

2018-2020 STRATEGIC PLAN



Campus Compact

North Carolina

NEW MISSION

North Carolina Campus Compact is a collaborative network of colleges and universities committed to educating students for civic and social responsibility, partnering with communities for positive change, and strengthening democracy. The NC Campus Compact state office fosters connections between campuses, shares best practice information and resources, recognizes outstanding work, and champions civic and community engagement in higher education.

North Carolina Campus Compact

www.nccampuscompact.org

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STRATEGY ONE

FOSTER CONNECTIONS BETWEEN CAMPUSES

PRIORITY ONE Create a statewide Advisory Board of civic engagement administrators that reflects member diversity (type and geography). This group will help direct and guide the work of the state office and provide feedback on programs and projects.

PRIORITY TWO Deepen connections between community engagement and other departments on campus.

PRIORITY THREE Enhance the professional development content of the bi-annual regional network gatherings to be more topical and relevant to key issues in the field.

STRATEGY TWO

SHARE BEST PRACTICE INFORMATION AND RESOURCES

PRIORITY ONE Upgrade and enhance the website. Streamline content and make it more easily navigable and mobile friendly.

PRIORITY TWO Continue to strengthen, enhance, and grow the professional development opportunities, including conferences, workshops, and trainings.

PRIORITY THREE Increase and improve social media engagement to include greater emphasis on member institution service-learning & community engagement activities.

PRIORITY FOUR Deepen focus on democratic engagement, especially election engagement.

STRATEGY THREE

RECOGNIZE OUTSTANDING WORK

PRIORITY ONE Develop a Community Partnership Award to acknowledge a campus-community partnership or collaboration that is deep, reciprocal, and transformational.

PRIORITY TWO Create an Engaged Campus Award to recognize institutions with an exemplary commitment to advancing the civic purposes of higher education.

Priority THREE Generate more media coverage for awards to let key stakeholders know about the outstanding engagement work happening on colleges and universities throughout the state.

STRATEGY FOUR

CHAMPION CIVIC AND COMMUNITY ENGAGEMENT IN HIGHER EDUCATION

PRIORITY ONE Continue to develop relationships and share information with “upper” administration (president and chief academic and student affairs officers) at member institutions to help them understand the value of civic and community engagement.

PRIORITY TWO Leverage Civic Action Plan process and outcomes to strengthen engagement at member institutions.

STRATEGY FIVE - INCREASE CONSTITUENT SUPPORT

SERVICE-LEARNING & COMMUNITY ENGAGEMENT FACULTY

- ❖ Provide grants for engaged research.
- ❖ Form collaborative research projects.
- ❖ Support and encourage campus leaders to recognize community engagement in the promotion and tenure process as well as in the faculty hiring process.

COMMUNITY PARTNERS

- ❖ Create a repository of tools and resources to assist campuses in building, assessing, and sustaining community partnerships.
- ❖ Create opportunities for community partner participation in professional development opportunities as speakers and co-educators.
- ❖ Adopt statewide standards of practice for effective community-campus partnerships.

SERVICE-LEARNING & COMMUNITY ENGAGEMENT STAFF & ADMINISTRATORS

- ❖ Increase relevant data and information sharing, including:
 - Service-learning & community engagement research
 - Statistics on civic/community engagement at institutions in NC
 - Innovative practices
- ❖ Form collaborative research groups that include staff.

STUDENTS

- ❖ Continue to promote connections among civically engaged students at diverse institutions.
- ❖ Develop opportunities for students to collaborate across campuses (e.g. disaster relief project, canned food collection drive, etc.)

THE PROCESS

This plan was generated by a Strategic Plan Advisory Committee through a series of meetings and video conferences between August 2017 and January 2018. Members were selected to represent types of campuses, geographical distribution, level of engagement, and length of service in the network (new and seasoned). The committee engaged in different activities and explored various questions to identify a new mission and strategic plan goals.

MISSION STATEMENT CREATION

To develop a mission statement, the committee engaged in the step-by-step process described in “Working as a Group to Define a Mission that Matters” created by NonProfit Hub. This format involves storytelling and exploration of:

1. Our Cause (Who? What? Where?)
2. Our Actions (What we do)
3. Our Impact (What changes for the better because we exist?)

The group compared their responses to the existing mission statement and determined that it was insufficient. The group worked together to craft a new statement.

S.W.O.T. ANALYSIS

The group completed an analysis of the strengths and weaknesses of North Carolina Campus Compact and the opportunities and threats that impact our work.

PROGRAM ASSESSMENT

The group completed an assessment of current programs and resources. We looked at what we are currently doing well within the buckets of work described in the new mission statement, what should we stop doing and how can we enhance what we are currently doing. After the analysis, the group prioritized ideas to enhance or improve the current offerings.

