



Campus Compact

North Carolina

CIVIC ACTION PLANNING 2016

Introductions

- Your name, role(s), and institution

Reflection

Action Statement Planning Session

- Action Statement Commitments Overview
- Framing ideas—asset-based work
- Civic Action Plan Components
- Planning to plan
- Leading successful change
- Next steps, and resources

The existence of your neighbor's pain is not dependent upon your belief in it. And we cannot improve a situation that we don't acknowledge. Learning from patterns is both basic and critical to the progress of human "civilization."

- Jesse Williams (actor & activist)
CNN essay

30th Anniversary Action Statement Process

- Reflection on the 30th anniversary of Campus Compact
- To put into practice the principles of the President's Declaration on the Civic Responsibility of Higher Education (1999)
- Collaborative process: spring/summer 2015 writing
- Final draft approved by Campus Compact board in October
- Released in November
- Affirmed March 20, 2016 at the Summit of Presidents
- Over 400 signatories to date

North Carolina Action Statement Process

- PACE, February 2015 – closing session discussion
- Review by veteran CEAs – March 2015
- Submitted to Executive Board – March 2015
- Feedback from all member Presidents – March – April 2015
- Submitted to Executive Board – May 2015
- Submitted list of 8 top commitments to national Campus Compact – June 2015

CONTEXT FOR THE ACTION STATEMENT

- Recognizes the infrastructure for engagement that has been built nationally
- Recognizes that the challenges of the context for our work have grown: political polarization and growing inequality
- Recognizes the responsibility of presidents/chancellors to redouble efforts to ensure that teaching, research, and institutional action is in service to the public good
- Calls for commitment to collaboration to accelerate the pace of change

ACTION STATEMENT COMMITMENTS

We empower our students, faculty, staff, and community partners to co-create mutually respectful partnerships in pursuit of a just, equitable, and sustainable future for communities beyond the campus—nearby and around the world.

We prepare our students for lives of engaged citizenship, with the motivation and capacity to deliberate, act, and lead in pursuit of the public good.

We embrace our responsibilities as place based institutions, contributing to the health and strength of our communities—economically, socially, environmentally, educationally, and politically.

We harness the capacity of our institutions—through research, teaching, partnerships, and institutional practice—to challenge the prevailing social and economic inequalities that threaten our democratic future.

We foster an environment that consistently affirms the centrality of the public purposes of higher education by setting high expectations for members of the campus community to contribute to their achievement.

ACTION STATEMENT COMMITMENTS

Plans will demonstrate how your institution will broaden and deepen its work in realizing the five commitments from the Action Statement.

DISCUSSION:

- What do you find inspiring in the statement?
- What would you add?

ASSET PERSPECTIVE

We all have deficits & assets.

Hands = practical skills

Heart = things you know
about and know how to do





What's wrong with this picture?



What are the existing assets at your institution
related to community engagement?

RESOURCES: Asset-Focused Work

Asset-Based Community Development Institute at Northwestern University – writing, research, and tools www.abcdinstitute.org/

Asset-Based Community Engagement in Higher Education from Minnesota Campus Compact www.mncampuscompact.org/abcd

Community Impact Statement – questions for potential partners www.compact.org/wp-content/uploads/2009/04/gust-jordan.pdf

“The Danger of a Single Story” by Chimamanda Ngozi Adichie http://www.ted.com/talks/chimamanda_adichie_the_danger_of_a_single_story?language=en (great discussion prompt)

The Power of Asset Mapping by Luther K. Snow (Alban Institute, 2004)

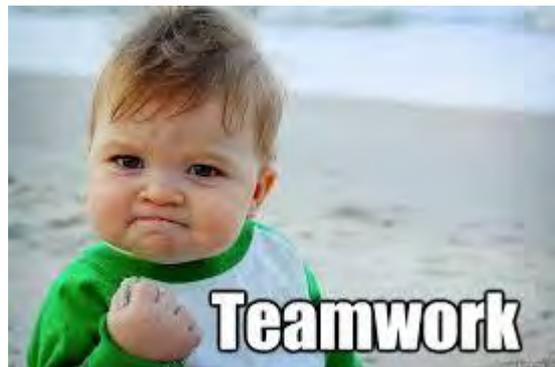
DEFINING COMMUNITY ENGAGEMENT

Carnegie Foundation for the Advancement of Teaching and Learning:

Community engagement describes 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.

The purpose of community engagement is the partnership of college and university knowledge and resources with those of the public and private sectors to enrich scholarship, research, and creative activity; enhance curriculum, teaching and learning; prepare educated, engaged citizens; strengthen democratic values and civic responsibility; address critical societal issues; and contribute to the public good.

