



WELCOME

**UNIVERSITY OF ALBERTA
COMMUNITY ENGAGEMENT CONSULTATION**

OPEN HOUSE #1

APRIL 18, 2019

UNIVERSITY OF ALBERTA - COMMUNITY ENGAGEMENT CONSULTATION

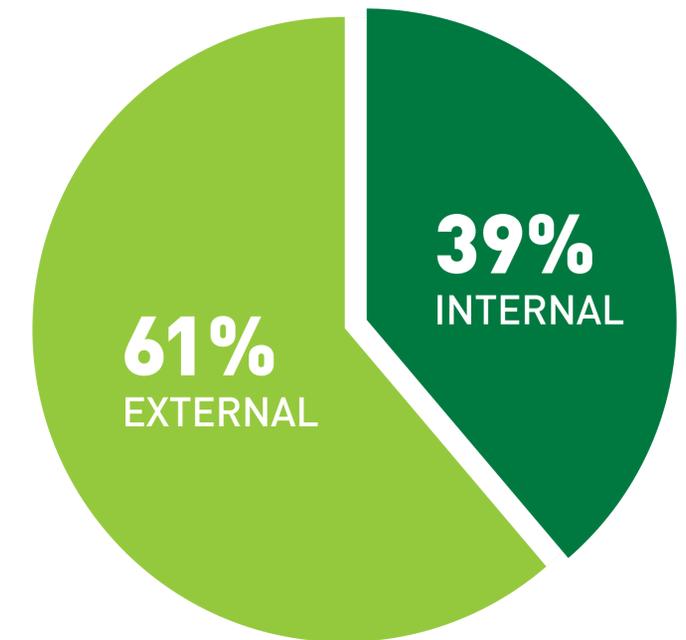
The Office of Government and Community Relations has been gathering information and identifying opportunities related to how the University of Alberta engages with communities within the context of For the Public Good.

This work began in September 2018 with the launch of the Community Engagement Consultation (CEC) Advisory Committee and the start of a series of consultation sessions, which seek input on the institution's University-Community Engagement (UCE).

The goal is to develop an institutional community engagement plan that is informed by widespread internal and external consultation about the role and priorities of the university with its community partners.

HERE IS WHAT HAS ALREADY HAPPENED

- 33 consultation sessions
- 508 people have participated
- Internal community: University of Alberta faculty, staff and students
- External community: Edmonton Public Library, sports, arts and culture, social agencies, non-profit groups, Edmonton Public School Board, community groups, and more



WE WANT TO KNOW IF WE ARE ON THE RIGHT TRACK...



Please review the themes and summary comments that we have heard to date.



Are the themes and summary comments on the right track? Have we missed anything? Let us know by filling out a comment form.



University of Alberta staff are here to answer your questions.



Take a post card with you to see how you can take part in future engagement opportunities.

THEME #1:

MARKET AND COMMUNICATE UNIVERSITY-COMMUNITY ENGAGEMENT (UCE)



There is only an internal or limited external awareness of good UCE initiatives, research and partnerships currently being undertaken at the University of Alberta and that these efforts are not effectively shared with the public or are not capitalized upon.

“The university is very involved with communities around the world through the contributions of its researchers, staff and students. We need to tell this story and celebrate it more.”

“There is no way for good news to boil up; it exists in pockets and silos across campus—we need a mechanism to pull it together.”

“Great work is being done by all faculties, but not all have their work publicized or their stories told. Often the publicized work has to do with direct technological/industrial impact, but the more intangible work often goes overlooked despite its positive impact on people’s lives in the community. For example, the philosophy department sends students into schools to work with kids, which enriches the school experience, but these sorts of good news stories are more difficult to quantify.”

THEME #2:

IDENTIFY AND RESPOND TO COMMUNITY ISSUES



There is a need to respond to the queries, issues and needs of community, especially those seeking the university's expertise for problem-solving.

“Intentional community engagement, clearly aligned with *For the Public Good*, is important; strengthening a clear, transparent process for community engagement to maximize broad access for community - so it is not ad hoc and/or relationship-based; and identifying priorities for research with reciprocal benefits in areas that will result in the most impact.”

“More nimble and relevant processes needed to make university support align with community priorities. The university needs to keep up with societal change. Community in the broadest sense - local, provincial, national and international.”

“Reciprocity is the key to true community engagement partnerships.”

THEME #3:

BRAND ALL INSTITUTIONAL UNIVERSITY-COMMUNITY ENGAGEMENT (UCE) UNDER ONE BANNER



The university's many, diverse UCE efforts should be captured and communicated to the broader community under the "same banner" so as to identify that work as originating from the University of Alberta.

"Create a centralized office to market and communicate and brand the university's community engagement."

"There are a lot of things going on. How can we better attach our brand to the great initiatives that we have on and off campus, highlight and actively market certain topics/rotate between faculties and better emphasize any association of events/speakers to U of A?"

"Prioritize the branding of UCE activities as a unified institution, as opposed to disparate faculties in their own silos. This will also help with recording and metrics/tracking."

THEME #4:

ENCOURAGE AMBASSADORSHIP FOCUSED ON UNIVERSITY-COMMUNITY ENGAGEMENT (UCE)



University faculty, staff, students and alumni could and should be effective ambassadors for the university's UCE work

“Students as volunteers in general community; faculty/staff as donors; alumni engagement – do not just court them as donors. Get them to act as ambassadors.”

