Steering Committee  
Center for Community Engagement  
Lafayette College  
AGENDA  
January 13, 2016

• Thank you to Two Rivers Health and Wellness Foundation for hosting and refreshments

• Go around – check in

• Review of past meetings

• Who is our audience activity
  o Questions:
    ▪ What is the single most benefit for each?
    ▪ How do they view us?
    ▪ How do we want them to view us?
  o Audiences:
    ▪ Students
    ▪ Faculty
    ▪ Administration
    ▪ Trustees
    ▪ Community at large
    ▪ Non-profit
    ▪ EASD
    ▪ City government
    ▪ Business and for-profit

• Action Plan

• Assessment of meeting:
  o S = strength
  o I = improvement
  o I = insights/take away

• Next Meeting – March 4 @UCC on North Third Street
Attendees: Charles Elliot, Tracey Piazza, Guillermo Lopez, Mike Handzo, Paul Brunswick, Jared Mast, Rob Root, John McKnight, Amber Zuber, Mike Dowd, Debbie Byrd, Bonnie Winfield

Questions:
- What is the single most important benefit for each constituent?
- How do they view us?
- How do we want them to view us?

Business and For-Profit

Needs
- Proposals to Lafayette for funds-expanding beyond this model where businesses/city government goes to Lafayette for funding
- Conduit for communication-where do you go? The President’s office? What is the model for communication?
- Need high-quality interns
- Survey organizations to find out their needs
- STEM sector of the college seems more plugged into the Lehigh Valley than the college as a whole: More connections for Liberal Arts/humanities grads for employment
- Lafayette as an institutional buyer to support local economy
- Collaborating with local businesses on high-level tech engagement and student learning opportunities
- Employment/training opportunities for low-income residents
- City government and NFP’s, Oberlin project-as a model for communication and getting people at the table to address these issues for the city
- Previous partnership between the Chamber and College to offer seminars in the Simon Center for people looking to go into business (Service-Master exec participated in the seminar)

Benefits of Partnership
- Cheap, high-quality technical support for business
- Putting a price tag on it-what is the economic value of our partnerships (not Lafayette just buying another building and taking if off the tax roles)

City Government

Benefit
• Technical expertise-as government offices are thinly staffed-city maybe poorly staff to engage with new areas of the comp plan

• Relationships between city employees and constituencies-narrowly defined by professional parameters-not much dialogue behind this roles
• Facilitate or provide spaces for community dialogue
• Get people to be more involve-sharing information about meetings, opportunities, etc.-promote opportunities for public comment
  o Community bulletin board??
• Encourage more involvement in the local politics rather than just Washington D.C., Senators, Reps, United Nations, etc.-local community needs action as well
• What about the county government? Underserved area-Bangor-branding-leaving room for growth
  o Local government academy program

Non-Profit
• People power-scholarly expertise, good interns, assessment, volunteers, professional development for staff of n-p, grant-writing assistance
• We need to be better at trying to find out what their needs are
• Professional grant-writers/grant guidance on what’s out there and what to avoid
• Webinars
• Common measurement for surveys
• Leadership training and development
• Non-profit management
• Fostering collaboration among non-profits-setting priorities
• Technology-making technological and informational resources available to NFP for reporting and programmatic research

EASD
• Pockets of familiarity with Lafayette
  o Resources based on personal connection
    o How they view us now: Perception of Lafayette as an Ivory Tower
• Conversations around equity and trying to change historical practices regarding diversity; race, gender, etc.
  o De-tracking students at Elementary Skills
• Perception is that students at EASD aren't skilled or qualified to serve as Lafayette students
• More EASD students on campus-STEM/STEAM
  o Children’s Home Olympics programs
• Showing kids the potential of life at Lafayette
• Showing Lafayette students some of the challenges the kids face
• Moravian-giving scholarships to Freedom and Liberty high school-specifically to students of color
• Data question-who are the students who graduate from Lafayette?
• Filling out FAFSA Forms-is this happening
• Bussing?? Can the district bus students
• EASD student think Lafayette kids are cool 😊
• Who is the conduit for communication?

Community at Large
• Past perceptions of Lafayette students as drinkers, too loud, etc.

Strength
• Common themes emerging
• Focus coming together
• There’s still excitement
• See broad themes coming down to where the rubber meets the road
• Concept of existing leadership offerings at Lafayette that might be an opportunity for engagement for community member at low cost the college

Improvements
• List of contacts-spreadsheet, biographical
• Wordpress site-somewhere to house previous agendas, notes, etc.
• Extend invitation to someone within city government? New council members?
• Coherent way to identify resources and then
• Better understanding of the internal forces? What are the barrier internally? Better understanding of the organization, structure, attitudes?
• Starting and ending times for meetings

Take Aways
• College resources-lots of low-hanging fruit-slight revisions to existing programming
• How can we identify all these strengths then pick a few things the focus on?
  o Do what we can do?
  o What are the needs? How can we match them with strengths?
• How to create a sense of community among the people doing this work to unite forces?
  o Wine and cheese reception?

Next meeting: March 4th at 9:00 am First UCC Church
• Focus on internal audiences