Campus Civic Action Plans: Go Bold Together!



CIVIC ACTION PLANS MAY ...

- Emphasize improving existing efforts or launching new initiatives. The emphasis should follow from the context and goals of the institution.
- Emphasize sustainable change, primarily through lasting capacity and changing systems, policies, and culture.

GREAT CIVIC ACTION PLANS WILL...

- Support systems, policy, and culture change—creating an engaged campus
- Be grounded in place, context, and institutional goals
- Engage people beyond the usual suspects
- Push beyond existing limits
- Take an integrated approach to engaged teaching, scholarship, partnerships, and institutional action

ACTION STAR

Before acting (or before defining your actions), consider:

Power - Where is power held (structural, financial, political influence/control to make decisions)?

History - What has already been done? What succeeded? can we build upon?

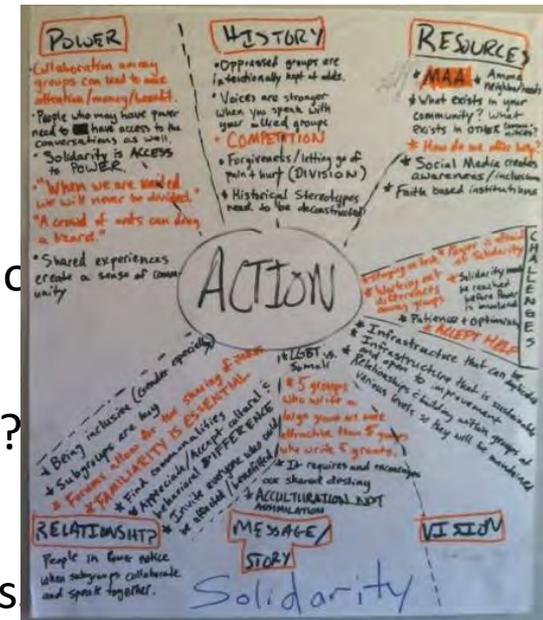
Resources - What resources do we need to address the issue (space, skills, etc.)?

Relationships - Who needs to be at the table? What relationships do we have or need to develop?

Message/Story - What are the institutional narratives and community narratives about the issue? What is our change narrative?

Vision – What is the vision we are trying to create?

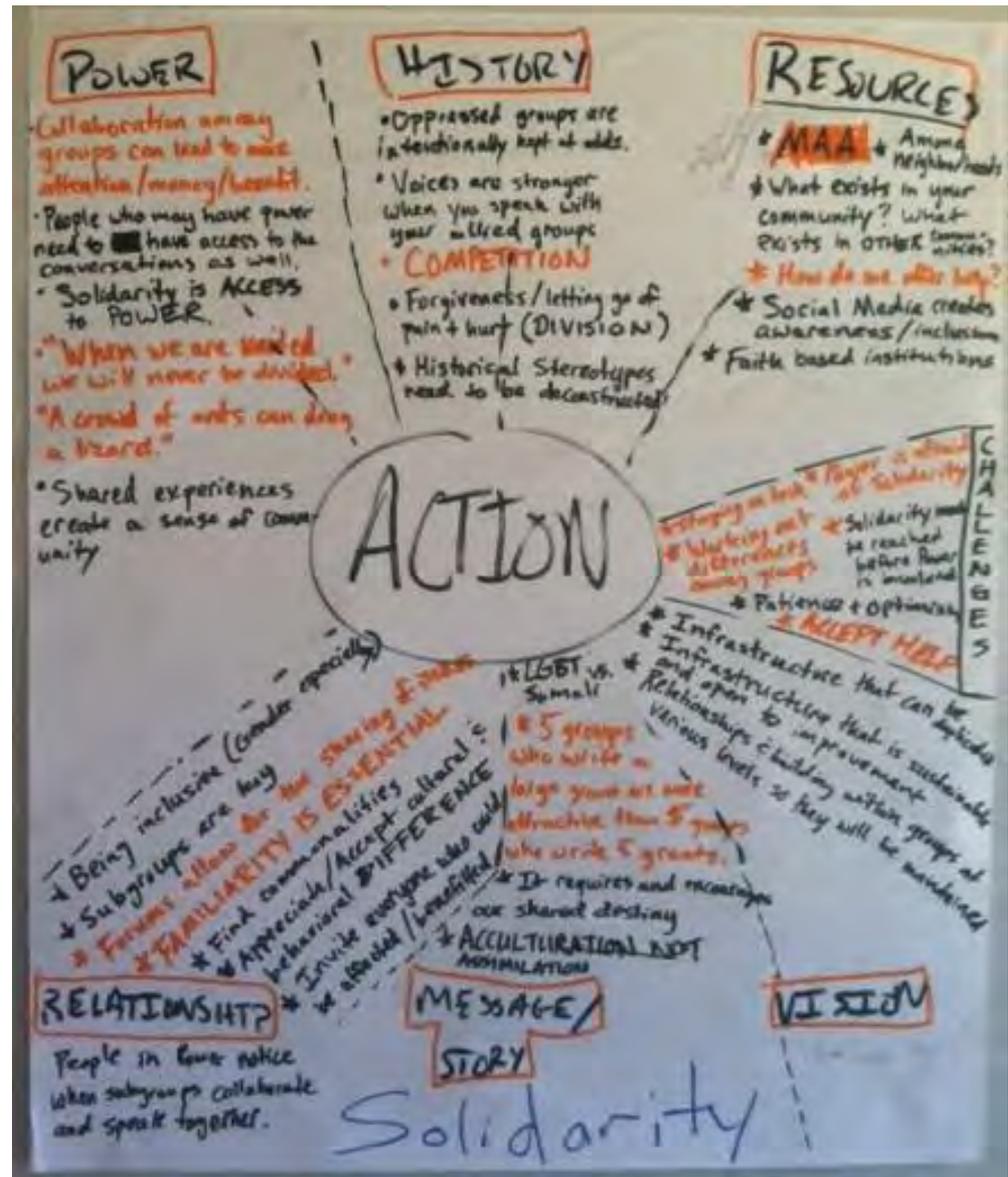
Challenges – What challenges do you anticipate?



