

# Edgewood College Civic Action Plan

Revised 6-6-2017

## Vision/Mission

*Edgewood College intentionally promotes, supports, and rewards a culture of civic engagement for students, staff and faculty that is valued by our community partners. The College provides students with multiple opportunities for civic engagement experiences that develop knowledge, skills and commitments to help students discern how their own interests and gifts intersect with community needs and opportunities (their vocation).*

### *Belief Statements:*

*We believe that the Dominican values of truth, compassion, partnership, community and justice are expressed through civic engagement when we strive to act in ways consistent with the following beliefs:*

- *Social justice is a central goal of civic engagement.*
- *Mutuality and respect define our community-based relationships.*
- *The search for truth is characterized by civic dialogue, listening, humility, and an openness to being changed through diverse perspectives.*
- *As an institution of higher education, developing informed perspectives on social issues, their root causes, and solutions is an important learning outcome of civic engagement.*
- *The integration of study, reflection, and active participation in public life lead to transformative learning.*

## Approach

The civic action plan will be closely connected to Edgewood's overall strategic plan, which focuses on the three primary areas of (1) student learning, (2) diversity and inclusion, and (3) community impact. In particular, the goals and outcomes of the Civic Action Plan will complement those goals outlined in the community impact section of the College's strategic plan. The alignment of the Civic Action Plan goals with the College-wide strategic plan goals will assist both civic engagement staff and college administrators in working collaboratively toward common aims. The different college groups that will be charged with seeking progress on the civic action plan/college strategic plan include: Civic Engagement Coordinating Committee, President's Leadership Team, Dean's Council and various other administrative and departmental/units across campus.

## Outcomes

Edgewood College seeks to achieve the following long-term civic engagement outcomes in the areas of student learning, institutional goals and community impact.

### ***Student Learning***

- a. Students will be able to identify and participate in civic engagement opportunities to affect change.
- b. Students will further their understanding and appreciation for a diversity of perspectives and beliefs.
- c. Students will make relevant connections of knowledge from multiple sources (e.g. academic study, co-curricular activities, work, etc.) and meaningful civic engagement experiences.
- d. Students will effectively use communication to express, listen and collaborate with others to further civic action.
- e. Students will be able to reflect upon and articulate how their civic engagement has contributed to the development of new personal perspectives.
- f. Students will deepen their understanding of the root causes of social issues and injustices.

### **Institutional**

Edgewood College will develop an institutional infrastructure that:

- a. Creates a hub, or clearinghouse, for the coordinated exchange of information related to civic engagement partnerships.
- b. Develops mechanisms for tracking and assessing civic engagement work.
- c. Builds a reputation for civic engagement work through communicating with internal and external audiences.
- d. Identifies and develops internal and external resources that make civic engagement work possible.
- e. Recognizes and celebrates civic engagement partnerships and activities.

### **Community Impact**

- a. Community partners will report that their collaboration with Edgewood has a positive influence on their capacity to enact their mission.
- b. Community/College collaborations will both identify and document achievement of shared goals of the partnership.
- c. Community partners seek ongoing future partnerships with Edgewood.

## Implementation

Goal/Outcome	Implementation Plan/Actions	Timeline
Continue fundraising to develop an endowment for civic engagement to maintain current civic engagement programs and provide resources for future expansion.	Ongoing collaboration with the Office of Institutional Advancement.	Ongoing
Coordinate a system for seeking input and feedback from community partners about civic engagement direction and priorities (assess community impact)	Interview with strategic community partners; formation of community impact advisory board.	2017-2019
Intentionally promote and market the College with civic engagement as a distinctive element to internal and external audiences	Create a strategic marketing plan for civic engagement.	2016-2017 – marketing plan developed 2017-2018 – beginning of implementation of marketing plan
Provide dedicated professional development resources for faculty/staff to grow in their understanding and implementation of civic engagement; consideration of a faculty co-director for civic engagement	Include civic engagement in tenure and promotion guidelines; provide on-going faculty development resources, materials and presentations on effective civic engagement practices.	2017-2019
Develop a campus-wide, electronic system to track and assess curricular and co-curricular civic engagement in the areas of activities, student learning outcomes, community impact and institutional impact.	Purchase new software products or refine existing software systems in order to easily be able to capture this data in a systematic, on-going manner; including access to other necessary personnel or material resources.	2016-2017 – pilot study underway 2017-2020 – testing and refinement of software tracking system and expansion of tracking capabilities

