

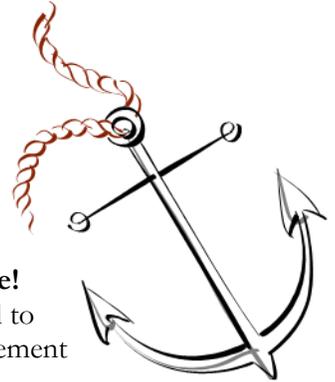


North Carolina | Campus Compact

# 2011 Civic Engagement Institute

**A Deep Commitment to Our Communities:  
Anchor Institutions, Engagement and Collaboration**

**February 8, 2011**



North Campus Compact welcomes you to the fifth **Civic Engagement Institute!** We are pleased you have gathered with colleagues from across the state, and look forward to an intensive day exploring how campuses can deepen community partnerships and engagement by considering best practices of and collaboration with anchor institutions.

We welcome featured speakers, Dr. David Maurrasse, President and Founder of Marga Incorporated; Hillary Kane, Director of the Philadelphia Higher Education Network for Neighborhood Development (PHENND); and Dr. Cathy Burack, Senior Fellow for Higher Education at the Center for Youth and Communities (CYC) in the Heller School for Social Policy and Management at Brandeis University. Today includes workshops by your North Carolina colleagues featuring outstanding single and multi-campus partnerships with the community. Hillary Kane brings examples from her over ten years working with PHENND's campuses. Dr. Burack will facilitate an afternoon plenary focused on assessing the impact of your campus partnerships. Dr. Maurrasse opens our Institute with best practices of anchor institutions, and closes our day by challenging us to implement them. Welcome!

## Objectives of the 2011 Institute

- ◆ Be introduced to an operating definition of anchor institutions
- ◆ Gain multiple perspectives of anchor institutions, as well as best practices and models, particularly those related to higher education institutions
- ◆ Assess current campus anchor and engagement initiatives
- ◆ Build communication strategies to encourage collaboration on campus as well as with other local campuses to address the most pressing, local challenges
- ◆ Connect with and learn from like-minded staff and faculty
- ◆ Set concrete goals that will develop campus-wide engagement with the community

For resources that will deepen your understanding of anchor institutions, visit:  
<http://org.elon.edu/nccc/events/CEI2011.html>.

***Mark your Calendars!***

NC Campus Compact will celebrate our 10th Anniversary beginning in October 2011. Stay posted to [www.nccampuscompact.org](http://www.nccampuscompact.org) for the list of events.

# FEATURED SPEAKERS

## David Maurrasse



**Dr. Maurrasse** is the President and Founder of Marga Incorporated, a consulting firm providing advice and research to strengthen philanthropy and innovative cross-sector partnerships to address some of today's most pressing social concerns. Marga's tools for institutional and personal development have included *Your University & Your Community: An Assessment Tool & Workbook to Improve Partnerships* and *Your Giving* which assists philanthropists in matching personal interests with social goals and needs. Marga works nationally and globally, and clients have included various institutions of higher education, foundations, corporations, government agencies, and community-based organizations.

Since 2000, Dr. Maurrasse has been on the Faculty at Columbia University's School of International and Public Affairs, currently serving as an Adjunct Associate Professor in the School and Strategic Advisor to the University's Earth Institute. Prior to Columbia University, Dr. Maurrasse was an Assistant Professor at Yale University (1995 - 2000), and a Senior Program Advisor at the Rockefeller Foundation (1998 - 2000), where he managed a portfolio on community building and an initiative to further higher education/community partnerships.

In 2001, Dr. Maurrasse laid the groundwork for his ideas about the role of partnerships in improving society with *Beyond the Campus: How Colleges and Universities Form Partnerships with Their Communities*. Among his other publications are *Listening to Harlem: Gentrification, Community and Business* (2006) and *A Future for Everyone: Innovative Social Responsibility and Community Partnerships* (2004).

Dr. Maurrasse graduated from the University of Michigan. He received a Ph.D. in sociology from Northwestern University. He currently serves as a Trustee of Bucknell University.

## Hillary Kane



**Ms. Kane** is the Director for the Philadelphia Higher Education Network for Neighborhood Development (PHENND), a consortium of 32 institutions of higher education in the Greater Philadelphia region that seeks to help campuses connect to their communities through mutually beneficial service and service-learning partnerships. Since Ms. Kane joined PHENND in 1999, the organization has increased its membership, developed new multi-university programs and partnerships, and become a leader in the field of service-learning.

