Virginia Commonwealth University
VCU Scholars Compass

Community Engagement Institute | 2017 Community Engagement Institute

May 17th, 1:45 PM - 3:15 PM

So You Walk the Walk, But Do You Talk the Talk?: Crafting and Enhancing Communications to Support Community Engagement in Higher Education

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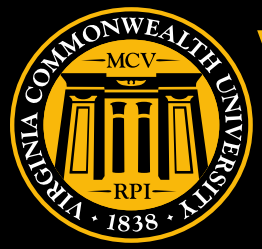
Description
How to get ready to utilize best practices for communicating about university-community partnerships and to identify your vehicle (using your organization's mission to drive movement).

Location
VCU ASPiRE, 835 West Grace Street, Richmond, Virginia

Disciplines
Civic and Community Engagement | Community-Based Learning | Community-Based Research | Higher Education

This event is available at VCU Scholars Compass: http://scholarscompass.vcu.edu/cenrinstitute/CEnRInstitute_2017/agenda_may17/3



VCU

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Office of the Provost | Division of Community Engagement

So You Walk the Walk, But Do You Talk the Talk?: Crafting and Enhancing Communications to Support Community Engagement in Higher Education

Audrey G. Trussell

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/VCUCommunityEngagement

/VCUDCE

vaengage.com

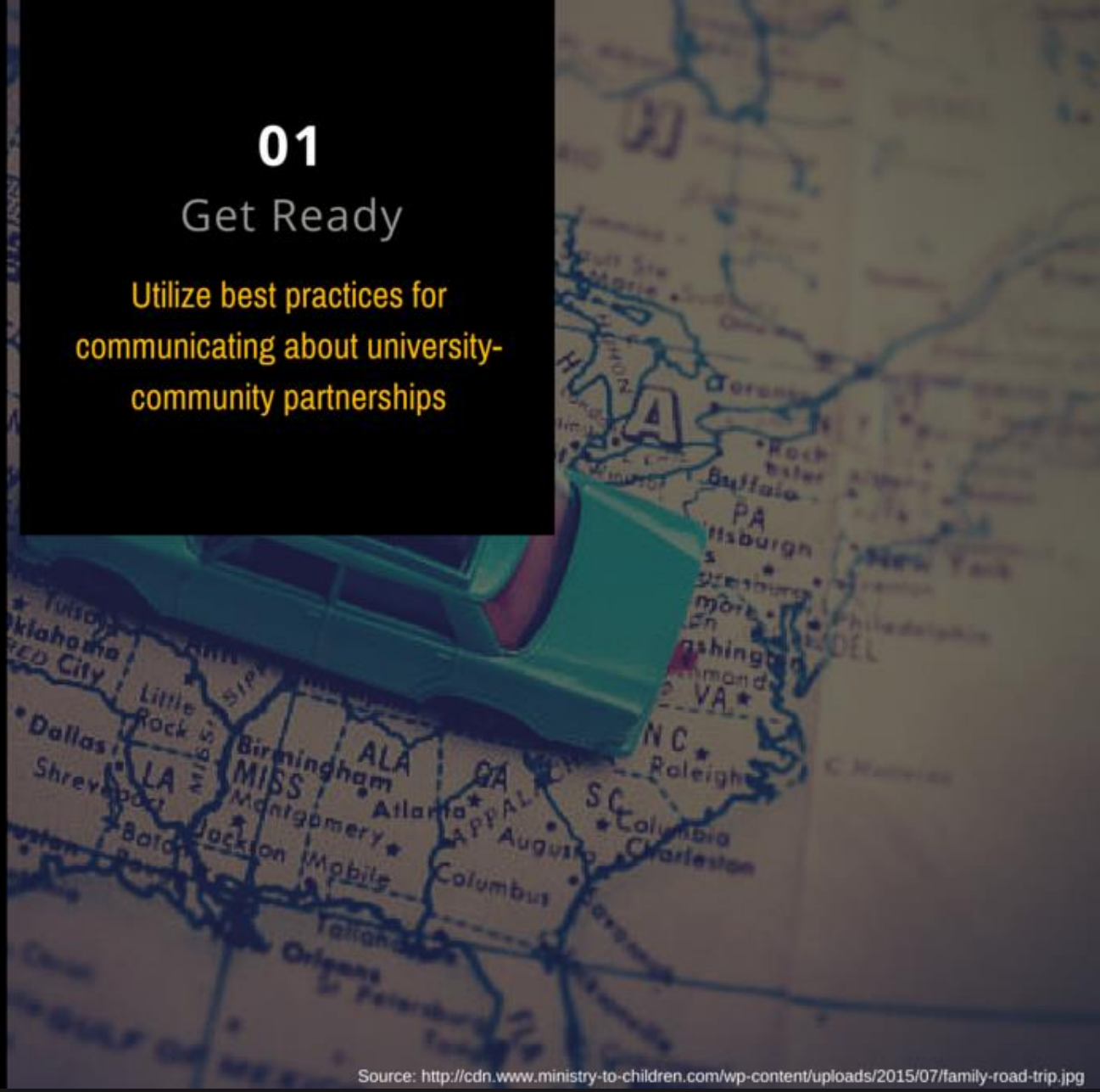
Source: http://cdn.www.ministry-to-children.com/wp-content/uploads/2015/07/family-road-trip.jpg

