

2014

# Bridging Opportunities in Human Health Services


The Grace E. Harris Leadership Institute at Virginia Commonwealth University  
*Virginia Commonwealth University*, [gehli@vcu.edu](mailto:gehli@vcu.edu)

Tim Gibbs  
*Virginia Commonwealth University*

Jessica S. Hill  
*Virginia Commonwealth University*

*See next page for additional authors*

Follow this and additional works at: [http://scholarscompass.vcu.edu/wilder\\_pubs](http://scholarscompass.vcu.edu/wilder_pubs)

 Part of the [Arts and Humanities Commons](#), and the [Social and Behavioral Sciences Commons](#)

---

Downloaded from

[http://scholarscompass.vcu.edu/wilder\\_pubs/15](http://scholarscompass.vcu.edu/wilder_pubs/15)

This Research Report is brought to you for free and open access by the L. Douglas Wilder School of Government and Public Affairs at VCU Scholars Compass. It has been accepted for inclusion in L. Douglas Wilder School of Government and Public Affairs Publications by an authorized administrator of VCU Scholars Compass. For more information, please contact [libcompass@vcu.edu](mailto:libcompass@vcu.edu).

---

**Authors**

The Grace E. Harris Leadership Institute at Virginia Commonwealth University, Tim Gibbs, Jessica S. Hill, David Holland, Valerie Holton, Antoinette Light, and Stephanie Tignor

## **Campus to Community- Bridging Opportunities in Human Health Services**

### **TEAM MEMBERS**

Timothy Gibbs, Director, Information Technology, Children's Hospital of Richmond at VCU  
Jessica Hill, Director of Human Resources, Office of Learning Innovation and Student Success  
David Holland, Director of Grant Coordination and Entrepreneurship, School of the Arts  
Valerie Holton, Director of Community-Engaged Research, Division of Community Engagement  
Antoinette Light, HR Service Line Director, VCU Health Systems, Human Resources  
Stephanie Tignor, Director of Education Abroad, Global Education Office

*Project Sponsor: Lynn Pelco, Associate Vice Provost, Division of Community Engagement*

### **PROJECT ABSTRACT**

The Campus to Community project aims to develop facilitated, in-depth site visits for VCU faculty and staff interested in exploring human health services opportunities in the Richmond community. The site visit experience will provide exposure to various community organizations specializing in human health, essentially creating a "bridge" between VCU's campus and these facilities. This initiative is intended to motivate employees to action within the Richmond community by enabling them to observe first-hand the services that these organizations provide, learn more about the organizations' missions, and engage in meaningful interactions with representatives on site. Likewise, it will allow Richmond community organizations to discuss unique needs and opportunities for partnerships with VCU.

### **QUEST FOR DISTINCTION**

This project aligns closely with VCU Quest for Distinction themes III and IV in that it will create service opportunities aimed at improving human health. This will be achieved by linking faculty and staff who have a combined interest in human health/community engagement with community partners in need of support. These opportunities will reinforce VCU's commitment to community engagement as a means of providing high quality learning experiences and advancing excellence in research. Partnerships between VCU and the Richmond community will very likely lead to more community engaged teaching, research, and service learning opportunities that could potentially result in enhanced scholarship.

While this project is the framework for what could become a solid structure establishing valuable partnerships in the community, the long-term goal is that it will address other areas of Quest. Fully implemented, this project will help to attract and retain faculty, prepare students for civic engagement through service learning, and encourage research partnerships to support VCU's focus on improving human health.

### **PROJECT GOALS**

- Provide in-depth exposure and increased community engagement opportunities in human health services.
- Facilitate partnerships between VCU faculty/staff and Richmond area human health services organizations.
- Foster valuable networking opportunities among VCU faculty and staff.
- Motivate VCU faculty and staff to take action in the Richmond community.

