Rationale:

One component of the mission of the CCE is to “connect students, community members, faculty and staff through mutually beneficial, sustainable partnerships.” Partnerships develop out of relationship and result in mutual transformation and cooperation between parties. Mutually beneficial and reciprocal partnerships also require an understanding of each partner’s needs, resources, assets, interests and culture. Most importantly the partnerships require a relationship of power sharing, trust, and respect. According to the Community-Campus Partnerships for Health, the guiding principles of partnership include four elements: 1) Guiding Principles, 2.) Quality Processes, 3) Meaningful Outcomes and 4.) Transformative Experiences. Barbara Jacoby argues that creating these “…effective, mutually beneficial, mutually respectful partnerships should be the primary [work of a engaged campus.]” She further argues that community based learning and research based on these relationships has the potential to “…lead institutions of higher education to transform themselves into fully engaged citizens of their community….“ Derek Bok is concerned that colleges are “dissociated with the civic missions on which they were founded—missions that assumed responsibility for preparing students for active participation in a democratic society.”

Purpose:

In light of this research and inspired to create a Carnegie Community Engaged Campus, the professional staff of the CCE developed a new steering committee to guide the work of the CCE. Members were chosen intentionally based on the areas of the community they represent: 1.) Community and economic development, 2.) Non-profit social services, 3.) Easton Area School District, 4.) Faith-based organizations, 5.) Lafayette faculty, students and, administrators, 6.) Environment Council of Easton, and 7.) Community members at large.

Membership:

The following community members have made a commitment to serve on the Steering Committee:

- Faculty – Rob Root
- Faculty – Scott Hummel
- Faculty – Lawrence Malinconico
- Administrator – John McKnight
• EASD – Alyssa Emili
• Two Rivers Foundation – Paul Brunswick
• Northampton County Social Services – Lori Sywensky
• Easton Environmental Advisory Council – Charles Elliott (alum)
• Easton Business Association – James Henkel
• Shiloh Baptist Church – Brandon Sardik
• First United Church – Mike Dowd
• Greater Easton Development Partnership – Michael Kiser (Laf Admin)
• Alum – Michael Handzo
• Community Member – Guillermo Lopez
• Student – Desmond Austin-Miller
• Student – Michelle Jennings

Meetings:

The first meeting was held on October 30, 2015 in Scott 104. The outcomes for that meeting were:
• Gain awareness of the history and mission of the Center for Community Engagement
• Understand the importance of authentic, reciprocal, community partnerships
• Identify strengths, challenges, opportunities and threats
• Identify next steps

Hannah Stewart-Gambino led the group through a SCOT analysis. In small groups, members identified the strengths, challenges, opportunities and threats of the Lafayette-Easton Partnerships. As reported in an assessment of the meeting, it was invigorated, enlightening and hopeful for all who participated.

The second meeting was held in the same location on December 4th. The outcomes for that meeting were:
• Understanding of the structure of Community Engagement at Lafayette
• Acknowledge importance of each member
• Identify intersections of SCOT Grid
• Identify Action Items

Guillermo Lopez and Bonnie Winfield co-facilitated this meeting of mostly new members who were not at the first meeting. Again, the members left the meeting informed and excited to build collaborative, mutually beneficial, and sustainable relationships. Members were also surprised at the extent of CBLR at the broad range of involvement of faculty, staff and students in the Easton community.
Results of Survey

A qualtrics survey was sent to the members of the steering committee after the first meeting. Here are the qualitative responses to a few of the questions.

