conferences & Workshops

**Application Deadline:**
September 30th at Midnight

For more information, contact:

**APPLY TODAY!**

VCU DIVISION OF COMMUNITY ENGAGEMENT
BUILDING CONNECTIONS, CREATING IMPACT

Applications are now being accepted for the Student Engagement Council. Get practical experience working with the Richmond community!

Benefits of joining include:
- Volunteer and Leadership Experience
- Networking Opportunities
- Compensation: Stipend & Ram Bucks
- Community Tours
- Community Clean Up Days
- Events, Training, Conferences & Workgroups

Application deadline is September 30th at Midnight. Apply today by clicking the button below!

**Apply Here!**

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## Read the full newsletter here

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# DCE Newsletter

- **Showcase the impact of VCU's community engagement efforts:** Highlighting programs, initiatives, and individual stories
- **Promote collaboration**: Sharing opportunities for partnerships within the VCU community
- **Inform and inspire**: Providing regular updates, success stories, and opportunities for engagement

**Story Submission Request:** We invite you to contribute to the newsletter! Types of submissions we are looking for include:

Please send your submissions to Hamiltonae@vcu.edu by the the first week of every month to ensure they are included in the next edition.

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# Website: Council for Community Engagement

**Foster transparency:** We want the internal and external communities to be informed

**Engage our audience:** Keeping everyone updated encourages collaboration and invites feedback and participation in our efforts.

**Document our progress:** Ensure that there is a public record of the council's work and achievements.



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# Advanced Certificate In Youth Development Management

A **non-credit credential** managed by the Mary and Frances Youth Center.

**Eighty hours of coursework over three semesters.**

The **VCU Advanced Certificate in Youth Development Management** offers essential training in workforce and positive youth development. Designed for professionals across various sectors, including early childhood education, outside-school-time (OST) youth and young adult programs and services, school and community group settings and healthcare facilities/offices.

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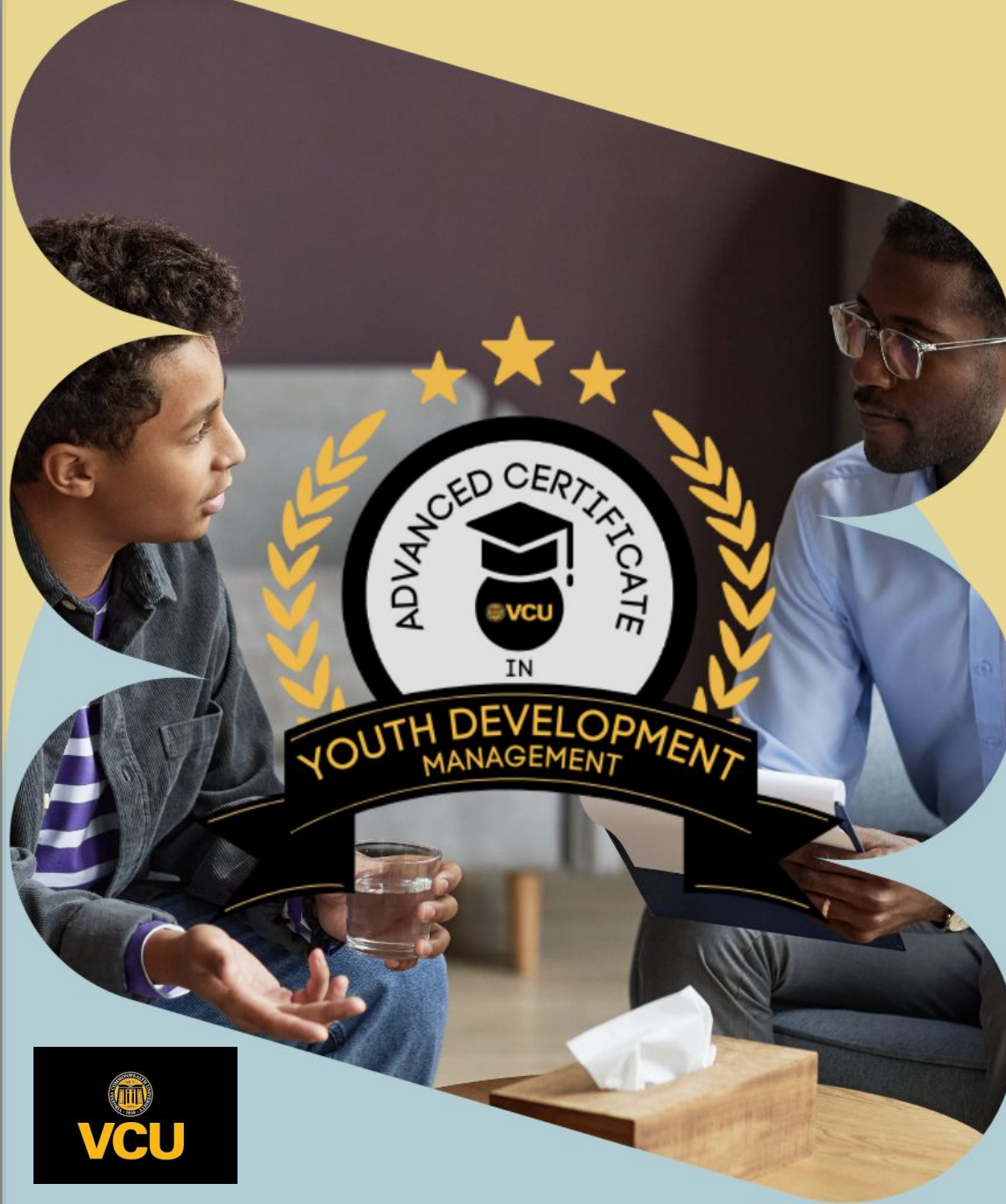
# Carnegie Reclassification

