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Crafting and Enhancing Communications to Support Community-University Partnerships in Higher Education

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Crafting and Enhancing Communications to Support Community-University Partnerships in Higher Education

Abstract
This presentation was facilitated at the Coalition for Urban and Metropolitan Conference in Washington, D.C., in October 2016.

Keywords
communications, university, community-university, university-community, partnerships, higher education

Disciplines
Higher Education

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VIRGINIA COMMONWEALTH UNIVERSITY

Office of the Provost | Division of Community Engagement

Crafting and Enhancing Communications to Support Community-University Partnerships in Higher Education

Audrey Trussell, Assistant to the Vice Provost

Coalition for Urban and Metropolitan Universities Conference

Washington, D.C., October 2016

Audrey G. Trussell

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/VCUCommunityEngagement

/VCUDCE

vaengage.com

Source: http://cdn.www.ministry-to-children.com/wp-content/uploads/2015/07/family-road-trip.jpg

We are a premier urban, public research university focused on academic success.

Established in
1838

Located in
Richmond, Virginia

More than
174,000
alumni worldwide

VCU

VIRGINIA COMMONWEALTH UNIVERSITY

Virginia Commonwealth University

Division of Community Engagement

Mission

To mobilize university-community partnerships that generate innovative solutions to societal challenges and prepare the engaged citizens of tomorrow.

Vision

VCU is a community of engaged citizens, working together, changing lives.

CHALLENGE

How do we create communications that are…

A

reflective of the principles of community-university partnerships?

B

reflective of our strategic plan, mission and vision?

C

engaging and useful?

Crafting and Enhancing Communications to Support Community-University Partnerships in Higher Education

A

Get Ready

How do principles of community-university partnerships translate into communication development?

B

B

C

best practices.

Identify Community Partners.

- Give credit to BOTH partners for time, effort, resources….
- How can your communication strengthen your relationship?
- Link to partner website, promote their programs, etc….

ABOUT US | COMMUNITY INDICATORS & DATA | FACULTY SUPPORT | STUDENTS | COMMUNITY RESOURCES | OUTREACH

News and Events

"We saw that the blood drive had the potential to connect ASPiRE students with a very prominent nonprofit organization that is globally renowned for its life-saving work, " said Grady Hart, co-curricular coordinator for ASPiRE. "Moving forward, we hope to sustain a long-term partnership between ASPiRE and the Red Cross, as ASPiRE is built on the belief that sustainable partnerships with like-minded community organizations like the Red Cross benefit both our students and our broader community."

For more information on the Red Cross, visit http://www.redcross.org/va/richmond.

Mary and Frances Youth Center

Service-Learning

ss to Host Blood Drive

walk-ins. This was the first blood drive partnership between the Greater Richmond Red Cross and any of the Living Learning Programs at VCU.

best practices.

Identify Community Partners.

Pay Attention to Language.

- Be aware.
- Make it collaborative.
- Credit the community partners for their contributions.

What are some words you often hear in relation to community engagement? Service? Community-Engaged Research? Service-Learning?

For; On; Their → With; Assist; Our

Activity Idea: Review previous publications (e.g., blogs, articles) for language used. How can it be improved?

best practices.

Identify Community Partners.

Pay Attention to Language.

Tell Both Sides of the Story.

- Include the university and community perspective.
- Promote principles of community engagement.
- Tell a more complete story.

News and Events

- All News
- Calendar
- Access to Health
- Economic Development
- Education
- Outreach
- Sustainable and Vibrant Communities
- Community Engaged Research
- ASPiRE
- h Center

John Shuck: Bringing Light to East End Cemetery

There is a dark narrow road on the border of Richmond and Henrico County that few have traveled in recent years except John Shuck and groups of volunteers, including ASPiRE students. This road takes you to the East End Cemeterywhere grave markers are broken and iron fences have been bent by tangled tree roots. The 16-acre cemetery is a place that has been long forgotten and neglected by many.

East End Cemetery, a historically black, privately-owned cemetery, was established in the 1897. Thousands of the city's residents are buried at the cemetery, with tombstones extending far into the woods. According to Shuck, the cemetery fell into disrepair because the families opted to care for the site themselves, but with time, people moved away or passed on. By the 1970s, the cemetery was largely abandoned.

