To serve as a national model for student success, public service and regional transformation...
Key NC Points from Plenaries

- Economic transformation: change in types of jobs, tax cuts, not enough jobs with high enough wages
- Recruit new business, keep existing, leverage entrepreneurship
- Contraction of revenues and government
- Universities that are flexible & strategic, prepare students to manage risk & possess both hard and soft skills, provide opportunities in rural NC, have a niche, blurring lines between and among

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So how would partnerships help address these key points?

- Strategic and intentional placements
- Partner educators who understand the role they can play
- University educators who provide placements where risk and failure are tolerated and both hard & soft skills are assessed
- Those require consideration of alternative partnership models

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Exploring Mutual Benefit and Reciprocity: A Case Study Of The LWG IGCC
NCCC Civic Engagement Institute | Feb. 4, 2014

Session Goals:
• articulate university resources available to the community
• hypothesize about what the center provides to the university
• identify potential ways a university can have an impact on the local community through partnership
• analyze opportunities and challenges, and
• propose opportunities for improvement.
ECU Mission

To be a national model for student success, public service and regional transformation, East Carolina University:

- Uses innovative learning strategies and delivery methods to maximize access;
- Prepares students with the knowledge, skills and values to succeed in a global, multicultural society;
- Develops tomorrow’s leaders to serve and inspire positive change;
- Discovers new knowledge and innovations to support a thriving future for eastern North Carolina and beyond;
- Transforms health care, promotes wellness, and reduces health disparities; and
- Improves quality of life through cultural enrichment, academics, the arts, and athletics.

We accomplish our mission through education, research, creative activities, and service while being good stewards of the resources entrusted to us.
Citation

- Engaged Learning Economies: Aligning Civic Engagement and Economic Development in Community-Campus Partnerships
- Wittman & Crews (2012) Campus Compact
Engaged Learning Economies

• “By integrating economic development with civic and community engagement efforts in strategic and holistic ways, institutions can create engaged learning economies that have the ability to foster positive civic and economic change. The basic premise of an engaged learning economy is that civic engagement is the mechanism that connects economic outreach and democratic education” (p. 4).

• Calls to question transactional or transformational partnerships.

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Partnerships

• “A democratic partnership values ‘inclusiveness, participation, task-sharing and reciprocity in public problem solving, and an equality of respect for the knowledge and experience that everyone involved contributes to education and community building’ (Saltmarsh and Hartley, 2012, p. 17). In an engaged learning economy, this democratic approach is leveraged for economic impact” (p. 5).
ECU Community Engagement

- Describes 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.

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Civic Engagement

• “Service-learning, community-based research, engaged scholarship, and social entrepreneurship are critical aspects of civic engagement” (p. 5).
Economic Development

• “…is the practice and philosophy of generating measurable economic returns in communities through college and university engagement” (p. 7).

  – Direct economic support through institutional employment, purchasing, and resource sharing.
  – Human capital development through the education and training of students, staff, and community members.
  – Knowledge transfer, or the application of scholarship to promote external innovation.
Addressing the key NC points, community and civic engagement and economic development requires strategic, intentional and planned partnerships. What models are available?

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Models

• **Model 1**: The city or one organization owns the property/building and develops an agreement that negotiates shared use.

• **Model 2**: Space has been donated or purchased and an organization is created to facilitate the sharing of space between partners.

• **Model 3**: Two or more groups agree to collocate, one purchases property, the other develops/builds the building:

• **Model 4**: A lead organization buys and manages a property then offers tenancy to other organizations.

• **Model 5**: A group of agencies form an equal partnership and jointly purchase/use the space.

*Collocated Service Models Prepared by Jessica Dutton for the Research Shop – University of Guelph*
West Greenville Residents

ECU faculty

Associate of ECU faculty member

ECU Faculty

Associate of ECU faculty member

che

2006

IGCC

ECU

2009

ECU supported IGCC staff

Salary of Director and Program Director, Business Manager, full grant support & above

copying & copier lease, telephone services, security services, rent, postage, paper, food, janitorial, payroll services, hiring, benefits for employees, administrative computers, internet services for administration, salary lapses between grants, etc.

W. Greenville Residents

2013 PSCR

Salary of Director and Program Director, Business Manager, full grant support & above

2014

ECU

AGENT

ECU Faculty

Ecu

VSLC

Associates of Ecu faculty member

Advisory Board & Councilwomen

W. Greenville Residents

IGCC INC

East Carolina University
Considering the Evolution Represented in the Concept Maps

• What issues could you identify within these areas?
  – inclusiveness
  – participation
  – task sharing and reciprocity in public problem solving
  – equality of respect for the knowledge and experience
The LWG IGCC Partnership consists of:

- Residents of West Greenville and Beyond
- City of Greenville
- LWG IGCC
- ECU
  - OPSCR
  - ECU portion of the IGCC partnership
  - ECU Students, Faculty, Staff
- PCC
IGCC based on City MOU

ECU Portion: operate programs to meet community needs

City provide facilities via lease

ECU is VSLC with Director of VSLC and VC Student Affairs supervising Director of IGCC, Business Officer, Program Director, temporary office assistant, PCC is only a tenant, and IGCC Inc is only mentioned as 1/2 of Planning Team

ECU will coordinate Planning Team=5 ECU & 5 from IGCC Inc, team to provide consultation and advise re: issues & dev't of proposals, admin and service delivery

ECU provides programmatic assessment & evaluation services to all tenants

ECU provides semi annual service reports from all tenants to be a part of annual report generated by ECU

ECU coordinates funding possibilities and grant proposals for ECU and other tenants as appropriate

ECU provide assistance for Advisory Board who are LWG IGCC Inc, city, ECU, and community orgs such as Little Willie, PCC

Advisory Board recommend tenant & ECU choose, provide input on other issues to Planning Team

Velde PSCR & McCunney VSLC
Discussion

• For ECU-LWG-IGCC, which model best represents its current structure?
LWG IGCC History

• 2004, College of Human Ecology Dean Karla Hughes met with then Greenville Mayor Don Parrott and other city and East Carolina University officials to discuss the possibility of the college taking a role in the city’s plan to revitalize a 45-block area of the West Greenville community.

• 2006 initiative of faculty member in social work, her colleague and the Dean of College of Human Ecology, city purchased property.

• 2007 assessment of West Greenville identified the following priorities: improved academic performance of the children, reduction in crime, and coordinated community based approach.

• 2009 assessment identified several issues within partnership.

• 2011 health assessment revealed health disparities including diabetes, nephritis, HIV and lung cancer.

Velde PSCR & McCunney VSLC
LWG IGCC Examples

Direct economic support through institutional employment, purchasing, and resource sharing.

Velde PSCR & McCunney VSLS
LWG IGCC Examples

Human capital development through the education and training of students, staff, and community members.
Knowledge transfer, or the application of scholarship to promote external innovation.