Question: What do you think is the greatest strength in the Lafayette Easton Partnership?
• Dedicated people on both sides of the equation – Lafayette faculty, staff and students and Easton government officials, elected officials, civic leaders and civil society
• Resource potential
• The potential for collective impact based on the varying members at the table.
• The people and the interpersonal relationships
• I think the team that was chosen is going to be an incredible strength
• The resources of both communities and the willingness to combine these talents
• A civic community and college community that are both ready and willing to expand their mutual engagements and that recognize the value in the engagement, expressed by community members
• The willingness of agencies at all levels to work with us
• Lot of institutional capacity at Lafayette to contribute to the Easton community in meaningful ways.
• Many opportunities to connect with involved community members and organizations
• Its tie to connected communities
• Dedicated people

Question: What do you think is the greatest challenge in the Lafayette Easton Partnership?
• False perceptions on both sides. I think everyone’s familiar with the false negative stereotypes of Easton held by some members of the campus community. Easton can have a false perception of, “Lafayette has loads of money – they don’t need anything from us.”
• Meaningful and consistently engaging all appropriate parties
• Expanding the work, mission, and buy in of the partnership beyond those at the table
• Time and building sustainable projects
• Not sure of any at this point
• Communication on what would benefit the community and also the college
• Strained organization resources and available time of the Easton community member who are willing/able to engage
• The lack of coordination of various projects
• I think that the Easton agencies are really struggling financially and that creates a lot of issues. It sounded like there might be some difference between college and community perceptions of the kinds of community service we currently provide
• Overcoming non-profit “turf battles”
• Keeping a focus

Question: What do you think would be our best next steps?
• The framework for partnerships with human service nonprofit organizations is strong, well established, well stewarded, and well understood. Let’s explore and catalyze new partnerships that have received less institutional focus to date by Lafayette.
• Identify concrete objectives and strategies for the next year
• Establish a goal/goals of the partnership in order to have clear direction moving forward into the year
• Continued encounters, possibly breaking into smaller groups where there are common interested/possibilities
• I think have a meeting sooner then Feb is a good idea
• More meetings and forming a plan of action and maybe some more student committees or students interested in getting more involved in the community
• Identify and characterize available resources in both communities and identify most urgent needs in the city
• Set up a way to define a longer-term focus for projects and then encourage efforts to deal with the issue from different directions
• Continuing to meet is an essential part of the process. I’d like to see us hone in on a handful of issues we agree upon as most urgent for Easton and consider how we can collectively impact those issues
• Identify significant opportunity and/or problem with potential for success to focus initial partnership efforts
• Figure out tactics to achieve the vision. I am not an expert in community engagement by any means but I can help get engineering behind these efforts
Center for Community Engagement

Initial Steering Committee Meeting
October 30, 2015

Meeting Outcomes
• Gain awareness of the history and mission of the Center for Community Engagement
• Understand the importance of authentic, reciprocal, community partnerships
• Identify strengths, challenges, opportunities and threats
• Identify next steps

Agenda
• Coffee and bagels
• Introductions
• Brief History
• SCOT Analysis
• Next steps

Who are we?
• Debbie Byrd – Faculty Director
• Bonnie Winfield – Director of Community Partnerships
• Amber Zuber – Director of Landis Center
• Go-around – Why do you think you were asked to be on this committee?

a community inspired by the Marquis de Lafayette
• 1824 – Easton Residents founded the college
• College faculty and students volunteered in different areas of the community
• Fast Forward — 1980
  – Service Learning - Safe Harbor
  – Community Outreach
  – Landis Center
  – Center for Community Engagement
What are the assumptions?

- Organizations (even campus ones) are complex
- They are just organized groups of people – offices, divisions, units, staff, etc.
- Disparate groups of people rarely coalesce spontaneously into any sort of plan

Assumptions, con’t.

- Planning has to be deliberate, it has to be created through careful processes, and it has to be about working with people – not necessarily just doing things
- Or, it’s the people, stupid....

And......

- There is no “one size fits all” for planning
- Every organization works within its own context
- Challenges and solutions will vary
- KEY = process that works for you over time

Ground Rules

- Participate by sharing your opinions and ideas
- Help honor schedule
- Encourage broad participation by actively listening
- When brainstorming, all ideas and perspectives are valid
- Embrace humor and laughter
- Have fun
- Anyone want to add any others?