As a result of the hard work of Shuck and his cadre of dedicated volunteers, the cemetery is slowly filing with light and coming back to life. Nearly every weekend, Shuck can be found cleaning debris from the cemetery and coordinating volunteers who give him a

best practices.

Identify Community Partners.
Pay Attention to Language.
Tell Both Sides of the Story.
Represent the Joint Effort.

- Convey the nature of the true partnership.
- Establish efforts as collaborative project with mutual benefits and shared goals.

A. Reflect Principles of Partnerships

School of Medicine

About the school | Departments | Make a Gift

Education | Research | Patient Care | Community Engagement | Professional Development | Apply | Campus Life | Support the School

Share your discovery

SEARCH THIS BLOG

Search

FEATURED DISCOVERIES

- The EMR drove him to it [03/24/2016]
- Guests from a dozen states pack reception celebrating the Kirkpatrick Professorship [03/12/2016]
- Building rapport: Medical Spanish class helps students connect with patients [03/02/2016]

CATEGORIES

- Alumni achievements and news
- Biomedical advances
- Clinical breakthroughs
- Faculty honors and news
- Featured
- Gifts at work

Every Day, A New Discovery.

NOVEMBER 19, 2015

Safety Net Collaborative a win-win for VCU and Richmond

When three safety net primary care clinics in Richmond found they could not fully meet the mental health needs of their patients, they knew they had to find a solution to provide these critical services to the city's most vulnerable populations.

With over half of all patients receiving substandard or no mental health care, the clinics needed to provide thousands of behavioral care sessions to their patients. But where to find a group psychologists willing to contribute hundreds of hours of work at little or no cost?

Rachel Waller, M'99

Bruce Rybarczyk, Ph.D., a professor in VCU's Department of Psychology, had the perfect answer: his doctoral trainees. As a result, since 2008 trainees have delivered over 10,000 pro bono sessions at the Ambulatory Care Center on the MCV Campus, the Daily Planet for the Homeless and the Fan Free Clinic. A fourth clinic, VCU's Hayes E. Willis Health Center, was added in August.

The Safety Net Primary Care Psychology Collaborative has proved fruitful for everyone involved. The clinics are able to better cover the mental health needs of their patients, while the doctoral students get valuable experience working with a wide-range of patients. Most importantly, the medically underserved in the Richmond community get access to the care they need.

Rachel Waller, M'99, has seen the benefits of the collaborative firsthand through her work on the internal medicine service at the Ambulatory Care Center.

