

# *College Town*

# *Progress Report*

2016 - 2017

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Weber State University and Ogden City



*College Town Vision:*

Our community is known as a unique and vibrant place where Ogden City and Weber State University mutually pursue economic, educational, recreational, social and cultural initiatives. This effort creates pride and tradition that bind college and town together.

# College Town Annual Progress Report

This report identifies the progress of many College Town partnerships and programs from August 2016 – August 2017. The report also highlights opportunities for growth and areas in which bonds between WSU and other community entities were strengthened.

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# Overall Signs of Progress

## Ogden CAN (Civic Action Network)

Campus Compact, a higher education organization for colleges and universities, asked Weber State University to create a civic action plan. The university has wholeheartedly supported this endeavor as demonstrated by President Charles Wight's endorsement of the Action Statement on Feb. 19, 2016. The university invited representatives from Ogden City to co-author this plan, of which the city expressed its full support. That support was demonstrated by the approval of an Ogden City joint resolution on June 14, 2016. Weber State University is one of 450 universities that have endorsed the Action Statement, but Ogden City was the first city in the United States to officially endorse it. The work of creating the civic action plan commenced in February 2016.

The civic action plan addresses the needs of an Ogden central-city neighborhood with 19% of residents living in poverty and an even higher amount of area residents projected to be living in substandard housing. The Ogden CAN (Civic Action Network) is designed to take on these challenges. This place-based, anchor-ally-resident approach has three areas of focus: health, education and housing. The area of focus is the East-Central Neighborhood, a 10 block-by-10 block area adjacent to Ogden's central business district. Seven anchor institutions, numerous ally organizations and 15,528 residents exist within this neighborhood. Implementation teams will address each of the three areas of focus. These teams are in the process of defining a vision, goals, measures of success, interventions and projects, and the resources necessary to move forward.

The mission of Ogden CAN is to create comprehensive neighborhood revitalization in Ogden's East-Central Neighborhood. In addition, the university is pursuing the creation of a Civic Action Institute on campus with the proposed mission statement of creating civic action plans that are consistent with anchors, allies and residents, a place-based approach, seeking solutions through community partners and leveraging existing resources.

Initiatives similar to Ogden CAN are being contemplated in other communities.

Dr. Brenda Marsteller Kowalewski, associate provost for high impact programs and faculty development at WSU, is overseeing the effort. The current executive director of Ogden CAN, Bill Cook, retired from Ogden City and is volunteering his time. Representatives of the anchor institutions, ally organizations and area residents are also participating in this effort. A total of 50 individuals are involved, six in the advisory committee and 44 in the steering committee and implementation teams.

Support for this initiative has come from many sources. Establishing an institute requires additional resources from Weber State University, which will provide oversight, financial management, human resource management, grant administration, legal advice, fundraising and administrative support.

There are seven anchor institutions: Weber State University, Ogden City, Intermountain McKay-Dee Hospital, Ogden Regional Medical Center, Ogden-Weber Tech College, Ogden School District and Weber-Morgan Health Department. These organizations will likely provide ongoing operating support to sustain the institute.

Many ally organizations also participate in the effort, including: United Way of Northern Utah, Zions Bank, the Weber County Commission, the Ogden-Weber Community Action Partnership, the Church of Jesus Christ of Latter-day Saints, St. Joseph Catholic Church, National Association for the Advancement of Colored People, Latinos United Promoting Education and Civic Engagement (LUPEC), GOAL Foundation, Ogden Housing Authority, Midtown Clinic, Rancho Markets, Ogden City Police Department and the YMCA of Northern Utah.

Ogden CAN will seek financial support from a variety of sources to fund specific interventions and projects.

## Community Engagement Summit

Sixteen professional organizations throughout the country representing the interests and concerns of municipalities and higher education participated in the first ever Community Engagement Summit in May 2017. Ogden City and Weber State University hosted the event.

Through the town-and-gown partnership between Ogden City and Weber State University, the College Town Coalition observed that the city and university drew upon the intellects of various professional national organizations with similar missions to engage in community development that positively impacts the lives of people living in the same community. The professional organizations nurturing the community development work of the city and the university had very little knowledge of one another, however. Bringing together these professional organizations that support both higher education and municipalities was a first in the nation, to the best of the College Town Coalition's knowledge. The summit gave representatives from these organizations opportunities to explore these uncharted waters.

