

NORTH CAROLINA CAMPUS COMPACT

Strategic Plan

2007-2009

Mission of the NC Campus Compact state office: Promoting civic engagement in order to unite campuses, empower students, impact NC communities. The state office of NC Campus Compact works with member institutions throughout North Carolina to promote and enhance campuses engaged with their communities and producing civically-minded graduates.

Values of NC Campus Compact:

- Community service, volunteerism, and civic engagement of students, graduates, faculty and staff
- Connecting with communities and community organizations in reciprocal relationships
- Working collaboratively with higher education institutions towards common goals and visions
- Lifelong learning that is reflected by critical thinking, reflection, and compassion as new situations are encountered
- Creating recognition and understanding of what it means to be a global citizen
- Intentionally working to develop NC communities as participative democracies

What is North Carolina Campus Compact: NC Campus Compact is a coalition of colleges and universities collaborating to increase campus-wide participation in community and public service. Presidents commit their institutions to join with other schools in becoming “engaged campuses” that enhance students’ sense of responsibility, citizenship, leadership and awareness of community, while reinvigorating higher education’s concern for improving the quality of life in North Carolina. NC Campus Compact is a member of National Campus Compact.

Vision of NC Campus Compact: All higher education institutions in North Carolina will be members of the Compact. They will be engaged campuses that are well-integrated in their communities, producing graduates committed to lifelong engagement. North Carolina will see the Compact and its members as key partners in creating solutions and promoting active citizenship.

Goals, objectives and strategies

GOAL ONE: DEVELOP THE ENGAGED CAMPUS

Develop the capacity of the entire campus to purposefully engage with the community.

Objectives:

- ❖ **Promote service and service learning by collecting and disseminating data and best practices**
 - Develop “best practices” website that collects the wide-variety of successful programmatic models on member campuses
 - Develop a standardized system for campuses to collect data annually and highlight the state-wide impact of our members
- ❖ **Consider how to legitimize civic engagement and service learning**
 - Work with Southern Association of Colleges and Schools to develop civic engagement accreditation criteria
 - Advocate for faculty tenure and promotion practices to include service learning
 - Promote the Carnegie Civic Engagement Classification
- ❖ **Assist Presidents, Chancellors & chief administrators to promote civic engagement on their campuses and across the state**
 - Prepare briefing packets related to civic engagement for Presidents and Chancellors to utilize in speeches, publications, and strategic plans
 - Create Chief Academic and Student Affairs Officer Committee; to hold annual meetings in order to connect academic and student affairs support of civic engagement

- Form Councils on Civic Engagement within campuses; to be appointed by Chief Academic and Student Affairs Officers
 - Collect and disseminate articles written by Presidents and Chancellors related to the civic mission of higher education
 - Hold first Presidents and Chancellors annual meeting
 - Create presidents quarterly newsletter
- ❖ **Increase the number of departments on each member campus involved in fulfilling the civic mission**
- Host meeting of Leadership Development Directors to discuss the impact of leadership programs on the civic skills of students
 - Form a coalition of Career Services Directors to create “jobs for the common good” program
 - Provide service learning institutes for Schools of Education
 - Partner with Centers for Teaching and Learning to highlight current and develop future service learning faculty development programs
 - Incorporate service-learning training into various graduate programs
 - Host summit on recognition, tenure, and promotion practices of faculty involved in service learning and civic engagement (2007-08)
 - Collaborate with Student Government Associations to promote a state-wide “Service Day”
 - Highlight models among member institutions
- ❖ **Strengthen campus-community partnerships**
- Add community-campus partnerships section to the website
 - Provide campuses with materials and models on how to host annual community-campus dialogues
 - Offer community partners workshop track at annual state-wide faculty conference
 - Develop community-campus partnerships guide to improve reciprocal relationships
 - Investigate “work force development” resources; distribute “best practices” that reduce unemployment
 - Institute a community partner award program (Carter partnership award)
- ❖ **Engage and connect specific entities (i.e., students, staff, faculty, administrators) across member institutions**
- Provide professional development
 - Identify key campus resources that can be shared across the Compact (i.e., faculty speaker’s bureau, marketing resources, networks)
 - Collate information about what is happening at each campus in order to demonstrate what the coalition is doing in order to inspire member institutions and to communicate it to those who can fund and support the efforts
- ❖ **Create strategies to assist campuses at various levels**
- Formative stage, Intermediate stage, Advanced stage; transitioning through growth pains
 - Create transition plans for member institutions
 - When a president leaves . . .
 - When an CSD leaves . . .
 - When a new president arrives . . .
 - When a new CSD arrives . . .
 - When a VISTA leaves . . .
 - Board members

GOAL TWO: INCREASE THE VISIBILITY & INFLUENCE OF NCCC AND ITS MEMBERS IN NORTH CAROLINA

Build external relationships with government, foundations, higher education, and corporate leaders to maximize visibility of NC Campus Compact in the community and influence public policy at the state and national level.

