

Pathway Goal: Community Partnerships

Action Item #

1-8

Report:

Mid-Year: December 2016

Year-End: April 2017 (Updated 7/20/17)

Action Item Description:

Build greater collaboration in major sectors in strategic, systematic ways while encouraging collaboration that grows organically out of existing programs and activities.

Submitted By:

Name

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Office of Community Engagement

Working Group Members:

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Government Affairs

Provide a written overview of the year-long process for your working group.

The Office of Community Engagement (OCE) has identified major sectors in the community, has created a campus-wide community engagement awards program, explored variables associated with boothing/table purchase tracking mechanisms, and tracked the number of OCE meetings with community partners. The Government Relations office was asked to track the number of meetings with political leaders.

2016-17 Accomplishments

In the fall of 2016, a list of major sectors was compiled based on input from various sources. In early 2017, the OCE developed, announced, and managed the newly created Office of Community Engagement Awards (see www.unlv.edu/communityengagement/awards). Four campus awards were established to recognize excellence in 1) service learning, 2) community-based research, 3) staff service, and 4) student service. The four recipients of these awards will be recognized in the upcoming Faculty Achievement Awards Ceremony. In an effort to begin tracking UNLV participation in table/booth purchases, the OCE gathered data on Chamber of Commerce activity by UNLV units. This assessment was completed in January, and campus leadership asked the OCE to manage chamber memberships with the goal of helping to facilitate UNLV participation in numerous chambers in the community, to avoid duplicating membership, and to maximize the chamber benefits for the campus community as a whole. As of September 2016, all meetings between OCE staff and on/off-campus constituents are being tracked by the OCE (more than 300). The Government Relations Office has chosen to report a different set of metrics to be drawn from a survey currently in development.

Recommendations

The OCE awards program should continue to be administered annually, and ongoing funding for it should be allocated. It is recommended that the campus community be informed of chamber activity management by the OCE; this would ensure that campus community members make booth/table purchases at the membership rate and that UNLV maximizes the opportunities that come from this type of community participation. In FY18, efforts to identify a process for tracking table and booth purchases should be explored further. The OCE should continue to track its community engagement-related meetings with on- and off-campus constituents. The OCE should conduct further analysis on meetings being conducted to ensure the major sectors are being represented. Government Relations should develop measurable outcomes associated with the new survey it is planning, communicate them with the Top Tier Office, and begin tracking them.

2017-18 Next steps

- **What should the goals / activities be for the subcommittee?**
- **Who should be responsible?**

The OCE should continue administration of the OCE awards, continue to maintain a major sectors list, expand efforts to track the university's involvement with chambers, and continue to track the number of its community engagement meetings. OCE members should remain assigned to this working group.

Please review the list below and “X” the appropriate box (es).

- Potential resources required
- Any reports generated by this working group
- Metrics to be used
- No additional reference material

Any additional information you wish to share.

7/20/17 Addendum – Per the July 1, 2017 reporting requirements, note the following submitted by the Office of Community Engagement:

Regarding “Exploration of ways to track boothing and buying of tables at community events,” the Office of Community Engagement provided this report. “The focus of this item was narrowed to analysis of Chamber of Commerce activity as a first step toward better understanding broader institutional tracking of these activities. The effort examined university data on involvement in chamber activities such as event attendance and purchasing of tables, advertising, booths, sponsorships, and memberships. The effort produced recommendations for institutional management of chamber memberships; however, the other activities are very decentralized, and institutional management would require resources and would produce minimal benefits. Other university engagement activity data collection will be prioritized going forward to coincide with Carnegie classification requirements.

Regarding “Number of meetings with community partners, tracked by the Office of Community Engagement,” the following report was submitted: “The Office of Community Engagement participated in 186 meetings with 230-plus community members and represented the university at more than 76 community events during FY17.”