The Community Engagement Summit, held in Ogden on May 4-6, 2017, was an overwhelming success. The professional organizations that participated in the summit decided to continue to engage together by naming the group the "Ogden

Collaborative” – a true honor for Ogden and Weber State University. The organizations include:

- Academy of Community Engagement Scholarship
- American Association of State Colleges and Universities – American Democracy Project
- Anchor Institutions Taskforce
- Brown University, Swearer Center for Public Service – Carnegie Community Engagement Classification
- Campus Compact
- Civic Learning and Democratic Engagement Action Network
- Coalition for Urban and Metropolitan Universities
- Democracy Collaborative
- Imagining America
- International City/County Management Association
- International Town and Gown Association
- NASPA Student Affairs Administrators in Higher Education
- National Conference on Citizenship
- National League of Cities
- New England Resource Center for Higher Education
- The Democracy Commitment

Participants created the following purpose statement:

“The Ogden Collaborative is a coalition of networks that catalyzes efforts to foster community-engaged partnerships for just, equitable and thriving communities.”

The four areas of focus for the collaborative include meetings and conferences, collaborative communication, field building and a think/do tank. Summit participants then created a long list of potential actions for each of the focus areas. Members will sort and prioritize these actions at a future meeting.

One component of the summit was to provide the participants with an opportunity to offer feedback on the Ogden CAN (Civic Action Network) project. Participants took part in a driving tour of the East Central Neighborhood, the focus area of the project. When inquiring whether Ogden CAN was on the right track, the overwhelming response was yes. Of the 450 universities that are preparing civic action plans, WSU’s approach was described as the only one that focuses on an anchors-allies-residents and place-based strategy to directly benefit citizens. Collaborative members offered several excellent suggestions as well.

Three of the attending organizations suggested that this project be submitted for national awards including:

- The International Town and Gown Association Presidential Excellence Award
- The International City/County Management Association Community Partnership Award
- The W.K. Kellogg Foundation Community Engagement Scholarship Awards

Between the summit and the second meeting, members generated a list of meetings and conferences for all of the organizations. Boards for each organization will consider draft resolutions. Participants also drafted a path-forward schedule and scoped needed research regarding the question “What makes a good university/local government partnership?”

The second meeting of the Ogden Collaborative was held on June 10, 2017, at the Civic Learning and Democratic Engagement conference in Baltimore. During this conference, representatives of the Ogden Collaborative of the Summit and the plans for the future.

Much was accomplished at the second meeting including direction for the following work over the next year:

- The collaborative selected two co-chairs – Bobbie Laur and Beth Bagwell. Bobbie is the executive director for the Coalition for Urban and Metropolitan Universities, and Beth is the executive director for the International Town and Gown Association.
- The focus for the first year will be “meetings and conferences” and “collaborative communication.”
- A concept paper will describe the vision, purpose, current happenings, clearly stated “whys,” links between organizations, tool kits, points of contact, etc.
- Research follow-up includes questionnaires at three- and six-month intervals and one-year interviews.
- Members will complete research regarding “What makes a good university/local government partnership?”
- The collaborative will create a pressing issues comparison, including the top 10 issues for local governments and the same for universities.
- The collaborative will consider the creation of a university-local government partnership institute, which would be a two- or three-day training for emerging partnerships.
- The group will prepare for the 2020 Galaxy Engagement at the Campus Compact National Conference in March 2020.

The third meeting of the Ogden Collaborative will occur in November 2017.

## College Town Advisory Committee Report

The 2016 Advisory Committee meeting included a presentation on the overall progress of College Town, an interactive survey and a brainstorming exercise to explore opportunities to create more purple pride. The survey and overall discussion focused on how much purple pride is currently present and opportunities to enhance this.

## College Town Coalition

Ogden City and WSU determined that the timing was right to move this effort past the initial stage and to rename the group as a coalition. The efforts of college town partnerships over the past few years, in addition to the College Town Charter, have solidified efforts and allow for new points of progress to be explored.

## Ogden/Weber State Co-Branding

Ogden City employees and WSU representatives have held a series of meetings to coordinate efforts and further implement Ogden's new brand promise and approach. Complementing this effort, WSU designed t-shirts featuring campus amenities with the tagline "Keep Weber Wild." Conversations are ongoing.