NEW IDEAS

The group brainstormed and prioritized new ideas, with special emphasis on ways to increase civic/community engagement amongst relevant constituents - faculty, community partners, administrators/staff, and students.

FEEDBACK

During the January 2018 regional network meetings, the broader network of member institutions will review and provide feedback.

APPROVAL

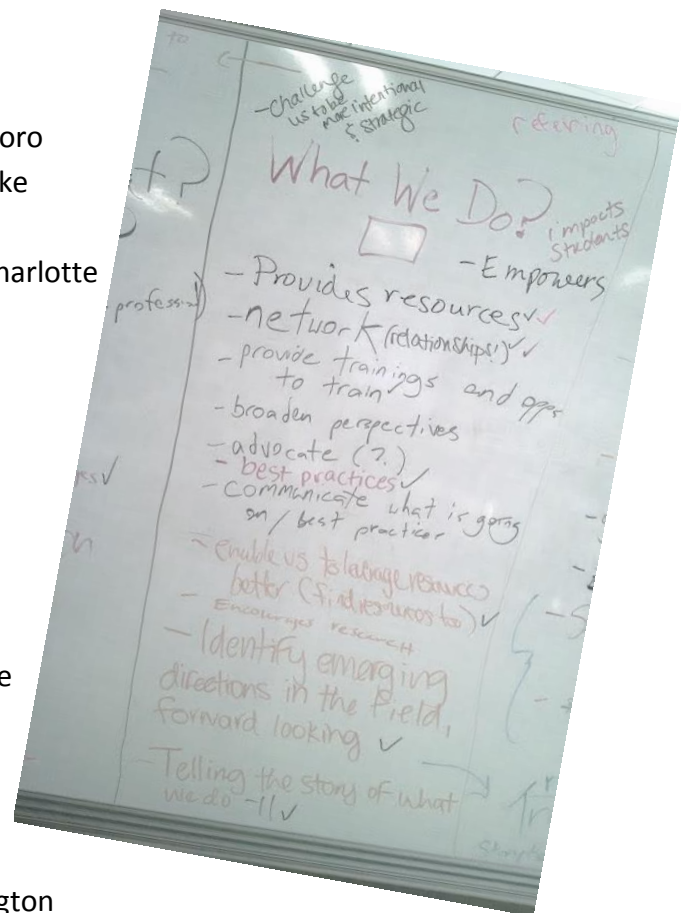
The North Carolina Campus Compact Executive Board will receive the plan for approval in February 2018.

ACKNOWLEDGEMENTS

Thank you to the civic and community engagement administrators, from our member institutions, who served on the Strategic Plan Advisory Committee. We truly appreciate their commitment and thoughtful engagement in the process.

STRATEGIC PLAN ADVISORY COMMITTEE

Dr. Maggie Commins, Queens University of Charlotte
Jennifer Cooper, Western Carolina University
Dr. Sherree Davis, Fayetteville State University
Bob Frigo, Elon University
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Dalton Hoffer, University of North Carolina at Pembroke
Kate Johnson, Appalachian State University
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Keisha Jones, Davidson County Community College
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Dr. Jaime Russell, University of North Carolina Wilmington
Dena Shonts, Central Piedmont Community College
Rev. Kelli Taylor, Methodist University
Charlotte Williams, Lenoir-Rhyne University



This image is a picture of the white board during one of the August brainstorming sessions.

STRENGTHS

We will continue to build upon these core assets and capabilities to meet our mission.

NC CAMPUS COMPACT...

HAS A STRONG REPUTATION AND CREDIBILITY



HAS THE ABILITY TO LEVERAGE AND PROVIDE RESOURCES TO MEMBER INSTITUTIONS



PROVIDES HIGH QUALITY, DIVERSE PROFESSIONAL DEVELOPMENT AND NETWORKING OPPORTUNITIES



PROMOTES INCLUSION OF DIVERSE INSTITUTIONAL TYPES



EMPOWERS CIVIC AND COMMUNITY ENGAGEMENT ADMINISTRATORS



BRINGS VISIBILITY/RECOGNITION TO SERVICE-LEARNING & COMMUNITY ENGAGEMENT PRACTITIONERS AND SCHOOLS THROUGH AWARDS



PRODUCES EFFECTIVE COMMUNICATIONS (E.G. SOCIAL MEDIA, NEWSLETTERS)



GENERATES HIGH ENGAGEMENT LEVELS FROM MEMBER CONSTITUENTS (PRESIDENTS, FACULTY, STAFF, STUDENTS)



FOSTERS A STRONG, COLLABORATIVE SPIRIT AMONGST MEMBER INSTITUTIONS



STAYS ON THE CUTTING EDGE



ADVANCES THE SERVICE LEARNING, COMMUNITY ENGAGEMENT FIELD



RETAINS COMMITTED, PASSIONATE, KNOWLEDGEABLE STAFF