VCU

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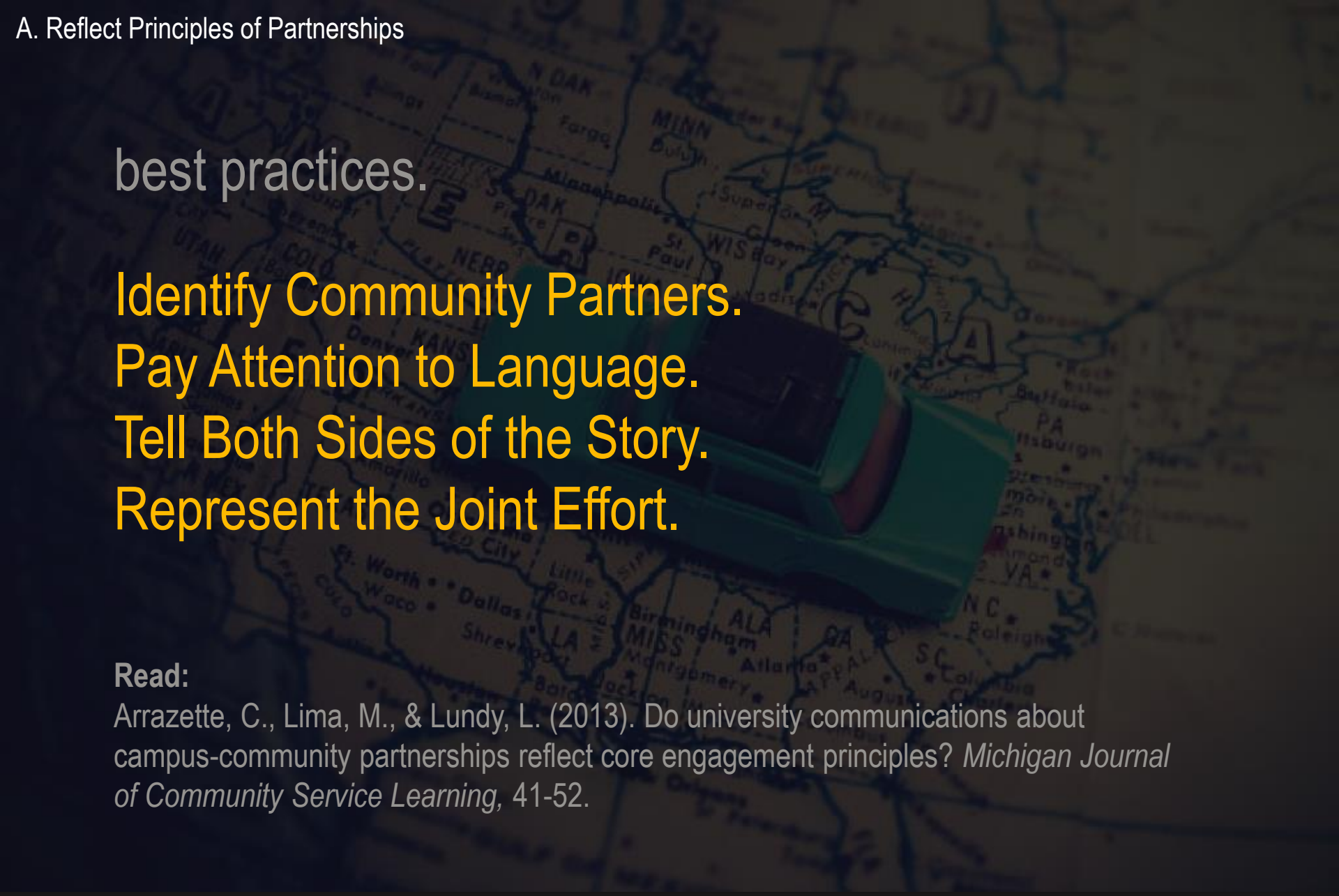

best practices.

Identify Community Partners.
Pay Attention to Language.
Tell Both Sides of the Story.
Represent the Joint Effort.

Read:
Arrazette, C., Lima, M., & Lundy, L. (2013). Do university communications about campus-community partnerships reflect core engagement principles? *Michigan Journal of Community Service Learning,* 41-52.

Crafting and Enhancing Communications to Support Community-University Partnerships in Higher Education

A

Get Ready

How do principles of community-university partnerships translate into communication development?

B

Identify Your Vehicle

Without your organization's mission to drive movement, you can't go anywhere.

B

C

Goes Beyond Having a Website.

- **Mission** has to be **100%** behind how communications are created.
- **Vision** should **permeate**.

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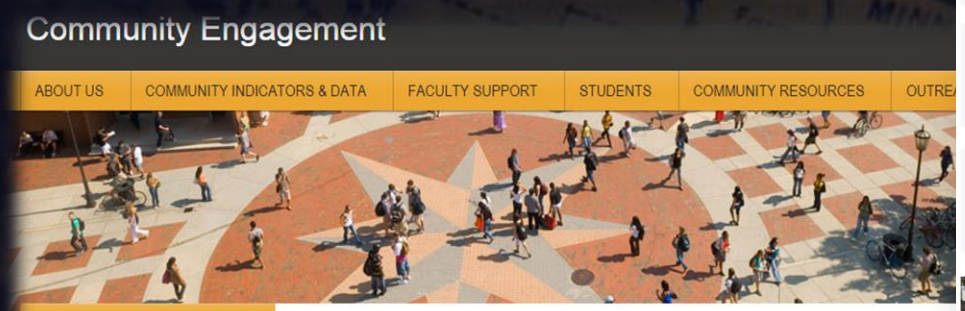
B

