

The **Shared Gold Civic Action Plan** targets engagement, responsibility, and prosperity to support and encourage the University in building strategic community health, wealth, educational, and cultural networks. The development and implementation of the plan (abbreviated below) directly supports strategy 3.3a in the University's Strategic Plan, *The Gold Standard 2020*; yet, the plan's four major goal areas and 14 objectives further support other areas of *The Gold Standard 2020*. Over the past year-and-a-half, members of our network have been busy working to meet these objectives, and a synopsis of our work can be found under each respective objective.

### **Goal 1: Locating Our Networks**

Western Michigan University will work to locate initiatives across institutional, physical, digital, and interpersonal spaces.

**Objective 1.1** To locate our networks in institutional space, we have:

- Convened dozens of project-based, community engagement coordination meetings with members of the university community, striving toward achieving strategy 3.3c in *The Gold Standard 2020*.

**Objective 1.2** To locate our networks in physical space, we have:

- Advanced efforts to create a mixed-use business incubator in Kalamazoo. These efforts are coordinated with strategy 5.5b of *The Gold Standard 2020*.

**Objective 1.3** To locate our networks in digital space, we have:

- Created a geo-map of the University's community engagement work for the 2017-18 fiscal year. This initiative contributes to strategies 3.3c-f of *The Gold Standard 2020*, and the map is available at: <https://wmich.edu/community/geomap>
- Revamped the Office of Community Outreach's website, so that it functions as the hub for our collective impact network. In doing so, we supported strategy 5.4a of *The Gold Standard 2020*.

**Objective 1.4** To locate our collective networks in interpersonal space, we have:

- Launched a "Partner with Us" recruitment campaign that seeks out new community partnerships and new community-based projects. This campaign further contributed to strategy 5.4a of *The Gold Standard 2020*.

### **Goal 2: Articulating Our Shared Agendas**

Western Michigan University will work with members of our networks to articulate shared agendas, using an iterative process that identifies needs, encourages collaboration, and develops multidirectional benefits.

**Objective 2.1** To articulate our shared agendas to address acute needs, we have:

- Developed a standard, centralized request form that stakeholders can use to articulate requests for university knowledge and resources. This form is available on the Office of Community Outreach's website.

**Objective 2.2** To articulate our shared agendas to coordinate action among network members, we have:

- Assisted the City of Kalamazoo and Downtown Kalamazoo Partnership as they conducted a fall 2018 parking use study and advanced strategies 3.3f and 5.3b of *The Gold Standard 2020*.
- Planned a set of initiatives with the Kalamazoo Education and Employment Promise (KEEP) to expand the resources available to Kalamazoo County high school students as they seek post-secondary educational and employment opportunities. These initiatives will contribute to strategies 1.3b and 2.1d of *The Gold Standard 2020*.

**Objective 2.3** To articulate our shared agendas to promote multidirectional benefits, we have:

- Facilitated the offering of a 2019 Truth, Racial Healing, and Transformation course that involves students in the support of this national initiative coordinated by the Kalamazoo Community Foundation. This offering advances strategies 1.2a and 2.1d of *The Gold Standard 2020*.
- Executed one initiative—web-site development—with the Kalamazoo Education and Employment Promise (KEEP) to expand the resources available to Kalamazoo County high school students as they seek post-secondary educational and employment opportunities. This initiative contributes to strategies 1.3b and 2.1d of *The Gold Standard 2020*.
- Established a memorandum of understanding with Shared Prosperity Kalamazoo. This memorandum of understanding supports work related to strategies 3.2c, 3.2d, and 3.3f of *The Gold Standard 2020*.
- Executed a memorandum of understanding with the City of Kalamazoo’s Arcadia neighborhood that resulted in a 2018 Sunday morning trash pick-up led by members of the Western Student Association and advanced strategies 3.3f and 5.3b of *The Gold Standard 2020*.
- Executed a memorandum of understanding with Downtown Kalamazoo Incorporated that resulted in a robust marketing research project. This partnership helped advance strategies 1.2a through 1.2d, as well as strategy 3.3f of *The Gold Standard 2020*.

### **Goal 3: Empowering Members of Our Networks to Positively Impact Our Community**

Western Michigan University will empower network members to positively impact the community.

**Objective 3.1** To empower members to act in a way that maximizes responsible action, we have:

- Sent three Western Michigan University representatives to the Campus Compact 2018 National Conference in March 2018, where they learned cutting-edge community engagement techniques and practices. This activity adds to strategies 4.4c of *The Gold Standard 2020*.
- Sent three Western Michigan University representatives to the Fifth International Global Service-Learning Summit in April 2018. At this summit, these representatives received training in best practices designing, implementing, and assessing global-service learning experiences. This activity adds to strategies 1.4c and 4.4c of *The Gold Standard 2020*.

**Objective 3.2** To empower members to act in a way that capitalizes upon existing institutional assets, we have:

- Contributed to the downtown Kalamazoo celebration of Earth Day, which involves numerous university entities and personnel and, in 2018, attracted over 4,000 individuals to Bronson Park. This celebration attests to the way in which we work to achieve strategies 3.3f, 5.3b, and 5.3d of *The Gold Standard 2020*.

**Objective 3.3** To empower members to act in a way that builds community capacity, we have:

- Partnered with community members to revitalize the Oak Street Community Garden. This partnership accomplished significantly more than originally planned. This partnership also contributed to strategies 3.3f, 5.3b, and 5.3d of *The Gold Standard 2020*.
- Collected data—capturing 2,848 discrete community engagement initiatives (some 1.34 million hours of engaged work)—that reflects the scope of our community engagement work over the past fiscal year. This data will help advance strategies 3.1e, 3.3e, and 5.1c of *The Gold Standard 2020*.

**Objective 3.4** To empower members to act in a way that seeds cutting-edge ideas, we have:

- Applied for a two-year, \$200,000 grant from the Corporation for National Community Service to support a volunteer-focused partnership between the City of Kalamazoo and Western Michigan University.
- Support a student-led, community-based proposal that requests \$5,000 to promote sustainability along Davis Street in the City of Kalamazoo's Vine neighborhood. The proposal aimed to contribute to strategies 5.3b through 5.3e of *The Gold Standard 2020*.

#### **Goal 4: Celebrating Members of Our Networks for Sustained Commitment to Civic Engagement, Social Responsibility, and Shared Prosperity**

Western Michigan University will encourage network member commitment by celebrating members' dedication with awards, designations, and additional resources.

**Objective 4.1** To celebrate the sustained commitment of members, we have:

- Distributed three \$1000 awards to community-engaged registered student organizations.
- Completed the Carnegie Elective Community Engagement reclassification process by submitting a 95-page application to the Carnegie Foundation. These efforts work to support strategy 3.3b of *The Gold Standard 2020*.

**Objective 4.2** To establish a Civic Engagement pathway in WMU Signature, we have:

- Championed 67 civic engagement pathway events, which have attracted over 500 student attendees. This objective advances strategies 1.3a and 3.3f of *The Gold Standard 2020*.

**Objective 4.3** To celebrate faculty members for their sustained commitment to our networks, we have:

- Discussed means by which the university might better recognized faculty that engage the community through their teaching, research, and service.