CCE Mission Statement

- The Center for Community Engagement supports community-based learning and research, student leadership through service initiatives, and other community engagement activities.
- The Center connects students, community members, faculty and staff through mutually beneficial, sustainable partnerships.
- Our goal is to promote critical thinking, experiential learning, reflective service, and informed action.

Four Elements of a Good Mission Statement

- A mission statement should be brief.
- It should be easily understood.
- It can be recited by memory (even under stress).
- It can give direction in priority-setting.
Review Strategic Position

- Systematic look at external environment
- Based on realistic look at internal capacity and challenges
- Typical tool is a SCOT analysis
  - External: Opportunities and Threats
  - Internal: Strengths and Challenges
- Sometimes there are tools – demographics or regional data (city, Hunger Coalition, etc.)

SCOT Analysis

**Internal Strengths & Challenges**
- Program quality
- Resources
- Staff
- Administrative support
- Communication

**External Opportunities & Threats**
- Political Climate
- Technology
- Economy
- Cultural forces
- Competition/collaborations
- Communication

SCOT Interactions

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<th>Strengths</th>
<th>Challenges</th>
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Group Activity

- Take 15 minutes to identify external opportunities and “threats” or just “challenges”
- We will report out together to get a full sense of the Easton community

Now, put it together

- Quickly, focus on A and D in your groups
- Can you see some ideas for immediate steps that are “low hanging fruit” that are clearly of mutual benefit to Easton and students/faculty?
- Can you see some ideas for how we can plan for challenges in D?
- Does this help us think about how to prioritize our next steps?

Group Activity

- Take 15 minutes to identify internal, college strengths and challenges
- We will report out together to get a full sense of our internal scan
Next Steps?

- Deeper discussion of today’s brainstorming
- Set priorities for the next year? Next 2 years? Next 3-5 years?
- With priorities, we can start to build a plan toward achieving our them.
  - Recruiting allies
  - Building capacity
  - Organizing in collective action

Next Meeting

- February 5th 2016 8:30 – 10:30
Go-Around

- Name
- Community Organization/Position
- Highlight from last meeting

Outcomes

- Understanding of the structure of Community Engagement at Lafayette
- Acknowledge importance of each member
- Identify intersections of SCOT Grid
- Identify Action Items

Agenda

- Structure of the Center for Community Engagement
- Make-up and expectation of committee
- SCOT - Co-facilitated by Bonnie and Guillermo
  - Intersections in grid
  - Force Field Analysis
  - Action Plan
- Next Meeting and location
- SII – Assessment of meeting

CCE Mission Statement

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- Our goal is to promote critical thinking, experiential learning, reflective service, and informed action.
CBLR
- Community Based Learning and Research
- Course related
- Quantitative Analysis and Literacy
- Neighborhood Memories
- Documentaries
- Teen-Mom’s Project
- Literacy and Summer Learning Loss
- Tech Clinic
- Prison Project

MOSAIC
- Student Staff – weekly programming
- America Reads/Counts
- Pre-Orientation Service Program
- Alternative School Break

Office of Community Partnerships
- Make-a-Difference Day
- Lafapalooza
- Fraternity and Sorority Life
- Engineers w/o Borders
- Athletic Teams
- Give Pulse
- Community Breakfasts and professional development
- Risk Management and Clearances

SCOT Interactions

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What is an action plan?
- It makes the vision concrete.
- It shows how you will implement strategies to attain your objectives.
Contents of the action plan

• What action or change will occur?
• Who will carry it out?
• By when (for how long)?
• What resources are needed?
• Communication (who should know what?)

Assessment of Meeting

• Strength of Meeting
• Improvement for future meetings
• Insights/Take Aways

Next Meetings

• Wednesday January 13th
• Friday March 4th
• Friday April 22nd

• Locations
• Starting times