Ms. Kane is a graduate of the University of Pennsylvania where she received a Bachelor of Arts in Urban Studies. Ms. Kane serves as a Co-Chair of the Pennsylvania K-12 Learn & Serve Advisory Board and on the Executive Board of the Penn State Cooperative Extension for Philadelphia County. She is also on the Local Advisory Board of LIFT's Philadelphia office.

## Cathy Burack



**Dr. Burack** is a Senior Fellow for Higher Education at the Center for Youth and Communities (CYC) in the Heller School for Social Policy and Management at Brandeis University. Prior to coming to Brandeis, she was the Associate Director of the New England Resource Center for Higher Education (NERCHE).

For the past eighteen years Dr. Burack has focused on ways faculty, students and administrators can work together to fulfill the civic missions of their colleges and universities. This focus has been on two interrelated areas: access to higher education, especially by students who are among the first in their families to attend; and the ways in which colleges and universities engage with their communities.

Dr. Burack works with colleges and universities to use evaluation to both "prove" and "improve" their programs. She has conducted evaluations of campus-based change initiatives including conducting a national evaluation of institutional support for service-learning, developing measures of student success, helping to set up the Corporation for National and Community Service Learn and Serve America LASSIE data collection system, and conducting multi-site evaluations on campus-wide change initiatives. Cathy is currently co-Principal Investigator for the evaluation of the Jack Kent Cooke Foundation Community College Transfer Initiative.

Dr. Burack is a member of the National Review Board for the Scholarship of Engagement, a Campus Compact Engaged Scholar, and a member of the Advisory Board for the UMass Amherst Masters track in Service-Learning and Engagement. She started and facilitated the NERCHE Multicultural Affairs Directors Think Tank for directors at colleges and universities throughout New England, and directed "Reversing the Telescope: Community Development from Within," which focused on the civic microcosm within the university community. Cathy holds a Bachelors in Psychology from the University of Rochester, and a Doctorate in Administration, Planning and Social Policy from Harvard University.

# PLENARY SESSIONS

All Plenary Sessions will take place in McKinnon Hall in the Moseley Center, Elon's Student Center.

## **How Colleges and Universities Form Partnerships With Their Communities: Deepening our Engagement**

**9:30 a.m.-10:20 a.m.**

Dr. David Maurrasse, Marga Incorporated

Learn about anchor institutions, their influence in the local community and how your institution is implementing related best practices.

## **Collaboration Among Anchors: Maximizing Your Impact**

**12:45 p.m. - 1:20 p.m.**

Hillary Kane, PHENND

In 1987, four campuses, led by the University of Pennsylvania, founded the Philadelphia Higher Education Network for Neighborhood Development (PHENND). Since that time, PHENND has blossomed into a dynamic network of 35+ institutions of higher education (IHEs) focusing on campus-community partnership specifically as it relates to Philadelphia and its surrounding communities. Using PHENND as model, Director Hillary Kane will talk about how IHEs can collaborate, as well as the benefits and challenges for both the institutions and the community at large.

## **Assessing the Impact: Working Toward the Optimum Relationship Between Your Institution and Your Community**

**3:00 p.m. - 4:00 p.m.**

Dr. Cathy Burack, Brandeis University

Community-building efforts typically call for new ways of thinking and new ways of doing among individuals, organizations, and communities, often demanding complex change to implement ideas and processes. The CYC/CPF MANAGING COMPLEX CHANGE MATRIX assists communities in managing the change process. Dr. Burack will help campus teams develop a comprehensive strategy for engagement as they work through the Matrix, assessing institutional supports for community engagement, and identifying institutional strengths and challenges in the change process.

## **Where Do We Go From Here?**

**4:00 p.m. - 4:30 p.m.**

Dr. David Maurrasse, Marga Incorporated

Dr. Maurrasse summarizes key points shared throughout the Institute, challenging our campuses to deep engagement that is responsive to genuine community needs, incorporates the entire campus, recognizes the reciprocal nature of community relationships, and reflects the institution's commitment to anchoring their community.

### *Special thanks to...*

All workshop presenters; speakers and special guests, especially Dr. David Maurrasse, Hillary Kane and Dr. Cathy Burack; Elon University including Student Life, Moseley Center; Moving & Set-Up, Catering, Media Services and Environmental Services; and Scott Muthersbaugh, photographer.