TALK THE TALK

01

Get Ready

Utilize best practices for communicating about university-community partnerships



Source: http://cdn.www.ministry-to-children.com/wp-content/uploads/2015/07/family-road-trip.jpg

best practices.

Identify Community Partners.

Give credit to BOTH partners for time, effort, resources....

How can your communication strengthen your relationship?

Link to partner website, promote their programs, etc....

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ASPiRE Partners with Red Cross to Host Blood Drive

ASPiRE hosted a blood drive in partnership with the Greater Richmond Red Cross Feb. 20. Seven ASPiRE students took on leadership roles in

prominent nonprofit organization that is globally renowned for its life-saving work, " said Grady Hart, co-curricular coordinator for ASPiRE. "Moving forward, we hope to sustain a long-term partnership between ASPiRE and the Red Cross, as ASPiRE is built on the belief that sustainable partnerships with like-minded community organizations like the Red Cross benefit both our students and our broader community."

For more information on the Red Cross, visit http://www.redcross.org/va/richmond.

best practices.

Identify Community Partners.

Pay Attention to Language.

Be aware of your language.

Make it collaborative.

Credit the community partners for their contributions.

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best practices.

Identify Community Partners.

Pay Attention to Language.

Tell Both Sides of the Story.

Include the university and community perspective.

Promotes principles of community engagement.

Tells a more complete story.

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All News
Calendar
Access to Health
Economic Development
Education
Outreach
Sustainable and Vibrant Communities
Community Engaged Research
ASPiRE
Mary and Frances Youth Center
Service-Learning

Back to News

John Shuck: Bringing Light to East End Cemetery

There is a dark narrow road on the border of Richmond and Henrico County that few have traveled in recent years except John Shuck and groups of volunteers, including ASPiRE students. This road takes you to the East End Cemeterywhere grave markers are broken and iron fences have been bent by tangled tree roots. The 16-acre cemetery is a place that has been long forgotten and neglected by many.

East End Cemetery, a historically black, privately-owned cemetery, was established in the 1897. Thousands of the city's residents are buried at the cemetery, with tombstones extending far into the woods. According to Shuck, the cemetery fell into disrepair because the families opted to care for the site themselves, but with time, people moved away or passed on. By the 1970s, the cemetery was largely abandoned.

As a result of the hard work of Shuck and his cadre of dedicated volunteers, the cemetery is slowly filing with light and coming back to life. Nearly every weekend, Shuck can be found cleaning debris from the cemetery and coordinating volunteers who give him a

best practices.

Identify Community Partners.

Pay Attention to Language.

Tell Both Sides of the Story.

Represent the Joint Effort.

Convey the nature of the true partnership.

Establish efforts as collaborative projects with mutual benefits and shared goals.

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- Guests from a dozen states pack reception celebrating the Kirkpatrick Professorship [03/12/2016]
- Building rapport: Medical Spanish class helps students connect with patients [03/02/2016]

CATEGORIES

- Alumni achievements and news
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- Gifts at work

Every Day, A New Discovery.

NOVEMBER 19, 2015

Safety Net Collaborative a win-win for VCU and Richmond

When three safety net primary care clinics in Richmond found they could not fully meet the mental health needs of their patients, they knew they had to find a solution to provide these critical services to the city's most vulnerable populations.

Rachel Waller, M'99

With over half of all patients receiving substandard or no mental health care, the clinics needed to provide thousands of behavioral care sessions to their patients. But where to find a group psychologists willing to contribute hundreds of hours of work at little or no cost?

Bruce Rybarczyk, Ph.D., a professor in VCU's Department of Psychology, had the perfect answer: his doctoral trainees. As a result, since 2008 trainees have delivered over 10,000 pro bono sessions at the Ambulatory Care Center on the MCV Campus, the Daily Planet for the Homeless and the Fan Free Clinic. A fourth clinic, VCU's Hayes E. Willis Health Center, was added in August.

The Safety Net Primary Care Psychology Collaborative has proved fruitful for everyone involved. The clinics are able to better cover the mental health needs of their patients, while the doctoral students get valuable experience working with a wide-range of patients. Most importantly, the medically underserved in the Richmond community get access to the care they need.