**Our Approach: Creating Engagement**

- **Data Collection Efforts**: Focused on Carnegie reporting requirements
- **Stakeholder Conversations**: Engaging with internal and external stakeholders about findings
- **Gap and Opportunity Identification**: Pinpointing areas for improvement
- **Reclassification Process**: Leveraging it to enhance community engagement efforts

# 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

# Collaboratory Update

Software has been purchased

Currently finalizing SSO which will allow the VCU community to access Collaboratory using their VCU credentials

Next Steps

- **Finalize Data Upload**: Course Catalog, Partnerships, VCU Organizational Structure, Personnel Information
- **Recruiting Data Partners**: Help DCE shape our VCU Collaboratory experience

- **Who should join:** A representative from your unit if you are currently doing community engaged work Or Anyone who would like to be a data partner
- **Develop Implementation plan**: If you'd like to join or support this work in anyway please contact Stephen Davenport (davenportse3@vcu.edu)

# Council Members: How You Can Contribute

**Participate and Support the Implementation Plan**

- **Promote Collaboratory**: Advocate for it within your unit
- **Identify Key Individuals**: Select participants for the onboarding process
- **Become Data Liaisons**: Be the first to enter your data
- **Data Champions for Collaboratory**: Conduct presentations within your unit
- **Collaboratory Implementation Committee**: Join this

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What are three strategies we could use to incentivize faculty and staff to actively engage with Collaboratory?