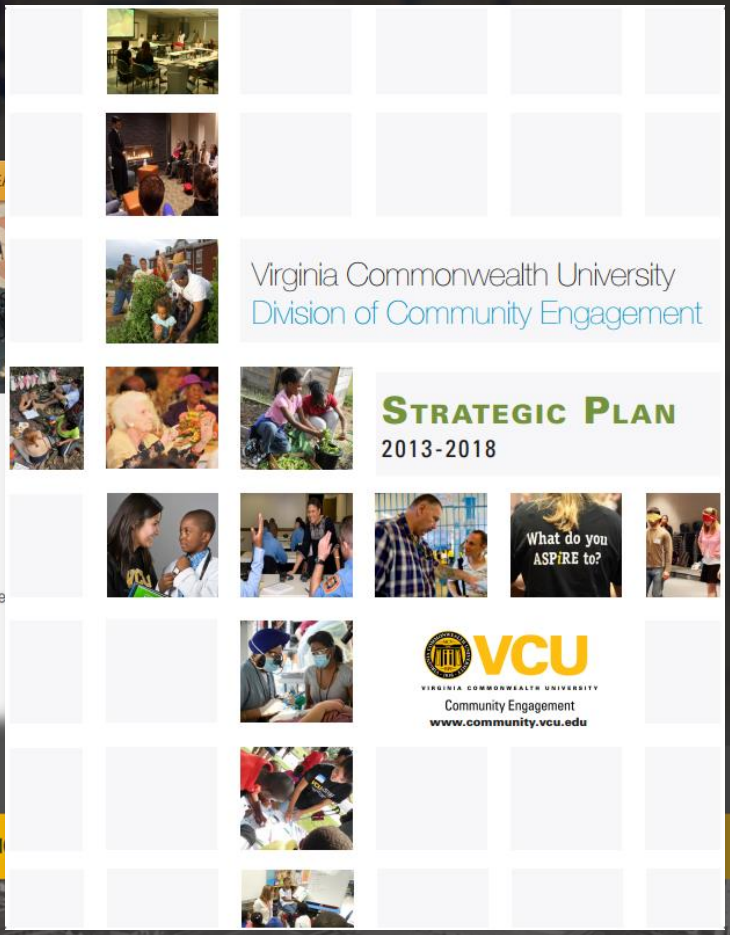
Declare Your Destination

What's your ultimate goal? Do you have [mini] goals along the way?

C

B. Reflect Strategic Plan, Mission, Vision





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C

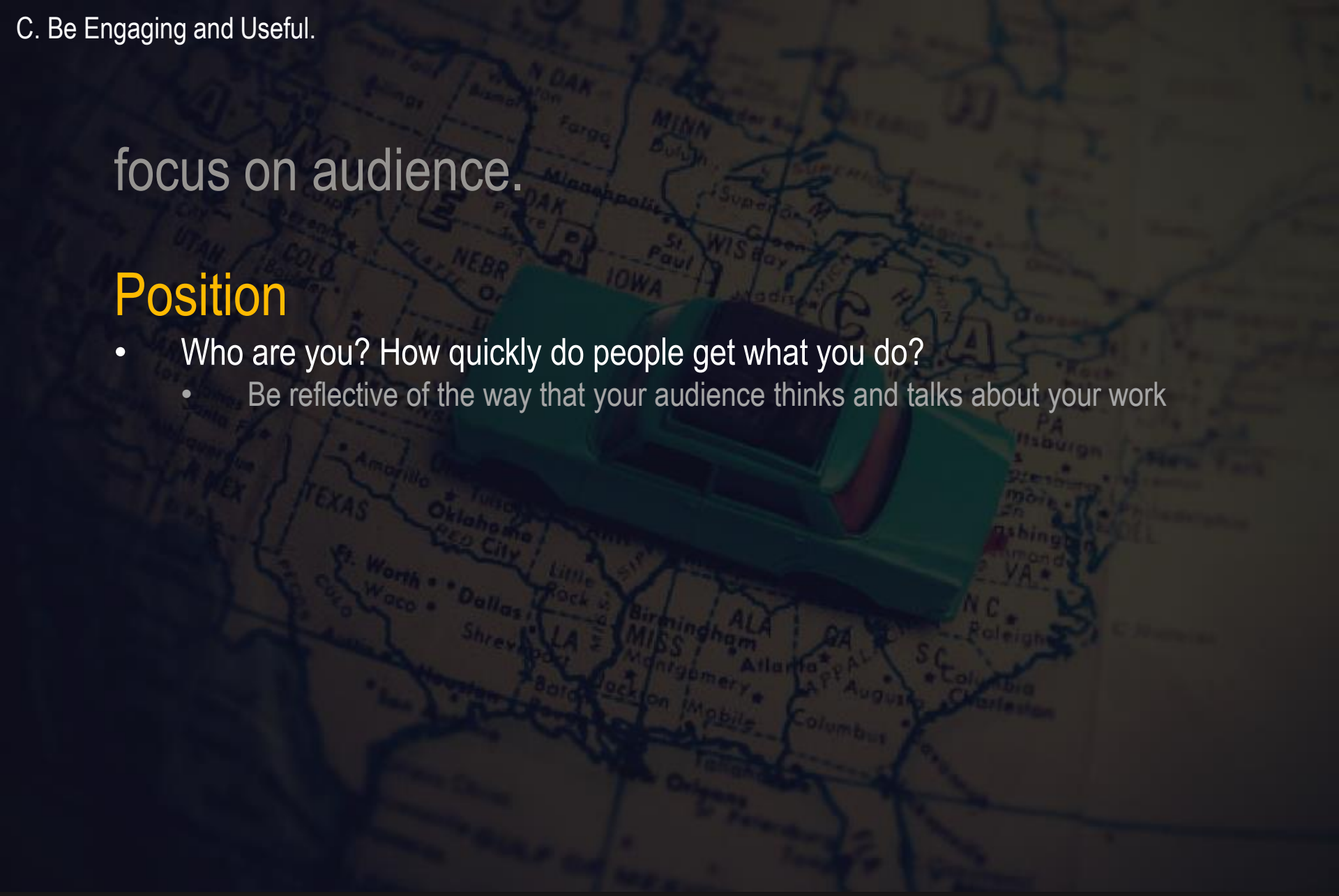
Who's Riding With You?