Develop sustainable and adequate transportation resources in order to effectively transport students and faculty to off-campus destinations for civic engagement opportunities.	Assess possible transportation options and make recommendations on need, cost-effectiveness and ease of use.	2017-2018 – Transportation recommendation plan drafted
Create a community-based work study cohort program which addresses student learning, institutional priorities and community partner needs.	Develop a proposal to pilot a small cohort of community-based work study students in the 2018-2019 academic year.	2018-2019 – Pilot of community-based work study program begins.
Reward and recognize exemplary civic engagement work by students, faculty, staff, alumni and community partners.	Develop an annual faculty/staff and student award focused specifically on civic engagement; recognize students at graduation who have made a significant civic engagement commitment.	2018-2019 – Forward a proposal for annual recognition of civic engagement work by faculty, staff, students and alumni

## Communication

The below information represents an excerpt of the strategic marketing plan for initiatives contained within Edgewood College's Engaged Learning programs (civic engagement is one of the areas included). The marketing plan speaks to communication and marketing strategies for civic engagement in specific. The marketing plan below was developed in the spring of 2017.

### EXECUTIVE SUMMARY

The students at Edgewood College have access to multiple Engaged Learning experiences throughout their time on campus. The faculty and staff work to ensure those experiences, and the undertakings of study, reflection and action, enable students to both articulate and demonstrate how their experiences have shaped their identities as lifelong learners. Students are expected to develop knowledge, skills, habits of mind and commitments from experiences outside the customary academic setting. Students participate in engaged learning through a variety of activities including **civic engagement, global learning, internship/field experience, multicultural learning or student research.**

## COMMUNICATIONS STRATEGY

The primary way in which Edgewood College proposes to communicate the extensive nature and value of its Engaged Learning work is through the use of personal stories. A single creative, engaging story can be repurposed and redistributed through many different channels to maximize visibility. Whenever possible, the goal is to identify stories that cover as many focus areas as possible. The strategy of this plan is keep the content fresh and prevent it from becoming diluted with too many variations.

For the immediate, upcoming year, the Engaged Learning Marketing Work Group has identified key goals they would like to achieve:

	Goal
Civic Engagement	<ul style="list-style-type: none"><li>• Show the impact of Civic Engagement initiatives of student learning and community outcomes (to both internal and external audiences)</li><li>• Recognize faculty, students and staff Civic Engagement work</li></ul>
Additional Goals	<ul style="list-style-type: none"><li>• Reach currently underserved audiences:<ul style="list-style-type: none"><li>○ ALANA</li><li>○ Veterans</li><li>○ 1<sup>st</sup> generation college students</li></ul></li></ul>

## PROMOTIONAL STRATEGY

Each single, engaging story can be distributed through the multiple channels identified above. The net result is improved presence of Engaged Learning on the Edgewood College website and in other promotional materials. This also yields greater awareness among internal audiences.

Over the first 6 months, the Engaged Learning Marketing Work Group plans to identify key stories that tell the Engaged Learning story in each of the key areas:

	Story	Timeline	Channels
Civic Engagement	<ol style="list-style-type: none"><li>1. Campus Compact Partnership Story</li><li>2. Profile a community project (either faculty community-based research or student work) and profile both sides. Tell the student/faculty benefits and the community's benefits</li></ol>	April  Identify a project in August.	Website, Social media, EC Today, Wingra Weekly, Digital Signage, Magazine