



# Strategic Plan

Progress of the 2023-2025 Strategic Plan Goals for the University of Louisville Office of Community Engagement.



## Office of Community Engagement

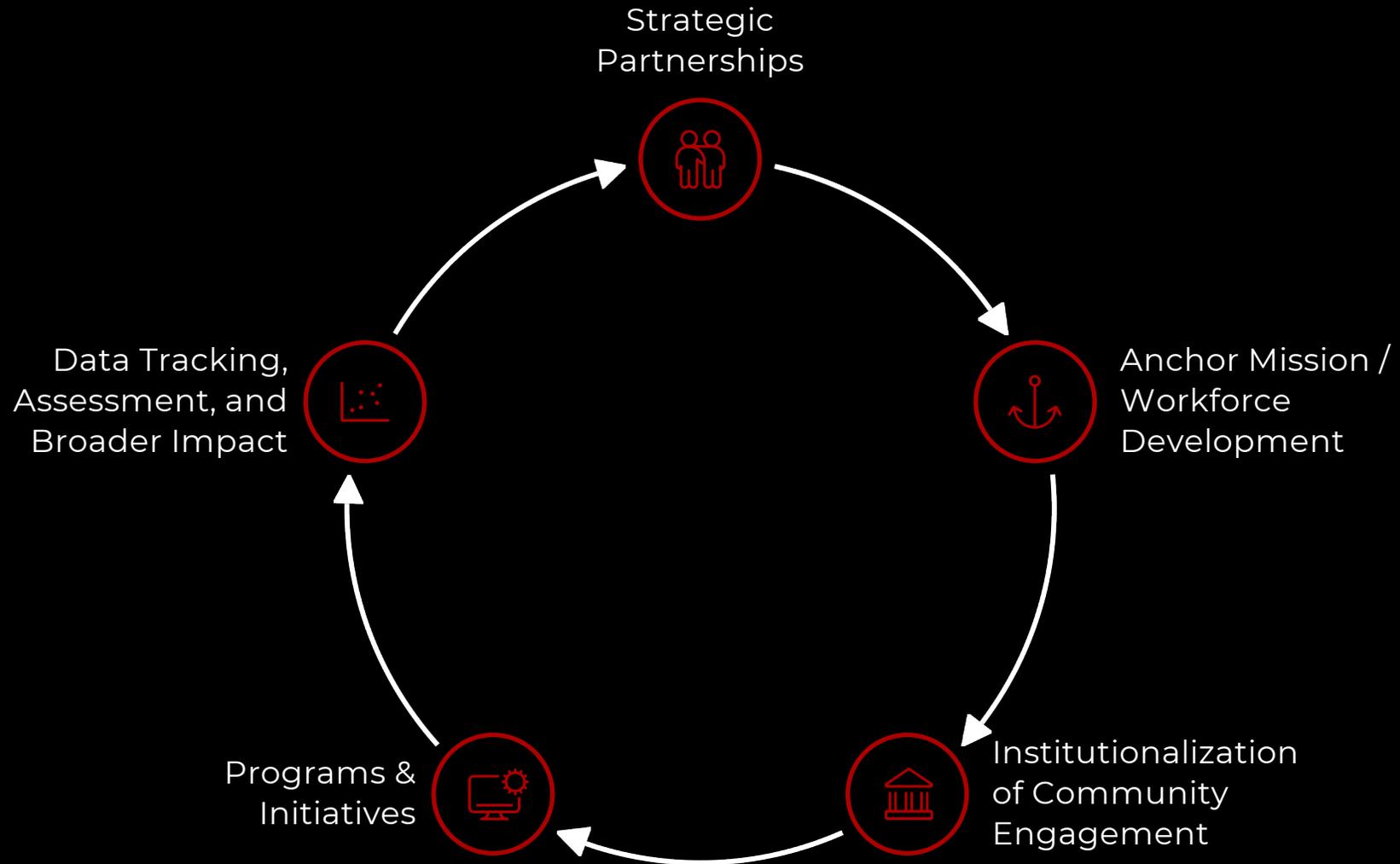
Community engagement is an integral part of our mission. It goes beyond mere involvement; it requires genuine connection, understanding, and collaboration with the people and organizations in our localities. By working hand in hand with the communities we serve, we can create a brighter and more sustainable future for all.