## Ogden City Recognitions of WSU

The Ogden City Council and Mayor Mike Caldwell have formally recognized the following WSU groups and initiatives during the past year:

- Homecoming Royalty: Natasha Pruhs, Joaquin Huesca, and Ronald and Nora Axton
- Hispanic Heritage Month
- Martin Luther King, Jr. Day of Service
- WSU football team
- WSU student athlete Ellie Child
- Sexual Assault Awareness Month
- Spanish Spelling Bee and Language Competition
- Juneteenth Freedom Day

# Recreational, Social, Cultural

## Diversity

As a result of a collaborative effort with representatives from WSU, Ogden City, Ogden-Weber Tech College and the surrounding community, a Diversity Charter signing event for the Ogden community took place on Sept. 13, 2016. This charter was a result of many large and small group meetings over the past three years. The Diversity Charter is intended to be a living framework to help build a more inclusive, engaged and welcoming community that thrives on the trust, equity and interdependency of Ogden's diverse communities. It envisions an Ogden where everyone experiences belonging, fairness, fundamental freedoms and human rights.

In conjunction with the Diversity Charter, the Ogden City Council adopted an ordinance to establish a Diversity Commission. The Ogden Diversity Commission serves as an advisory committee to the mayor and the City Council to carry out the mission the Ogden Diversity Charter had established. Acting through the Mayor's Office of Diversity Affairs, the commission's work includes establishing a collaborative connection between the City of Ogden, individuals, institutions and organizations working toward meeting the needs of Ogden's diverse communities. There are 11 commissioners from various backgrounds who have been appointed to serve on the Diversity Commission.

## Conversations on Race

Weber State has hosted a series of town hall conversations on race in order to discuss police and civilian shootings as well as changes in federal policy. WSU Chief Diversity Officer Adrienne Andrews has facilitated the discussions and helped coordinate the events along with Reverend Monica Hall and WSU alumna and local business owner Alicia Washington. WSU President Charles A. Wight, police and community leaders have taken part in the events.

# Educational

## American Democracy Project

The American Democracy Project is a multi-campus initiative focused on public higher education's role in preparing the next generation of informed, engaged citizens for our democracy. WSU provides a series of presentations and gatherings on campus to help students learn more about democracy.

*Talk of The Town Meetings* – The Ogden City Council continued its collaboration with the American Democracy Project to discuss local issues with students on campus. Plans are in the works to broaden this approach and invite elected officials from government entities in Weber and Davis counties to participate.

*Deliberative Democracy Day* – Each year, WSU hosts Deliberative Democracy Day to promote decision-making through deliberation on important political issues. This year, the topic was to address the difficult issues for LGBTQ youth in Utah.

## Debate Team

WSU's nationally recognized debate team continued to engage important, timely topics before the Ogden City Council. The topic debated during the last year was income equality.

## Weber Speaks

The Weber Speaks program, designed to provide students with public speaking and communication experience, continued its involvement with the community. Up to six students are periodically invited to make a short persuasive speech at a City Council meeting.

Ogden, Clearfield and Layton have participated in the program. In Ogden, students addressed active and healthy living and the use of body cameras for police officers.

# Economic

## 1 Million Cups

Weber State University and Ogden's Small Business Development Center continued partnering with Startup Ogden to provide a national program that allows entrepreneurs from local startups to receive community feedback.

The program, 1 Million Cups (1MC), began in 2012 and was developed by the Kauffman Foundation of Kansas. It provides coffee and the structure to help entrepreneurs find community-generated solutions to their problems. Two local startups pitch their business models on the first Wednesday of each month at Weber State Downtown. In addition, they and attendees can take advantage of various networking opportunities.

## WSU Graduation

The College Town Marketing Committee coordinated a flier to announce the scheduled date for graduation. This was distributed in an effort to let people know about graduation, particularly businesses who may be impacted by the crowds. This information was also provided as a possible opportunity for people to show additional pride in WSU during graduation week. The fliers, for both fall and spring graduation dates, were sent through email lists and social media.

# Contact Information

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## Web Link

<http://www.ogdencity.com/739/College-Town>