Who is your audience? You can't fit everyone in the car!

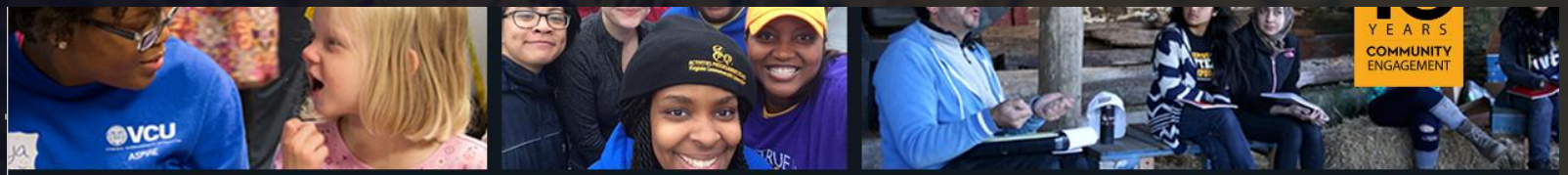
focus on audience.

Position

- Who are you? How quickly do people get what you do?
  - Be reflective of the way that your audience thinks and talks about your work



C. Be Engaging and Useful.



10 years of SCHOLARLY ENHANCEMENT

Working together, changing lives.