## **PROJECT STRATEGIES**

In the initial phase of project development, our team began with a concept of engaging VCU faculty and staff on a guided bus tour highlighting Richmond area communities where service opportunities exist. Several meetings were held with both internal and external experts to elicit ideas and feedback. Simultaneously, we also began identifying and documenting a list of known community organizations with a focus specifically in human health services. After reviewing all information gathered, the team determined that this project needed greater focus and that it should extend beyond the general experiential outcome of a tour.

We revisited the project concept in its entirety and refined numerous key areas. The key questions discussed included:

- Who are the potential resources at VCU, and how do we gain their interest?
- Who are the most relevant community partners?
- What does a site visit look like?
- What does success look like, and how do we measure it?

These discussions led the team to develop a focused strategy that resulted in a structured, interactive site visit design to ensure that each step of the process has a specific purpose and outcome. The team then planned and participated in an actual site visit. We independently selected the Fan Free Clinic because of its proximity to campus and its focus on human health. As a result of this experience, we gained a great deal of valuable knowledge to help better articulate the importance of this project to others.

## **ACTION STEPS**

In order to develop the framework for this initiative, our team:

- Consulted with an experienced community tour organizer from the University of Richmond
- Met regularly as a group to explore ideas and sharpen our focus
- Engaged the Division of Community Engagement in sponsoring the project
- Developed site visit resource documents
- Created an evaluation framework for the program (including questionnaires)
- Planned and conducted a site visit for our group with the Fan Free Clinic

To move this initiative forward, the following actions are needed:

- Identify a Richmond agency to host a pilot site visit in Fall 2015
- Plan and coordinate all logistics of the site visit
- Conduct a targeted recruitment campaign
- Accompany (or lead) the site visit to ensure successful implementation
- Administer follow-up surveys to participants
- Conduct a debrief of the site visit among organizers and seek post-visit feedback from the hosting agency

## **OUTCOMES**

If implemented, this project has the potential to both facilitate an introduction between VCU faculty/staff and human health services organizations in Richmond, and to aid in developing rich, meaningful partnerships with lasting effects. With in-depth exposure to community engagement opportunities in human health services, VCU faculty will be prepared and eager to engage with community organizations in a variety of ways including, but not limited to, volunteer

service, service-learning courses taught in partnership with the community organizations, community-engaged research, and student internship opportunities.

The success of this project will be measured in several ways:

- VCU site visit participants will be given the opportunity to complete a pledge card at the conclusion of each visit. The pledge card will allow participants to reflect on their impressions of the community organization(s) and to identify feasible ideas for future collaboration within a specified time frame. Pledge cards will be strongly suggested with the intention that the cards solicit only genuine intentions for collaboration from participants.
- Within six months of the conclusion of the site visit, and then again in one year, participants will be surveyed to determine what, if any, collaborations or projects have been developed in partnership with the community organization(s).
- The community organization(s) will be contacted approximately one year from the date of the site visit to inquire whether there has been an increase in VCU engagement since that time.

## **SUSTAINABILITY**

As the University further institutionalizes its commitment to community engagement, faculty, staff, and students increasingly seek mutually beneficial opportunities to enhance their teaching/learning, research, and service. Similarly, community organizations are increasingly seeking to partner with VCU faculty, staff and students to enhance their efforts. The approach described here was developed to be implemented within departments and across multiple units as the need arises. The flexibility inherent in this approach to moving people from exposure to action allows for the experience to be tailored to the interests and needs of VCU and community organizations. Furthermore, it requires minimal resources to implement. It is expected that the Division of Community Engagement will support this approach as one of its recommended ways to connect VCU with community partners.

## **RESOURCES**

The resources required for this initiative will include:

- Bus or van transportation from VCU's campus to the selected community organization(s)
- Coordination of annual site visits
- Coordination of follow up (i.e. survey data collection)
- Print and/or digital marketing
- Print and/or digital pledge cards, site visit agendas, etc.

Costs for print and digital materials will likely be minimal. Transportation costs will depend on the mode used but should also be minimal. Primarily, the resources to sustain this program will entail human effort to coordinate a site visit each fall semester and collect data to determine whether the initiative is helping to increase VCU involvement in community organizations related to human health.