**The Transformative Power of Partnerships**

McKinnon F

*Duke University*

Launched in 1996, the Duke-Durham Neighborhood Partnership (DDNP) is an ongoing collaboration among a variety of groups within the twelve neighborhoods closest to the Duke campus. The DDNP utilizes the resources of the university, local businesses and community associations to address needs identified by community members. Using the DDNP as a case study, this workshop will explore the joys and challenges of creating and sustaining a successful university and community partnership.

**The Dillsboro Project: Creating a Campus-Community Partnership for Small Town Revitalization**

Moseley 215

*Western Carolina University*

Western Carolina University faculty, staff and students representing a wide variety of disciplines have logged more than 3000 volunteer hours in one year in an economic revitalization effort in Dillsboro, NC. Hear how leaders nurtured the town-gown relationship, coordinated a community-based partnership committee, identified and realized immediate objectives, and are now focusing on a longer-term strategic plan with a wider regional focus. Key engagement communication considerations, including conflict resolution, will also be highlighted.

**3 Institutions, 2 Grantees, 1 Cause. The YMCA Black and Latino Achievers Leadership and Mentoring Program**

McCoy/Oaks 201

*Center for Creative Leadership & UNC Greensboro*

The YMCA, the Center for Creative Leadership, and the University of North Carolina at Greensboro formed a synergistic alliance that addresses juvenile delinquency through a federally funded leader development and service initiative. The Young Achievers collaboration enhanced each partner's ability to develop civic-minded students and community members; it also strengthened the Greater Greensboro area's leadership capacity. Presenters will explore the effects of integrating leadership development and service-learning within a complex partnership.

**South Park-East Raleigh Oral History Project**

McCoy/Oaks 212

*NC State University*

The South Park-East Raleigh Oral History project collected audio and visual data to document the community's cultural values and preserve historic neighborhood characteristics. NC State faculty from both the College of Design and the Linguistics program will describe their individual and collaborative efforts toward engagement-oriented research. They will discuss a range of visual products intended to simultaneously articulate and critically model the community's vision of physical spaces and subjectivities.

**The University as Community Partner**

McCoy/Oaks 207

*PHENND*

Drawing heavily from Penn's Anchor Institutions Toolkit and the recent publication, *The Road Half Traveled: University Engagement at a Crossroads*, this presentation will cover a broad overview of the ways in which institutions of higher education can affect community change beyond academic routes. Areas such as business services, human resources, purchasing, real estate, and community relations will be considered.

**GIVE US YOUR FEEDBACK**

Within one week of the Institute you will receive an e-mail with a link to a brief online evaluation inviting your feedback on the overall conference. We thank you in advance for your participation.

**Giving a “VOICE” to the Voiceless: Building a Community with a Youth-Staff Inner-City Newspaper**

Moseley 216

*UNC Chapel Hill*

UNC Chapel Hill and NC Central have partnered with city government and the inner-city’s African-American and Latino leadership to launch Northeast Central Durham Community *VOICE*, a youth-staffed community newspaper and website for a troubled 300-block neighborhood known to the police department as “the Bull’s Eye” because of the area’s high incidence of crimes. *VOICE* now has a home base where local teen journalists are mentored by African-American college students as well as mostly white journalism students. *VOICE* serves as a living classroom, a vehicle for positive and productive change, a bridge to higher education and a real step toward career building. Ours is a compelling – and replicable – story of community journalism in the trenches.

**Project Colleague**

Moseley 217

*Brandeis University*

Project Colleague brought together highly respected faculty experienced in community engaged scholarship to identify the elements of their success. This session will describe a workshop, *Swinging Doors: Making Community/ College Partnerships*, that shares those elements and best practices to strengthen both community and faculty members as they undertake and sustain successful partnerships.

**The Elon Academy: A University-Community Partnership to Address College Access and Success**

McKinnon F

*Elon University*

The Elon Academy, a college-access and success program developed in collaboration with Alamance-Burlington School System and multiple departments across Elon’s campus, has been foundational in furthering our partnerships with all high schools, particularly Cummings High School; increasing student motivation for civic work; enhancing the scholarship of university faculty; and expanding the impact of Elon Academy to students beyond the original target populations. Come learn ideas for your campus’ success initiatives!