“Community ambassadors; one university voice to share all successes across campus.”

“Importance of community engagement idea of everyone being a community ambassador.”

THEME #5:

FACILITATE CONNECTIONS AND IMPROVE ACCESS BETWEEN THE UNIVERSITY OF ALBERTA AND THE COMMUNITY



A process for connecting the community to the university is needed for a host of reasons. They believe that the university is a complex place but does not have to be complicated.

“Missing is a clear process for engaging community that is accessible for anyone.”

“Navigator role is important - how to make your way through the system.”

“Process needs to be established (i.e. central hub) for multi-disciplinary connections.”

HERE IS WHAT ELSE WE HEARD:

Centrally coordinate university-community engagement (UCE).

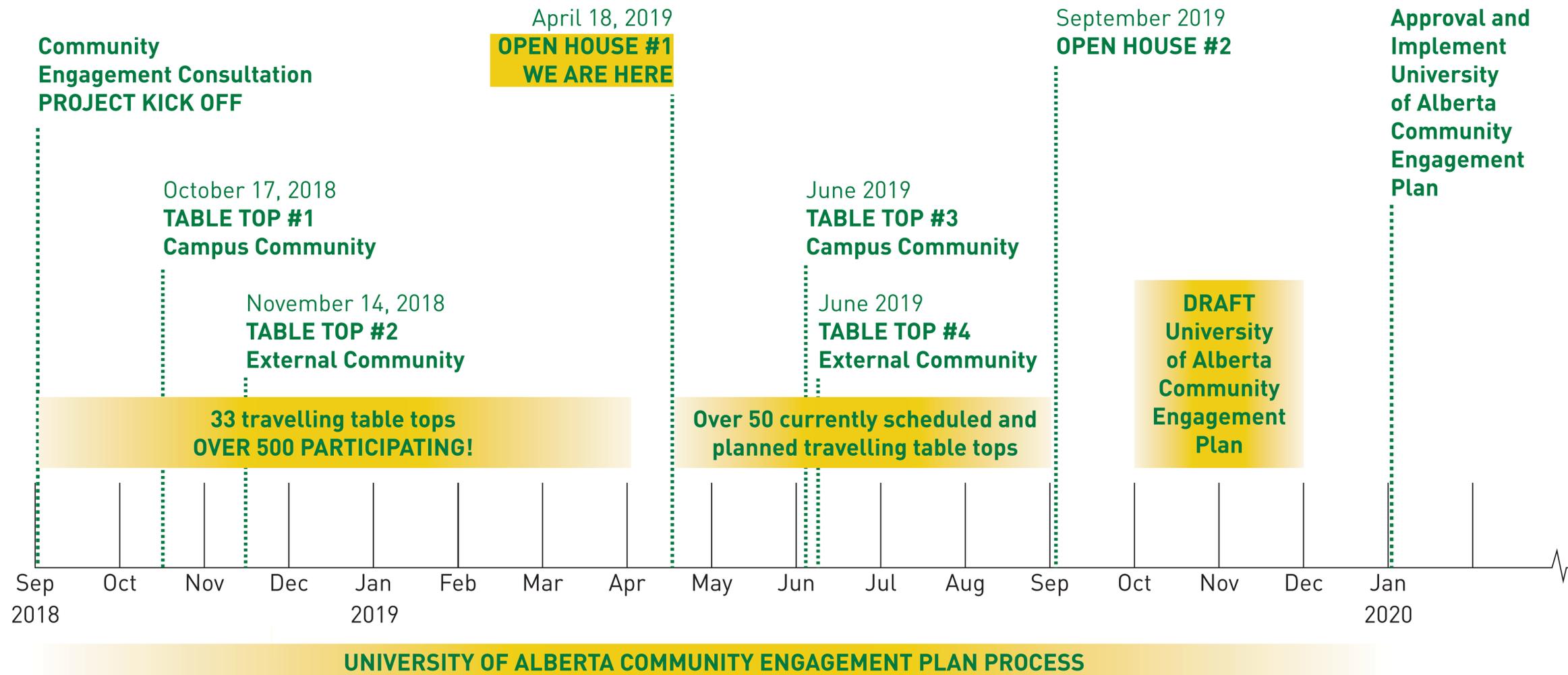
Track/inventory UCE for institutional awareness and the creation of metrics/benchmarking.

Reward staff and faculty members currently conducting UCE. Many responded that UCE is a time-consuming process that takes away from other activities for which there are rewards in place. Some respondents reported feeling penalized for conducting UCE to the detriment of other work.

Formally acknowledge UCE via celebrations and as part of faculty and staff advancement.

Formally support university community volunteerism via a dedicated day.

PRELIMINARY SCHEDULE



THANK YOU FOR COMING

Please submit your completed open house comment forms in the box provided. Should you have comments to submit after the open house please visit www.uab.ca/cec. We will receive comments until May 2, 2019.

NEXT STEPS:

The University of Alberta will hold a second open house to share the final results of the consultations and outline of the draft community engagement plan in early fall of 2019. Please refer to the timeline above and www.uab.ca/cec for progress updates.