# Priority Communities

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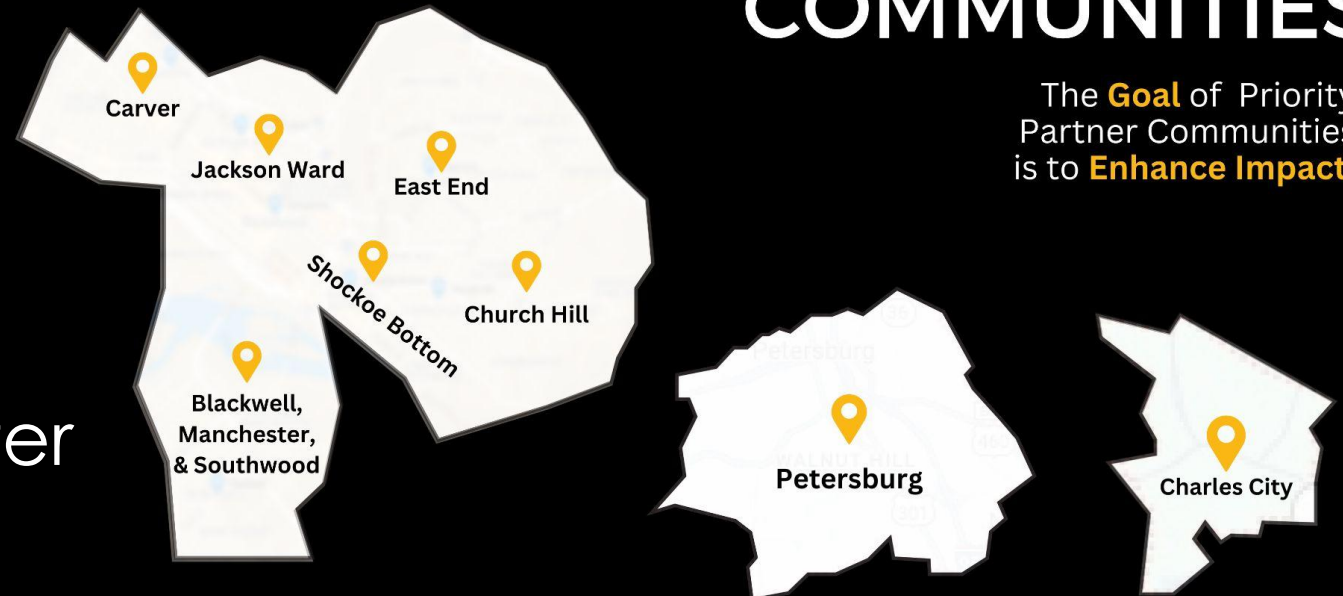


**PRIORITY PARTNER COMMUNITIES**

The **Goal** of Priority Partner Communities is to **Enhance Impact.**

Carver

Jackson Ward

East End

Shockoe Bottom

Church Hill

Blackwell, Manchester, & Southwood

Petersburg

Charles City

# 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

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# Initiatives in Priority Partner Communities

- Carver:
  - Carver Elementary School/Kiwanis Club (Service)
  - Moore Street School Foundation (Research)
- Historic Jackson Ward:
  - Jackson Ward Plan/ Reconnect Jackson Ward (Civic Engagement/Urban Planning)
  - The Ealey Project (Service/Research)
  - Richmond Success Center (Criminal Justice)
- Manchester Alliance:
  - Blackwell Elementary School Literacy Program (Service)
- East End/Church Hill:
  - Social & Economic Development/Youth Development
    - Peter Paul Development Center
    - Boys & Girls Club Teen Center
- Eastern Henrico County: Henrico County Public Schools
    - Youth Development Initiatives
    - Parent/Family Engagement

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# How Council Members can Help

- **Direct Efforts:** Guide your colleagues and staff in focusing their engagement, partnership, student support, student learning, student engagement, and research efforts towards the priority partner communities.
- **Remind and Reinforce:** In meetings and conversations, remind your colleagues about the Quest 2028 metrics related to our coordinated efforts in these communities.
- **Create Partnerships:** Establish and nurture partnerships within priority partner communities.
- **Develop Initiatives:** Work on developing sustainable initiatives that benefit these communities.
- **Identify Needs:** Actively identify and address the needs within priority partner communities.
- **Track Engagement:** Actively track engagement of activities in Collaboratory

# 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

- Ezrah 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

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# Infrastructure & Policy, Questions for the Full Committee

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

# 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


- Acknowledgement to Maggie Tolan, Shenita Williams and Shari Garmise

# Education 2024/25 Goals

★ **Develop a Community Engagement Training Module:** Create a training module on Community Engagement (CE) principles and processes for VCU faculty, students, and staff.

★ **Utilize Collaboratory to Track Community Projects:** Leverage Collaboratory to showcase training, educational opportunities, and community projects by VCU faculty, staff, and students.

★ **Form a Community Group from Priority Partnership Communities:** Launching at the Connect Conference, the group will seek volunteers and recommendations for community members to join.