**Campus to Campus to Community: Collaborating with Higher Education Partners to Address Community Needs**

Moseley 215

*UNC Charlotte & Central Piedmont Community College*

When Charlotte ranked 39<sup>th</sup> out of 40 communities for inter-racial trust in Robert Putnam’s 2001 nationwide social capital survey, the character and values of this “New South” city were challenged. How would the community and higher educational institutions respond? In this session, see how a community-based collaboration, Crossroads Charlotte, has coordinated the engagement efforts of Central Piedmont Community College and UNC Charlotte around the goals of building racial trust and increasing social capital.

**From Discrete Engagement Practices to an Institutional Engaged Agenda: The Practice & Process**

McCoy/Oaks 201

*UNC Greensboro*

The engagement movement within higher education has evolved well beyond debates of what does or does not constitute service-learning and now encompasses examination of how to operationalize the indicators of “the engaged campus.” This interactive session will focus on how we might shift focus from discrete activities to broader institutional agendas for civic engagement, and the processes to co-construct with all stakeholders.

**Raleigh Colleges and Community Collaborative: A Bill and Melinda Gates Foundation Partnership for Post Secondary Success**

McCoy/Oaks 212

*Meredith College, NC State University, Peace College, Saint Augustine's College & Wake Technical C.C.*

In November 2010 Raleigh was selected to participate in Partnerships for Post Secondary Success, a 3-year demonstration project funded by the Bill & Melinda Gates Foundation. The project goal is to double the number of low-income youth in Raleigh who earn a postsecondary credential and living wage employment. This workshop will briefly describe the Raleigh collaborative and the reflective planning process being led by MDC, a Chapel Hill nonprofit dedicated to improving educational and economic opportunities in communities across the nation. Partners from participating institutions will briefly share their experiences in the collaborative and answer questions.

**Communication: The Glue that Holds the Network Together**

McCoy/Oaks 207

*PHENND*

So, what makes a network work? Borrowing from social network theory and community organizing, PHENND Director Hillary Kane will share the methods and strategies PHENND uses to keep the network growing and thriving. Although developed for a loose and decentralized network of IHEs, these strategies can also be useful for individual practitioners of campus-community partnerships trying to bring together multiple constituencies to achieve a common mission. Electronic and human forms of communication will be discussed.

**UNC Statewide Access Initiatives and Partnerships**

Moseley 216

*UNC General Administration*

In the current economic environment, partnerships and collaboration are key when implementing access and pre-college programming for students across North Carolina. This session will share how UNC partners with other entities to make the pursuit and attainment of a postsecondary education a realistic option for all NC students.

**Community Engagement as Catalyst for Community Change**

Moseley 217

*Wake Forest University*

Community engagement efforts of undergraduate and graduate students serve as catalysts for sustainable community change. Three examples will be discussed: Wake Forest – Northwest Middle School Partnership integrates undergraduate service learning into the curriculum of an underperforming middle school; The Symposium on Citizenship, an innovative pedagogical exercise and engaging forum, connects students, faculty, and community members, encouraging academic and creative thinking about issues related to citizenship; and the Community Law & Business Clinic serves local community development needs while providing clinical training opportunities to law, business and divinity students.

**Support for the Newcomer: Guilford College's Service Programs for Immigrants and Refugees**

Belk 206

*Guilford College*

For over 15 years, Guilford College's Bonner Center for Community Learning has served Greensboro's immigrant and refugee communities through its committed service sites. This presentation will cover Guilford's history of involvement, the challenges and rewards of developing sustainable partnerships in immigrant/refugee communities and plans for future partnerships and programming.

## WORKSHOP PRESENTER INFORMATION

**Kermit Bailey** is Associate Professor in the Graphic Design Department at North Carolina State University.

**Alessandra Beasley Von Burg**, Ph.D., is Assistant Professor in the Department of Communication at Wake Forest University.

**Molly Bonnett** is the Volunteer Program Coordinator for Community Development at Central Piedmont Community College.

**Anne Boyle**, Ph.D., is a Professor in the Department of English at Wake Forest University.

**Kofi Boone**, MLA, is Assistant Professor in the Landscape Architecture Department at the College of Design at North Carolina State University.

**Carroll Brown**, Ph.D., is an Assistant Professor in the Hospitality and Tourism program at Western Carolina University.