developed by
Autumn Brown

ACTION STAR

developed by
Autumn Brown



Civic Action Plan Components/Elements

- **Plan rationale:** context, relationships, mission
- **Institutional baseline:** assets, data, benchmarking
- **Campus team:** perspective, power, and persistence
- **Outcomes:** tied to commitments; transformational
- **Strategic approach:** the mechanics
- **Timeline and accountability**
- **Collective action:** accelerating change

PLANNING TO PLAN

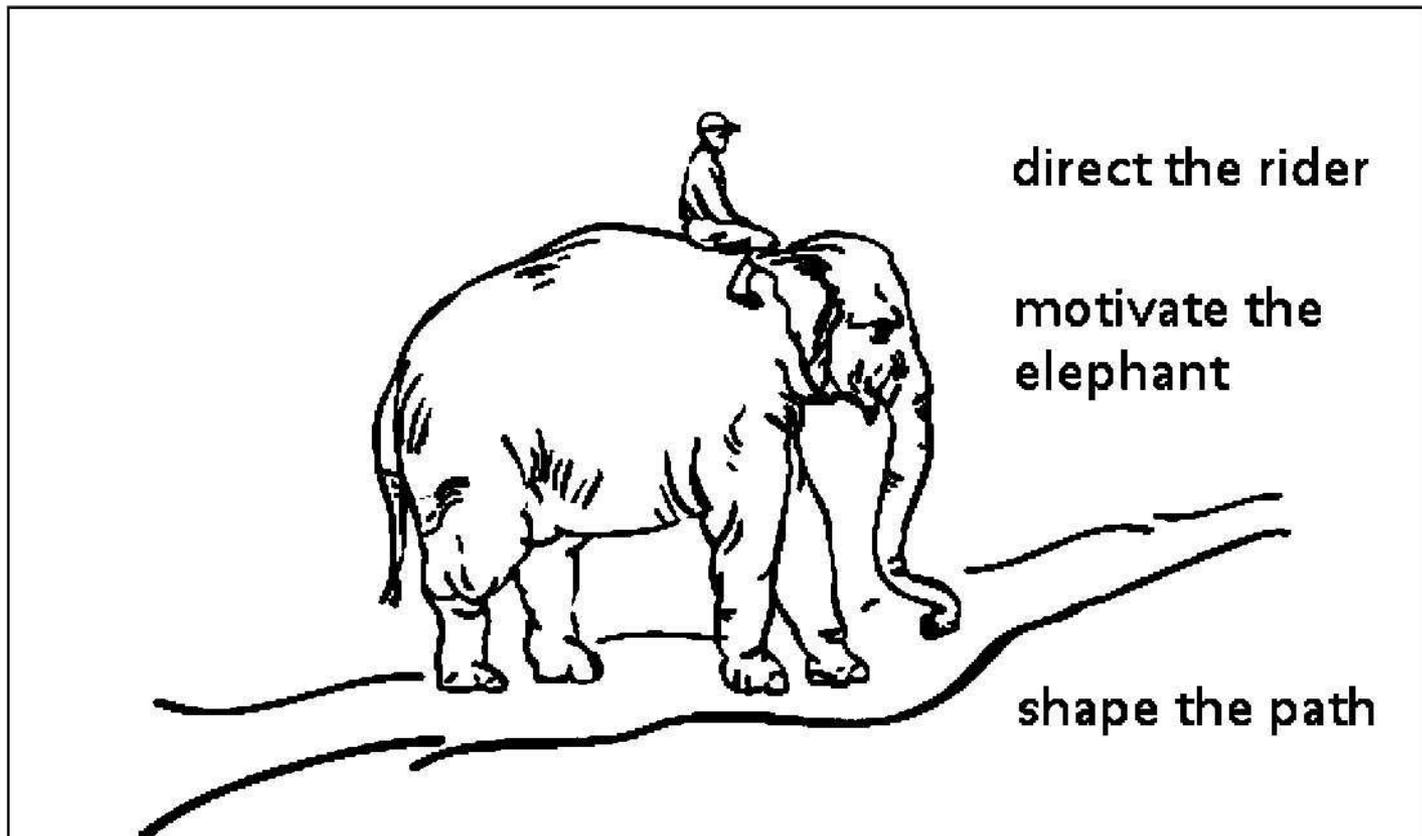
- Plan Rationale Q1: In the context of your institution...why do the principles embedded in the action statement matter to you now?
- Plan Rationale Q3: How is your institution's commitment reflected in existing documents, such as mission statement and strategic plan?
- Institutional Baseline Q2: How are the five action statement commitments currently being addressed on your campus?
- Institutional Baseline Q3: What existing data do you have that may allow you to create benchmarks in relation to the five commitments?

