Steering Committee Meeting
October 30th, 2015

Agenda

- 8:00 Coffee and bagels
- 8:30 Introductions
- 8:45 History of Community Engagement at Lafayette College
- 9:00 Strategic Planning in the form of a SCOT Analysis
- 10:15 Next steps

Next Meeting: Friday February 5th, 2016 8:30 – 10:30

The next meeting of the Steering Committee is tentatively scheduled for 8:30-10:30 a.m. on Friday, February 5th, 2016. Please check your schedules; on Friday, we’ll be asking if this date and time will work for you.
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 found 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

<table>
<thead>
<tr>
<th>Internal External</th>
<th>Strengths</th>
<th>Challenges</th>
</tr>
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<tbody>
<tr>
<td>Opportunities</td>
<td>A</td>
<td>B</td>
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<tr>
<td>Threats</td>
<td>C</td>
<td>D</td>
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</tbody>
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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
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

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?
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
CCE Steering Committee Meeting

October 30, 2015

Attendees: Debbie Byrd, Bonnie Winfield, Hannah Stewart-Gambino, Amber Zuber, Michelle Jennings, Mike Handzo, Michael Kiser, Scott Hummel, Lori S., Guillermo Lopez, Alyssa Emilie, Jim Henkel, John McKnight, Brandon Sardik

Introductions

Brief History

Introduction to SCOT Analysis

Tool for organizing thoughts to get to concrete next steps, organizes intense conversations, end up with a general view of obvious things we can do. Done within our own context, at this moment in time with those of us present. Must be driven by our mission (since we’re not concerned about market share in terms of a business model).

Notes from SCOT Analysis

Internal Strengths

- Great, smart students interested in community engagement (2)
- Welcoming campus
- Long, rich history of community engagement
- Staff, faculty, administrators passionate about community engagement
- Landis endowment of funds supporting co-curricular projects
- Supportive leadership
- Team of professionals in CCE
- Connections in the community
- Located near the heart of the city
- Infrastructure
- Interest in “building up” and more engagement opportunities
- Committed core faculty and staff
- Constituency development and interest in youth empowerment
- On-going programs with Northampton County Jail and issues of reentry
- Educational opportunities for students (conferences, POSSE events, etc)
- 60+ faculty doing some sort of CBLR
- Strong history of Landis Center and the colleges engagement in Easton, with long-term partnerships
- Office assistant in the future
- Institutional backing/infrastructure

Internal Challenges

- Transportation
- Clearances
- No strong CBLR faculty community
- Lack of incentive reward structure for faculty
- Publicizing what we already do
- Only undergraduate education
- No education major
- Staying focused on local issues amidst “global education” movement
- Expanding beyond well-intentioned white women volunteers
- Predominantly white institution
- Moving towards a vision
• Moving beyond “likely suspects,” expanding beyond core group of faculty
• Faculty structures and fear
• Sustainable partnerships; in and out relationships, determined by academic calendar
• Time to move transactional to transformative relationships
• Measurement: to what end?
• Faculty reward structures not aligned with community outreach
• Awareness-internal blind spot at highest levels about the power of CBLR
• Faculty time; time in general
• Enrollment and fundraising are first priority one; community engagement is not currently considered to be the pathway
• Marketing and messaging
• Students in the “bubble”
• Instability of CCE Staff structure, 3-year appointment with one course release
• Downsizing of Landis staff to create CCE

Internal Opportunities
• New administration; support of Provost, VP Communications
• connections with Communications and Financial Aid
• Encouraging more local participation from the community in this group and decisions, encouraging voices of the city
• More faculty engaged in teaching in the community
• Work-study jobs available

External Opportunities and Strengths
• Connecting Easton community to the curriculum, particularly in STEM fields
• Capitalizing on Connected Communities: branding and leveraging this with Easton and beyond
• Many opportunities to connect with the community
• Positive momentum in Easton
• Mayor
• Momentum in Easton
• Plenty of meaningful opportunities for partnership
• Passionate involved community members and organizations
• North Third Street Arts Campus
• Easton Farmers Market
• Connect research needs of community to Lafayette faculty/students
• Shared interest in issues of common concern: homelessness, hunger, poverty, sustainability, environmentalism, etc.
• Sharpen/define/vetting/training/ expectations of interns
• Community bonds-sense of community & cohesion
• Growing Hispanic community and diversity of Easton’s racial and ethnic communities in general
• Size of the city

External Challenges and Threats
• Community partners struggling economically; more demand than supply
• Partnership meetings always on campus
• Collective impact imposes a data-driven culture (opportunity to partner with colleges/universities)
• Same people, same organizations; expanding involvement
• Non-profits operating an shoe-string budget; staff stretched thin
• Still need to provide meaningful education experiences
  o Interns/volunteers are sometimes more harmful than good
• West Ward focus and relative neglect of South Side
• United Way funds being directed to K-3 literacy initiatives
• Lack of collaborative partnerships
• Lack of funding
• Organizational instability
• Reduced staff
• Act 153
• Community bonds among residents and neighborhoods; feeling a sense of community
• Language barrier
• Homelessness
• Crime & drugs in the West Ward
• Funding-West Ward uncertainty
• Sometimes lack of trust between Easton and Lafayette
• One-way partnership-the college gives to the city; College Hill perceived as not having any need for help or support (businesses on Catell, etc.)
• Perception and stigma of Easton