## **RECOMMENDATIONS**

For this project to be implemented and sustained, the following steps are recommended:

- Find a permanent home in the Division of Community Engagement with a designated employee or group of employees responsible for coordinating site visits each year and following up with participants and community organizations
- Secure funds for transportation and promotional materials/efforts

- Select site(s) to be visited, coordinate with the site(s) to determine needs, and schedule the visit(s)
- Promote the site visits across VCU by advertising at orientation sessions for new faculty and staff, posting in the VCU TelegRam, posting on the Division of Community Engagement's website, and soliciting participation directly through academic units
- Coordinate transportation through VCU Parking and Transportation Services

### **FINAL PITCH**

Creating opportunities for VCU faculty and staff to develop service relationships with Richmond community health organizations will help strengthen VCU's commitment to both fostering community engagement and improving human health. Through these partnerships, the university will uphold its mission to advance knowledge and student success through a commitment to research, health care, interdisciplinary collaborations, and sustainability. This initiative will inspire participants to get involved and contribute to human health services opportunities in the Richmond community.




VIRGINIA COMMONWEALTH UNIVERSITY  
The Grace E. Harris Leadership Institute

*Campus to Community: Bridging Opportunities in Human Health Services*

### The Community Connectors Team

- ❖ *Timothy Gibbs, Children's Hospital of Richmond at VCU*
- ❖ *Jessica Hill, Office of Learning Innovation and Student Success*
- ❖ *David Holland, School of the Arts*
- ❖ *Valerie Holton, Division of Community Engagement*
- ❖ *Antoinette Light, VCU Health Systems, Human Resources*
- ❖ *Stephanie Tignor, Global Education Office*






## VCU and Community Engagement



*Quite simply, we are more than an 'anchor institution' in Richmond, as some have called us. Anchors hold things in place. We are an 'engine' that makes our region go.*



(President Michael Rao, Ph.D, Faculty Convocation, August 2014)



## VCU and Human Health







**Our challenge?**

**Helping people  
find quality matches**

**What does**  
**ACTION**  
**look like?**



Service  
Research  
Student Volunteer  
Service-Learning Hours  
Teaching  
Internships  
**Community-Engaged**

How do we  
**engage** more  
people?



**EXPOSURE!**



**A Site Visit**

An exposure opportunity for VCU faculty and staff to engage with human health focused organizations in the RVA community.





## Who would participate in a site visit?

- VCU Faculty
- VCU Staff
- Not just medical professionals!



## What happens on the site visit?

- Group experience
- Face-to-face with leaders
- Tour of facilities
- Connect with other VCU individuals



**GOAL: Motivate to ACTION!**

## Sustainability



- Division of Community Engagement
- Individual departments may organize
- There is a NEED!

## Known VCU Partnerships:

**CROSSOVER**  
Health Care Ministry

**FAN FREE CLINIC**

**Daily Planet**



**RONALD MCDONALD HOUSE CHARITIES - RICHMOND**

## Other Possible Human Health Partnerships:

**ARC**  
THE GRACE E. HARRIS RICHMOND

**NAMI Virginia**  
National Alliance on Mental Illness

**VIRGINIA BLOOD SERVICES**

**RAIN**  
Richmond Autism Integration Network

**Support One**  
SO Connected

**renew**  
RICHMOND

**HOSPITAL HOSPITALITY HOUSE**  
Treating guests like family since 1984

## How exactly will this work...

- ❖ Advertising
- ❖ Build interest within a department



## ...and how can we be sure it is effective?

- ❖ Measure outcomes by pledge card and survey



## How do we know this works?



## Moving Forward...

*Exposure  
Partnership  
Networking*

**///ACTION///**

## Special Thanks To

- *Lynn Pelco, PhD, Associate Vice Provost, Division of Community Engagement*
- *Molly Ransone, Assistant Director for Learning Media Innovation, VCU ALT Lab*
- *Alana Robinson, Communications & Design Specialist, VCU ALT Lab*
- *Kate Bausman, Volunteer Coordinator, Fan Free Clinic*