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# 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

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# Economic Development

Fall/Spring '25

❖ Develop Micro Credentials to spur economic growth with a focus on credentials that support SWaM businesses

❖ Promote and identify VCU physical spaces and resources that are available to community members

❖ Provide HR and volunteer support for Community Members

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# Economic Development

Fall '25 & Beyond

❖ Cross-institutional committee of economic development or workforce development practitioners

❖ Workforce development event focused on priority partner communities

❖ Identify pathways to assist with job placement opportunities
  - feasibility of pipeline programs

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# Research Workgroup Committee

- Maghboeba Mosavel, Co-Chair, Office of the Provost, School of Public Health

- Caroline Cobb, Co-Chair, CHS-Psychology

- 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

# Research Workgroup Goals

- Will review Promotion and Tenure Taskforce guidelines when available

- Recommend opportunities to showcase, celebrate and support community engaged research across all units

- Support engagement in the partnership database and faculty research fellows

- Long-term aim in measuring impact in community engagement

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# Research Workgroup Summer Planning

- Met with IRB leadership: Workshop Series Discussion

- Launched Survey on VCU TelegRAM: Topics of Interest in Research & Community Engagement

32 Responses:

o Lessons Learned in the Field

o Connecting with Community Partners

o Disseminating Research Findings to Community Partners

o Working with IRB in Community-Engaged Research

# Research Workgroup 2024-2025 Plan

- Based on survey feedback, decided on a workshop/panel discussion series for 2024-2025

- First set of panelists identified and invitations sent:

  **Community-Engaged Research Meets IRB: Challenges and Solutions**

  **Wed Oct 23, 2024 11:30am - 1:30pm**

- Create a resource about training in community-engaged research methods/trainings for dissemination

# Grants and Awards Workgroup Committee

- Misti Mueller, Co-Chair, Division of Community Engagement-MFYC

- Logan Vetrovec, 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

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# Grants and Awards

- Recognize and promote outstanding community engagement and research efforts by VCU faculty, staff, and students, highlighting their contributions to the university's mission and Quest 2028

- Assess the impact and outcomes of funded projects to ensure they align with the community's needs and the university's goals

- Gather feedback from the community and grant recipients to continually improve the grants and awards program

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# Grants & Awards

Spring 24 - Fall 24

- Launched the Academic-Community Partnership Planning Grants
- Served on the grant review committee
- Created the process and requested nominations for Excellence in Community Engagement awards
- Planning the award and recognition ceremony which will be held October 10th

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# Grants & Awards

Spring 25

- The award and recognition ceremony 2025 will recognize and promote outstanding community engagement and research efforts. It will be held in the spring and there will be a more selective nomination process. The announcement will most likely be in January.
- Create the process for and request nominations for the Excellence in Community Engagement Awards
- Prepare For the next grant cycle

# Partnerships Workgroup Committee

- Danielle Pearles, Co-Chair VCU Career Services

- Verenda Cobbs, 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

1. Fall 2024-Spring 2025
   i. **Collaboratory "Pilot" Support with Data collection, implementation, and ongoing use of Collaboratory partnership database-(Data Liaisons-Power Users)**
   ii. **Utilize Collaboratory to Identify and Address Gaps**: within priority partner communities and develop asset maps & collaborative strategies to connect stakeholders, ensuring all communities receive the support they need.
   iii. **Collaborate with Council on CE Workgroups:** Enhance relationships with Council on CE Workgroups by identifying areas of alignment and identifying shared goals.
   iv. **Expand & Increase Partnership Engagement:** Identify key partnerships in priority partner communities and serve as "connectors" with key stakeholders and community partners. Track connections & Successes

# Partnerships

➤ Spring 2025 & Beyond

➤ **Goals for Our Team:**

1. **Develop an external partner subcommittee** that will educate the Partnerships Workgroup about community identified needs and to serve as collaborative partners for Collaboratory implementation process providing feedback and transparency through our process

2. **Effective Use of Collaboratory-Best Practices support with data collection and information sharing**

3. **Other Focus Areas that we have identified for the future of our work:**
   a. **Asset Map Development utilizing Collaboratory Data**
   b. **Support University-Wide Initiatives**: Sharing information as a workgroup to enhance partner projects
   c. **Continued Collaboration as a workgroup**

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# Discussion/Questions

- How can we use the Carnegie process as a catalyst to engage the university community in future action beyond just data reporting? What are some ideas for leveraging data reporting sessions to foster deeper engagement and collaboration across the university?

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

# 2024-2025 Council Meeting Dates

- January 30, 2025, Zoom

- April 30, 2025 (in person)

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# Thank you!

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