UofL 2023-2024 Strategic Plan

# OCE Strategic Priorities

# Strategic Priority Areas



# Strategic Priority Areas

The strategic priorities for the Office of Community Engagement are outlined with a focus on enhancing community-university partnerships and advancing mutual goals.



## Strategic Partnerships

- Forge and strengthen partnerships with a diverse array of local communities, organizations, and industries.
- Initiatives like the West Louisville Place-based Initiative and the Signature Partnership Initiative exemplify our commitment to collaborative growth.
- Establishment of a Community Engagement Advisory Board to oversee and guide partnership efforts, ensuring they align with mutual goals of the university and community stakeholders.



## Anchor Mission / Workforce Development

- Emphasizing UofL's role as a catalyst for local economic development and revitalization through strategic purchasing and investment.
- Utilization of the Purchasing Priorities and Planning (P3) Tool to promote local and minority-owned businesses.
- Engage in workforce development initiatives, convening a broad spectrum of stakeholders to create pathways to employment and economic opportunity.



## Institutionalization of Community Engagement

- Embed community engagement deeply within UofL's academic and administrative framework.
- Initiatives for faculty development, such as the Community Base Learning Institute, and policies to advance community engagement research.
- Support for academic units to develop and implement their own community engagement plans and appoint engagement liaisons.

# Strategic Priority Areas

The strategic priorities for the Office of Community Engagement are outlined with a focus on enhancing community-university partnerships and advancing mutual goals.



## Programs & Initiatives

- Highlighting programs such as the Upward Bound TRIO and Cardinal Rising Program aimed at enhancing access to education and supporting underserved communities.
- Launch of the Community Engagement Mini Grant Program to fund projects with a direct community impact.
- Organizing the Community Engagement Spring Academic Symposium to showcase community-university collaboration.



## Data Tracking, Assessment, and Broader Impact

- Developing a centralized system for tracking the breadth and depth of UofL's community engagement activities.
- Crafting narratives to showcase the impact of major partnerships on the community and the university.
- Encouraging units across UofL to participate in annual reporting, ensuring accountability and visibility of engagement efforts.



UofL 2023-2025 Strategic Plan

# OCE CONNECT Goals

# CONNECT Overarching Goal: Community Engagement

1. Increase the total number of reported Community Engagement activities



# CONNECT Supporting Goals: Community Engagement

1. Increase the total number of Signature & Strategic Partnerships via Impact & Assessment

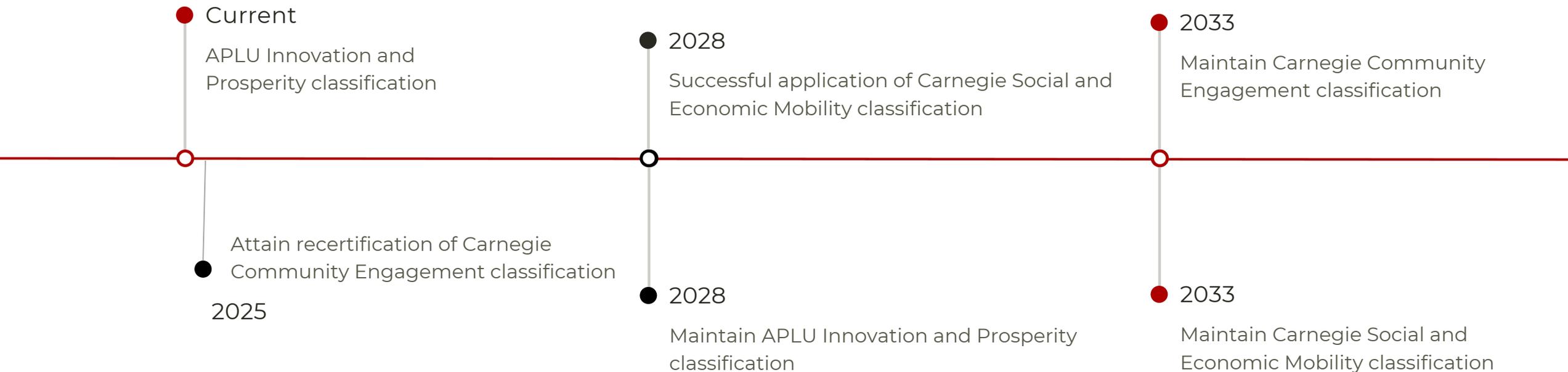
2. Increase the amount of community engaged scholarly grants



