

Community-Campus Partnership for Tomorrow (CCPT) Small Group Discussion

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Define community?

No firm definition of community – want to let community define itself through some sort of process.

A group of people who share a common goal?

What are various ways to imagine/define community?

Geographic

Interest groups

Religious

Aging

Organizational (i.e., schools, manufacturing companies)

Immigrant

Health needs

Focus on interest group gives a nice opportunity to see interrelations of health, education and economic development

If you try to describe a community by geography, may exclude a lot (ex. Moore County where the goal of the minority community is to be included in the county) but also advantage – you can shine a laser beam on the many issues affecting that community and look at all sorts of indicators (test scores, nutrition, wealth, public health, etc.)

Another advantage of geographic focus – will include diversity and assets as well as problems

Also a risk – might set up a situation where only helping people, rather than helping people help themselves

Want to set up a situation where communities share the responsibility for solving common problems.

University and community have common stake in working together to find ways to help the community become productive for everyone.

Word “Tomorrow” suggests importance of focusing effort on children.

How about a theme: How can your community deal with the changes of the 21st Century?

What process should we use to decide which community to partner with in CCPT?

Re: Tier 1 County for CCPT:

Robeson County as possibility?

3rd most poverty-stricken county (in country? state?)

Also most ethnically diverse county

Take a look at existing UNC programs in county so don't duplicate efforts, also opportunity to build on trust, take advantage of existing relationships.

Process:

Let communities define themselves through self-assessment process

Issue a broad invitation to apply for CCPT

Develop criteria to make that selection rather than impose university's definition

Evaluation process as well

One of criteria might be diverse existing leadership team within the community.

Useful model of alternative selection process – SOG/School of Social Work collaboration to address achievement gap.

Invited communities to define themselves; some were single neighborhoods; others were collections of counties.

Had people get together who had never sat at the same table together.

Involved rolling process of inviting more people to join the groups as more issues were identified.

Could say to CCPT committee: pick a county, look at criteria that got them Tier 1 designation, look at what is going on in that county, approach a community and say, “we'd like to help but we need help in figuring out how to do so.”

What will success look like?

Success ought to be some sort of increased capacity at local level to handle change in the 21st Century economy.

Community achieves something it wants to achieve.

Community develops capacity to move forward, identify new opportunities, reach out to new partners.

Help communities become advocates, empowered, able to make decisions for themselves.

Develop engaged leadership.

Think about the leadership in communities – advocacy leadership and historical knowledge are critical to success.

CCPT pilot should lead to demonstrable success -- maybe shouldn't go to the worst off community so we can demonstrate success

Sustainable.

Can't anticipate unintended (but positive) outcomes

Part of success involves ongoing evaluation – way to accumulate knowledge.

Create a scalable, replicable model that can work in other communities as well.

What factors should we consider to involve members of the community in the partnership?

Whether the county has a UNC system school or academic presence as a possible partner?

UNC system is likely on the border of Tier 1 pod and could reach into that county with expertise, serve as catalyst.

Local UNC schools may understand culture of communities better than Carolina – good to work from those strengths.

Even within a Tier 1 county there is a lot of variation.

In economic development, idea is to create hubs of economic activity which have spillovers into more peripheral communities. Should we work in a Hub community?

Need to think about other partners.

Partnership will work best with communities if they invite us in.

Key: letting community define itself – we can provide the structure to get folks to come together to achieve what they'd like to see.

Risks/Challenges?

Practical restriction – distance.

Maybe CCPT can use AHEC airplane. AHEC network is in place.

In selection process -- don't want to look like we're playing favorites.

Some communities have had good relationships with Carolina, others have not. University needs to be conscious of that history.

Remember: This is a pilot project. Need to be realistic. Useful, perhaps, to be near Carolina so don't waste resources figuring out what works in the pilot.

Many of us around the university are working in communities or have been contacted by communities asking for help. We don't know where other people around the university are working – Silos.

Practical considerations may take precedence – may be useful to select a community with a UNC system school or community college so we can get space.

Important to take a look at how committed communities are to the process – will be a barrier if community is not engaged.

Remember: Tier 1 counties have been studied, researched to death. What they really need – water, sewer, infrastructure, money.

Question: what about setting process in motion that does not have a pot of gold at the end? Should we address this issue – UNCT/CCPT can help community find resources?

Need to be very careful about what we promise through CCPT.

Can help people become engaged politically without promising \$ but there is \$ we can help them access.

“Pot of gold” has to be increased community capacity, political empowerment, not \$.

What about if there is no identified problem? How is process different?

Reality of university structure: built on research.

Caution: Don't put research into definition early on.

Special phase of CCPT pilot – who will start the dialogue with the community? Delicate process, almost one-on-one, before bringing bigger group into it. Slow process but really important.

Process takes time.

History – how the community functions and its relationship with the community are important to consider.

Selection process itself -- be strategic, don't let it become a point of criticism.

Issues of ethnic diversity are a big challenge and need to be taken into account.

What process should we use to involve campus partners?

Bring university people involved in projects together informally (example of EPA non-faculty lunches as opportunity to share ideas and project work with communities).

Bring people together who have worked in those counties under consideration to share ideas, insights, what they know.

Some of most engaged people at university won't come on board until the community has been identified.

Two different groups to be involved in CCPT:

CCPT Coordinating Committee

Expertise group who can zero in on issues identified by community

Important to get buzz going around university.

Can we create an "engagement map" to document what projects university folks are involved in and in which communities?

How can we involve students in all of this?

Internships for credit

Other kinds of engagement

Model to look at: Duke Durham Neighborhood Partnership – interdisciplinary, community-driven, involves students.

Final critical points:

University must serve as a catalyst, listening to community and bringing people together.

Community must engage in process to identify and prioritize its concerns and needs.

Research interests should be secondary to building community capacity.

Integrated and focused communication strategy is essential.

The words themselves must come from the community.

Language very important – make it clear that the university is fulfilling its mission, not imposing its will.