Rachel Waller, M'99, has seen the benefits of the collaborative firsthand through her work on the internal medicine service at the Ambulatory Care Center.

best practices.

Identify Community Partners.

Pay Attention to Language.

Tell Both Sides of the Story.

Represent the Joint Effort.

Arrazatte, C., Lima, M., & Lundy, L. (2013). Do university communications about campus-community partnerships reflect core engagement principles? *Michigan Journal of Community Service Learning*, 41-52.

TALK THE TALK

01
Get Ready

Utilize best practices for communicating about university-community partnerships

02
Identify Your Vehicle

Without your organization's mission to drive movement, you can't go anywhere.

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COLLABORATION
Council for Community Engagement
Working together, changing lives.
The VCU Division of Community Engagement mobilizes university-community partnerships that generate innovative solutions to societal challenges and prepares the engaged citizens of tomorrow.

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03
Declare Your Destination

What's your ultimate goal? Do you have [mini] goals along the way?

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About us

- Strategic Plan
  - *Impact Reports*
- Staff
- E-newsletter Archive
- Carnegie Foundation Classification
- Division Scholarship

Strategic Plan

Mission

The VCU Division of Community Engagement mobilizes university-community partnerships that generate innovative solutions to societal challenges and prepares the engaged citizens of tomorrow.

Vision

VCU is a community of engaged citizens, working together, changing lives.

Community Engagement Principles

The Core Values outlined in the Quest for Distinction are fully reflected in the division's

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04
Who's Riding With You?

Who is your audience? You can't fit everyone in the car!

Part IV: Identify Your Audience

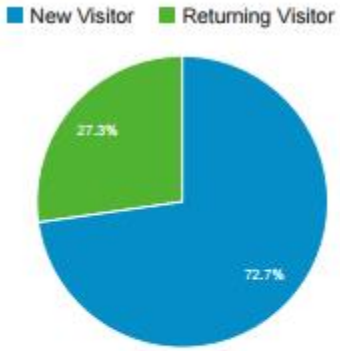
The Division of Community Engagement assists VCU's faculty, staff, and students who are involved with service-learning classes or community-based research projects; we address the continuing studies and professional development needs of adults in the region and beyond; we offer programs for the community through the resources of the Mary and Frances Youth Center and the Carver Neighborhood space; we have launched ASPiRE, VCU's first living-learning residential hall with a focus on community engagement, and much more. The Division also administers the Council for Community Engagement, a representative body from all academic and academic-support units committed to creating a culture of community engagement at VCU.

Part IV: Identify Your Audience

Sessions	Users	Pageviews
3,249	2,683	6,410

Pages / Session	Avg. Session Duration	Bounce Rate
1.97	00:01:34	65.04%

% New Sessions
72.70%



March 2015 v. 2016
3% increase in visits
10% increase in unique visitors

Default Channel Grouping	Acquisition			Behavior			Conversions		
	Sessions	% New Sessions	New Users	Bounce Rate	Pages / Session	Avg. Session Duration	Goal Conversion Rate	Goal Completions	Goal Value
	3,249 % of Total: 100.00% (3,249)	72.73% Avg for View: 72.70% (0.04%)	2,363 % of Total: 100.04% (2,362)	65.04% Avg for View: 65.04% (0.00%)	1.97 Avg for View: 1.97 (0.00%)	00:01:34 Avg for View: 00:01:34 (0.00%)	0.00% Avg for View: 0.00% (0.00%)	0 % of Total: 0.00% (0)	$0.00 % of Total: 0.00% ($0.00)
1. Referral	1,643 (50.57%)	77.72%	1,277 (54.04%)	62.87%	1.98	00:01:26	0.00%	0 (0.00%)	$0.00 (0.00%)
2. Organic Search	1,262 (38.84%)	64.90%	819 (34.66%)	67.59%	1.93	00:01:46	0.00%	0 (0.00%)	$0.00 (0.00%)
3. Direct	330 (10.16%)	78.18%	258 (10.92%)	65.15%	2.11	00:01:31	0.00%	0 (0.00%)	$0.00 (0.00%)
4. Social	14 (0.43%)	64.29%	9 (0.38%)	85.71%	1.50	00:00:09	0.00%	0 (0.00%)	$0.00 (0.00%)

Share your Tools and Tactics

Source: http://cdn.www.ministry-to-children.com/wp-content/uploads/2015/07/family-road-trip.jpg

Questions? Thoughts?
Comments?

Resources

Arrazatte, C., Lima, M., & Lundy, L. (2013). Do university communications about campus-community partnerships reflect core engagement principles? *Michigan Journal of Community Service Learning*, 41-52.

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