# CONNECT Supporting Goals: Community Engagement

1. APLU Innovation & Prosperity Classification (OCE/EVPRI)

2. Attain recertification of Carnegie Community Engagement classification





UofL 2023-2024 Strategic Plan

# OCE Path to Achieve Goals

# COMMUNITY ENGAGEMENT FOCUS AREAS



**Educational Attainment** - UofL faculty, staff and students are teaming up with community partners to work with teachers, parents and students in schools locally and across the Commonwealth.

**Economic Development** - Both academic and administrative units continue efforts to increase economic opportunities through activities focusing workforce development, business development, applied research, entrepreneurship, and innovation.



**Health & Quality of Life** - Improving health and quality of life is a key focus of community engagement activities across the university. UofL provides direct health services in communities locally, statewide, and around the world, as well as major work with partners on arts, cultural, and neighborhood development activities that connect community.

**Social & Human Services** - UofL works with community partners to provide direct social and human services, as well as in activities to build capacity for more sustainable neighborhoods. These activities span the spectrum from engaged scholarship involving participatory research, engaged teaching through community-based learning and internships, to partnership projects with major nonprofits, governmental agencies, and philanthropic foundations.



# Community Engagement Activities



## Partnerships with local community organizations

Engage with local nonprofits, businesses, schools, and government agencies through community based learning courses, internships, and collaborative research projects.



## Curricular engagement

Integrate community-based learning into the curriculum through community based learning courses, community-based research, and capstone projects.



## Community outreach programs

Offer educational and cultural programs open to the public, such as lectures, exhibits, concerts, and community forums.



## Engaged scholarship

Support faculty and student research that addresses community needs and involves community partners in the research process.

By collaborating with local partners, engaging with the community, and incorporating civic engagement into teaching and research, the university provides value to society and enhances the student experience.

# Signature Partnerships Partners in West Louisville

Partners in UofL's place-based Signature Partnership, working in collaboration with residents and organizations serving west Louisville to enhance the quality of life and opportunity for residents of West Louisville.



# Carnegie Community Engagement Classification



## Partnership between University and Community

Mutually beneficial exchange of knowledge and resources in context of partnership and reciprocity



## Purpose

Enrich scholarship, research, enhance curriculum, prepare engaged citizens, address societal issues, contribute to public good

Community engagement enriches the university and broader community through collaborative partnerships.

# Carnegie Social and Economic Mobility Classification

## Measures access

The ability of schools to enroll and graduate students from socioeconomically disadvantaged backgrounds.

## Measures retention

The ability of schools to retain and graduate students from socioeconomically disadvantaged backgrounds.

## Measures employment

The ability of schools to facilitate good employment outcomes for students from socioeconomically disadvantaged backgrounds.

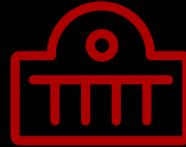
## Measures debt assistance

The availability and effectiveness of financial aid, scholarships, and debt forgiveness programs.

# APLU Innovation and Prosperity Classification



Recognizes regional economic engagement, growth, & opportunity  
Substantive commitment for economic prosperity



Managed by APLU  
Comprehensive initiative for universities



Self-assessment process  
Involves on & off campus stakeholders

The IEP designation program recognizes institutions that have demonstrated a substantive, sustainable, and institution-wide commitment to and strategy for regional economic engagement, growth, and economic opportunity.

# OCE Team

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