Objectives:

❖ **Develop state-wide identity**

- Officially launch NC Campus Compact as a state compact with a dinner celebration in Raleigh with Gov. Easley and all Presidents and Chancellors
- Create a state-wide education campaign to increase awareness
- Create marketing materials and website to brand NC Campus Compact messages
- Refine and enhance NC Campus Compact Newsletter
- Meet with Campus Relations Directors to craft common messages around the civic mission of higher education
- Create NC Campus Compact television program to highlight campus efforts through service, service learning and other civic engagement activities
- Create annual report to highlight overall impact of our members
- Consider media connections – TV and radio
- Map the legislative districts in NC in order to connect campuses with their legislators
- Serve as NC's lead agency to manage National and Global Youth Service Day

❖ **Develop relationships with state and federal government officials**

- Educate the NC state legislator regarding NC Campus Compact goals, objectives, and needs by hosting breakfast meeting in Raleigh
- Secure Legislative Fellow to design plan that educate legislators
- Coordinate student “Day at the State House” in Raleigh that educates students about state politics and the legislature
- Invite legislators and public officials to NC Campus Compact campuses and events; utilize student voices and success stories
- Seek opportunities to inform and integrate state officials
- Keep pulse on what’s happening in NC – conferences, public policy issues, elections

❖ **Partner with other state-wide associations with common interests in civic engagement**

- Host service-learning institutes with NC faculty associations (discipline-based)
- Launch K-12 initiative in partnership with the Civic Education Consortium that highlights and encourages more service and service learning partnerships and programs
- Build relationship with NC Rural Development Center to address the unique needs of rural areas
- Partner with Governor’s Hispanic Relations Task Force to further address needs of the growing Latino community

❖ **Increase fundraising and grant initiatives**

- Increase external funding through grants and sponsorships by 15% annually
- Submit grant to the Corporation for National and Community Service for three-year funding cycle for programmatic support
- Design and implement individual donor campaign (NC Campus Compact Leadership Circle)
- Develop Corporate Sponsorship program that helps support general operating costs of annual programs and events of NC Campus Compact
- Launch a campaign to advocate for NC Campus Compact to become a line item in the state budget

GOAL THREE: PROVIDE CORE SERVICES TO MEMBERS

Build capacity and infrastructure on member campuses by providing workshops, trainings and recognition programs.

Objectives:

❖ Provide grants and human resources to member campuses

- Develop venture grants program for innovative new programs that meet community needs
- Expand VISTA Program from 19 to 25 members and develop monthly training and development activities
- Consider NC Campus Compact's sustainability plan and related job descriptions
- Expand NC-ACTS! AmeriCorps program from 225 to 350 members

❖ Provide civic engagement growth opportunities for students, faculty, staff, and community partners

STUDENTS

- Create student advisory board that selects students (1 female and 1 male) from each campus to serve as liaisons for student information and programming between NC Campus Compact and their campus
- Utilize students to implement organizational and conference promotion
- Develop three-day student leadership institute (diverse teams made up of student leaders from multiple organizations and programs on campus) for the student advisory team
- Coordinate joint Alternative Break Trips across campuses
- Create exchange program for students (Student Leader Swap)
- Host "Democracy Dialogues" with student teams from multiple campuses

FACULTY

- Collect and post syllabi from faculty teaching service learning courses by discipline
- Offer discipline-based meetings and trainings for faculty
- Create Fellows program that recognizes and utilizes expert faculty in the state in support of major NC Campus Compact initiatives (research, assessment, faculty development, etc.)
- Offer "Engaged Department Institutes" for teams of faculty in similar departments to prepare new departmental curriculum using service learning
- Create faculty speaker's bureau
- Assess interest areas for faculty development (Community-based research, service learning research, learning communities)

CS&SL DIRECTORS

- Create Fellows program that recognizes expert Directors in the state (Fellows would serve as consultants and coordinate state-wide initiatives)
- Develop Peer Mentoring Program for new directors
- Investigate and develop resources specific to the needs of CS&SL Directors (liability, transportation, training, etc.)
- Assess regional meetings to determine needs and interests
- Host one day consultations around expressed needs and interests

COMMUNITY PARTNERS

- Create on-line training for community-partners focusing on how colleges work and the civic mission of higher education institutions
- Use NC-ACTS! to expand community connections to assess impact and increase awareness

❖ Create and sustain state-wide recognition awards program

- Create and fund an outstanding partnership award to be awarded at Service-Learning conference

GOAL FOUR: STRENGTHEN THE COMPACT

Build North Carolina Campus Compact's organizational capacity

Objectives:

- ❖ **Develop the staffing structure to best meet needs of NC Campus Compact**
 - Secure funding and hire Associate Director
 - Secure funding to increase Administrative Assistant to full-time
 - Create Fellows programs to focus on specific projects (research and scholarship, assessment, legislative issues, etc.)
 - Create annual NC Campus Compact student Intern program for future professionals
 - Secure funding to make VISTA leader and special projects coordinator position permanent
 - Utilize professional consultants – e.g., web design, marketing campaign

- ❖ **Recruit membership**
 - Increase membership by three institutions annually
 - Enhance process for welcoming new members to NCCC
 - Design process to recruit HBCUs

- ❖ **Expand leadership opportunities for members**
 - Create an orientation for board members and for any advisory councils
 - Integrate the executive board at events and in newsletter
 - Create and promote faculty speaker's bureau

- ❖ **Strengthen and develop NC Campus Compact's relationship and engagement as a member of the national Campus Compact**
 - Include the declaration and signatory page as part of all new member orientations – ask presidents if they want to sign
 - Promote national Campus Compact opportunities and resources
 - Attend two network meetings
 - Remain active member of Southern Region team
 - Consider which states (i.e., South Carolina) NC can support
 - Be available to participate in efforts that advance national Campus Compact's goals

- ❖ **Create an assessment strategy for NC Campus Compact**
 - Assure that what we are doing is relevant and effective
 - Identify additional needs and interests and member institutions
 - Revisit the strategic plan each year
 - Know the purpose for everything we are doing
 - Document the impact

- ❖ **Enhance the connections among the members**