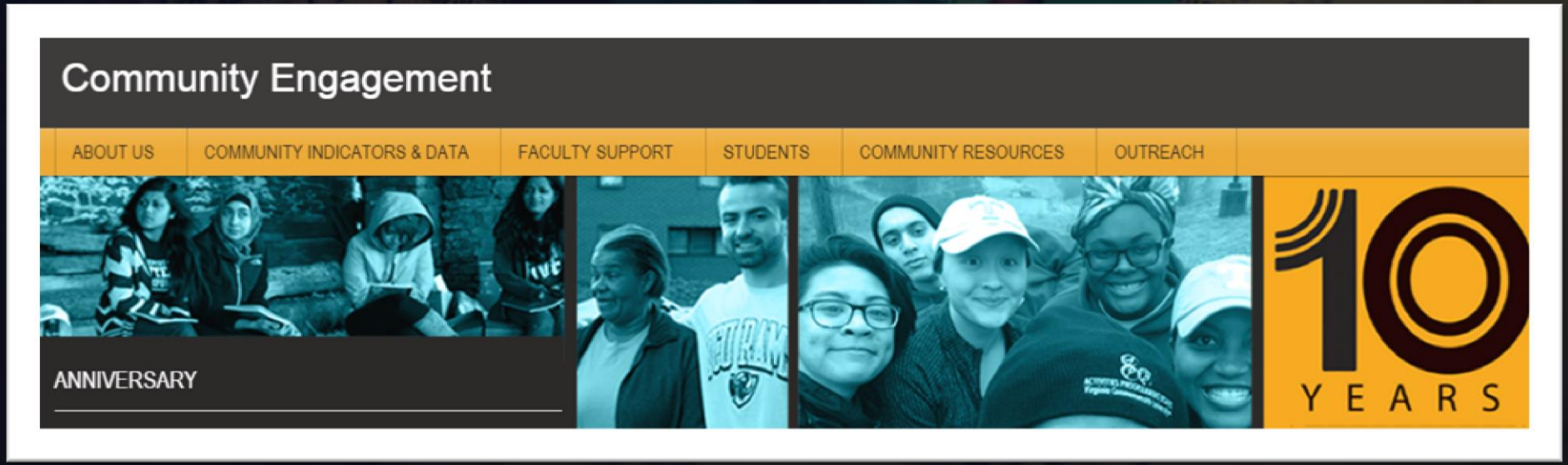
In 2016, the Division of Community Engagement celebrates its 10th anniversary. By collaborating with Virginia Commonwealth University faculty to advance community-engaged teaching and scholarship while addressing critical issues in the region and world, the division has led VCU in becoming a national model for community engagement.

Help us kick off the next 10 years by joining the movement — **elevate your work by connecting with the community**. The Division of Community Engagement provides the training, funding, connections and support you need.

focus on audience.

Position

- Who are you? How quickly do people get what you do?



focus on audience.

Position

- Who are you? How quickly do people get what you do?

Promotion

- How do your stakeholders know how to get to your website?
  - Put your website on everything
  - Tell your audience what's in it for them

C. Be Engaging and Useful.

VCU
VIRGINIA COMMONWEALTH UNIVERSITY
Community Engagement

WORKING TOGETHER. CHANGIN
2015-2016 IMPACT

10 YEARS

Connect

@VCUCommunity
/VCUCommunityEngagement
/VCUDCE

Contact Us

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Ginter House
901 W. Franklin Street
(804) 828-8824
community.vcu.edu

...on of Community Engagement
Audrey Grace Trussell [?] · Yesterday at 10:44 ·

...et to know Meghan Gough!

...ban and Regional Planning associate professor, worked ...ommunity partners to launch "Beautiful RVA," a coalition ...ty of life in Richmond through landscape beautification ...nspaces.

...establish strong linkages between scholarship, teaching ...t is the common ...

...engagement has ...sity at Faculty Remixed ...emixed-transforming-

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10 YEARS DIVISION OF COMMUNITY ENGAGEMENT

...IXED
...ORMING YOUR SCHOLARSHIP ...GH COMMUNITY ENGAGEMENT
.../16 @ 2:00 P.M.
...T COMMONS VA ROOMS A&B

TO WHAT END?

How We Put Your Engagement Data to Work

UNDERSTAND
the range & scope of community-engaged activities across teaching, research, & outreach
1 million+ Service hours

263 Collaborative research projects
IDENTIFY OPPORTUNITIES
for university-community partnerships to creatively address community-identified needs

STRENGTHEN CAPACITY
by understanding challenges & removing barriers to develop quality university-community partnerships
1,100+ Partnerships

Student service hrs.= $25 million
ASSESS IMPACT
of community-engaged activities on students, faculty, staff & the larger community

SHARE STORIES
that show our values in action, inform & inspire

Community engagement data will be used to support VCU's *Quest for Distinction* & uphold VCU as a university committed to engagement that transforms lives.

VCU Community Engagement
community.vcu.edu

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Who's Riding With You?

Who is your audience? You can't fit everyone in the car!

tools and tactics.

Social Media/Online Applications.

- Twitter, Facebook, LinkedIn, YouTube.

Newsletters.

- Print, Online.

Campaigns.

- Faculty Awareness Campaigns. Event Series.

What else? Share your examples.

Questions?
Thoughts?
Comments?

resources.

community.vcu.edu

scholarscompass.vcu.edu/community_resources/

Arrazette, C., Lima, M., & Lundy, L. (2013). Do university communications about campus-community partnerships reflect core engagement principles? *Michigan Journal of Community Service Learning,* 41-52.