PLANNING TO PLAN

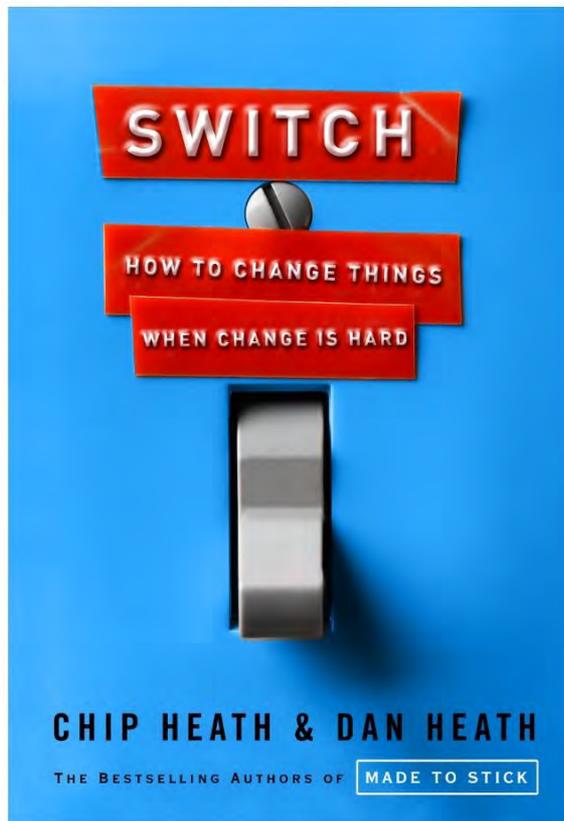
- Campus Team Q1: Who/what will give your team the necessary perspectives, persistence, and power to make lasting change?
- Who else beyond the team needs to be involved?
- What would help make planning (or the plan) valuable for your institution, students, and/or communities?

