Chancellor’s Task Force Report on Community Engagement at a Comprehensive Regional University

UNCW – A Love of Knowledge and Place: Making a Global Impact through a Regional Focus
Task Force Members

- Jess Boersma
- Amanda Boomershine
- Denis Carter
- Stephanie David
- Leslie Hossfeld
- Hal Kitchin (BOT)
- Dennis Kubasko
- Chris Lantz
- Daniel Masters
- Andrew Mauk
- Daniel McCord
- Ronnie McNeill (BOT)
- Thomas Porter
- Janna Robertson
- Maurice Smith (BOT)
- Reginald York
- Aswani Volety
Charge

• Review the general models of institutional external engagement ....

• ...role of UNCW in promoting the regional and state economy and workforce needs.

• Provide the new Chancellor with a set of options .....
Approach

• Extensive feedback from on-campus and external constituents
• Town hall meetings with campus community
• Faculty senate leadership
• Staff senate
• Student Government
• Community leaders – Blue Ribbon Commission
• External consultants (President Emeritus James Votruba - NKU and President Wilson Bradshaw – FGCU)
What We Found

• **UNCW is a special place**, with dedicated faculty, staff and students – committed to local region and global society.

• Aspire to **serve our region even more effectively** so that community members look to us as steadfast partners.

• Critical need for a **Chancellor who will provide a clear, long-term, and unwavering vision** that will focus the university’s **efforts in community engagement** – if we are to build on our successes.
Defining Community Engagement – Who we are

- Highly-selective university with broad appeal attracting students, faculty and staff from across the country and the world.

- UNCW’s efforts are shaped by regional community needs recognizing that faculty, staff and students have a significant impact that goes beyond SE North Carolina Region.

- Local solutions developed by UNCW community find applications and inform decision making on a national and international scale.
Challenges and Suggestions for improving Community Engagement at UNCW

• Lack of community engagement as a strategic priority
• **Elevate community engagement** in both our strategic planning and academic leadership
• Need to **develop structures to coordinate and communicate** community engagement efforts in a consistent and strategic manner
• **Publicly affirm institutional commitment to community engagement**
Challenges and Suggestions: Infrastructure and Resources

• Office of Community Partnerships more closely aligned with the Academic Affairs Division – connect community needs with faculty expertise

• Funding pilot Community-engaged scholarship grants – cultivate external engaged scholarship funding, development of public/private support and social entrepreneurship models benefiting both UNCW and regional partners
Challenges and Suggestions: Coordinated Communication

• No formal process nor a cultural practice by which internal constituents communicate directly and consistently with one another
• UNCW “branding” its engagement efforts to civic community
• Lack of an effective and inclusive, institutional-level of communication between UNCW and its strategic partners.
Challenges and Suggestions: Coordinated Communication

• Identify a campus-wide entity to interface with OUR regarding outward messaging.

• Systematically receive and communicate community engagement priorities and activities.

• Highlight engagement efforts via a dedicated publication (e.g. Engaged Scholar – Michigan State)

• More efforts like Work on Wilmington, Make a Difference Day...
Challenges and Suggestions: Outcomes Assessment

• Go beyond simple cataloging of quantity of hours served to measuring the quality of impact (for the community as well as faculty, staff and students)
• Invest in a single campus reporting system to capture service learning, community service, philanthropy and other metrics
• Tie the metrics to campus stakeholders roles, rewards and responsibilities
Challenges and Suggestions: Reward System

• Faculty and Staff senate identify additional ways to recognize and reward community engagement.
• Engaged Scholarship metrics should be included in RTP, PTR and annual evaluations.
Community Engagement

• Community engagement should not be an “add-on” but it should cut across teaching, scholarship and service in the form of community-focused applied learning pedagogies and engaged scholarship.

• Incoming Chancellor should identify 3-4 themes in which UNCW should focus its efforts.