**Myron Burney** is the Director for Academic and Student Affairs at UNC General Administration.

**Melissa Caperton** is the Director of GEAR UP North Carolina.

**Patti H. Clayton**, Ph.D., is a Visiting Scholar in the Office of Research and Economic Development at UNC Greensboro.

**Jennifer Cooper**, M.A., is Interim Director of the Center for Service Learning at Western Carolina University.

**Karrie Dixon**, Ph.D., is the Assistant Vice President for Academic and Student Affairs at UNC General Administration.

**Robin Dodsworth**, Ph.D., is Assistant Professor in the English Department at North Carolina State University.

**Sean Eno**, MLA, is Adjunct Faculty member in the Landscape Architecture Department at North Carolina State University.

**Betty Farmer**, Ph.D., is a Professor in the Department of Communication at Western Carolina University.

**Lauren Gray** is a senior majoring in Communications with a concentration in Public Relations at Western Carolina University.

**Danny Green**, D.M.A., is Associate Vice President for Enrollment Management at Meredith College.

**Cathy H. Hamilton**, Ph.D., is the director of the Office of Leadership and Service-Learning at UNC Greensboro.

**Orlando E. Hankins**, Ph.D., is the Assistant Vice President for Academic Affairs at Saint Augustine's College.

**Susan Harden**, Ph.D., is the Crossroads Charlotte Coordinator at UNC Charlotte.

**Emily M. Janke**, Ph.D., is the Special Assistant for Community Engagement in the Office of Research and Economic Development at UNC Greensboro.

**Jock Lauterer** is a Lecturer in Journalism and Project Coordinator for the Carolina Community Media Project at UNC Chapel Hill.

**Deborah Thurlow Long**, Ed.D., is Professor of Education in the School of Education and Elon Academy Director at Elon University.

**David Malone**, Ph.D., is Associate Professor in the Program in Education and Faculty Director of the Duke University Service-Learning Program.

**Darris Means**, M.Ed., is Assistant Director of the Elon Academy at Elon University.

**Sam Miglarese**, Ph.D., is the Director of Community Engagement at Duke University.

**Sarah Miller**, M.A., is a Leadership Beyond Boundaries Design Specialist at the Center for Creative Leadership in Greensboro, NC.

**Mary Pearl Monnes** is the NC Campus Compact Americorps VISTA at Guilford College.

**Celen Pasalar**, Ph.D., is Assistant Dean for Research and Extension and Associate Professor at North Carolina State University.

**Jose Picart**, Ph.D., is the Vice Provost for Diversity and Inclusion at North Carolina State University.

**John W. Saporilas** is the Dean of Admissions & Outreach at Wake Technical Community College.

**Mary Alice Scott**, Ph.D., is Research Associate for the Elon Academy at Elon University.

**James Shields** is the Director of the Bonner Center for Community Learning at Guilford College.

**Mary Van Matre** is the Registrar at Peace College.

**Steven Virgil**, J.D., is an Associate Clinical Professor at Wake Forest University School of Law.

**Walt Wolfram**, Ph.D., is William C. Friday Distinguished Professor in the English Department at North Carolina State University.

**Preston Yarborough**, Ph.D., is Assistant Director of Leadership in the Office of Leadership and Service-Learning at UNC Greensboro.

# 2011 Civic Engagement Institute

## SCHEDULE

All plenary sessions are in McKinnon Hall in Moseley. Workshop locations listed inside.



North Carolina | Campus Compact

- 8:30-9:30**      **Registration**
- 9:30-10:20**      **Opening Session**
- Welcome**  
                    Dr. Lisa Keyne, Executive Director, NC Campus Compact
- Plenary Address**  
                    Dr. David Maurrasse, Marga Incorporated  
                    *How Colleges and Universities Form Partnerships with their  
                    Communities: Deepening our Engagement*
- 10:30-11:45**      **Workshop Session #1**
- 12:00-12:45**      **Team Lunch**
- 12:45-1:20**      **Plenary Address**  
                    Hillary Kane, PHENND  
                    *Collaboration Among Anchors: Maximizing your Impact*
- 1:30-2:45**      **Workshop Session #2**
- 2:45-3:00**      **Dessert Break**
- 3:00-4:00**      **Plenary Address**  
                    Dr. Cathy Burack, Brandeis University  
                    *Assessing the Impact: Working Toward the Optimum Relationship  
                    Between your Institution and Community*
- 4:00-4:30**      **Closing Session**  
                    Dr. David Maurrasse, Marga Incorporated  
                    *Where Do We Go From Here?*

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Executive Director

Leslie A. Garvin  
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empowering students  
&  
impacting  
communities

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