- See Action Plan Template

LEADING SUCCESSFUL CHANGE: THE ELEPHANT, THE RIDER, AND THE PATH

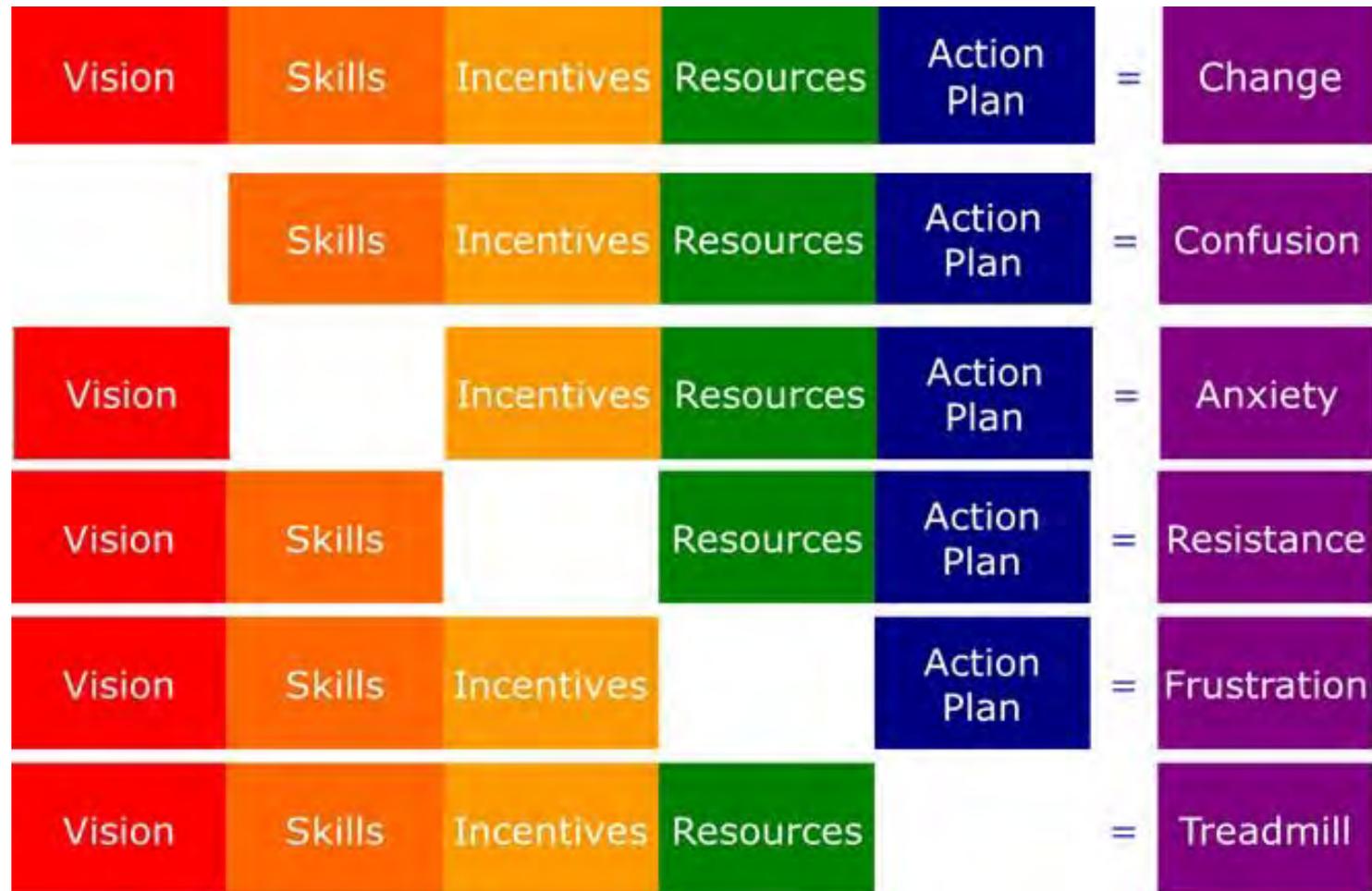


3 SURPRISES ABOUT CHANGE



- Direct the rider: What looks like resistance is often a lack of clarity.
- Motivate the elephant: What looks like laziness is often exhaustion.
- Shape the path: What looks like a people problem is often a situation problem.

MANAGING COMPLEX CHANGE (Knoster)



PROCESS CONSIDERATIONS

adapted from the *Chronicle's* "How Do You Create a Diversity Agenda?"

- Take ownership.
- Involve the entire faculty, not just the usual suspects.
- Engage students and community members.
- Have the tough conversations.
- Hold people accountable.

RESOURCES: National Campus Compact

- **Online knowledge hubs** (launched this summer—an opportunity to contribute/curate as well as benefit)

<http://compact.org/knowledge-hubs/>

- **Planning institutes** (three in-person events, no charge for team coordinator from any member campus)
- **Technical assistance** and/or **virtual communities of practice** (primarily for team coordinators, following the institutes)
- **National campaigns to accelerate change** (will emerge from campus priorities)

Thank you!

Please consider North Carolina Campus Compact a resource too:

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www.nccampuscompact.org

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www.facebook.com/nccampuscompact