



The Wake Community-University Partnership (WakeCUP)



Presentation Overview

WakeCUP

My Role

Goals and Objectives

Initiatives

Opportunities

Goals and Objectives

Wake County

Identify and facilitate **partnership opportunities** within Wake County that respond to community-identified needs within two engagement zones.

NC State

Identify and facilitate opportunities for **faculty and student research and engagement** that respond to the focal areas identified by Social and Economic Vitality (SEV).



**Aspirational
Intentional
Reciprocal
Sustainable
Impactful**

**NC STATE
UNIVERSITY**

Center for Family
and Community
Engagement

University
Outreach and
Engagement



NC State's Principles of Community Engagement



Is Sustainable



Is Based on a Mutually beneficial exchange of knowledge and expertise



Is Purposeful and Responsive to Community-Identified issues



Is Inclusive and Diverse



Is grounded in Transparency and Trust



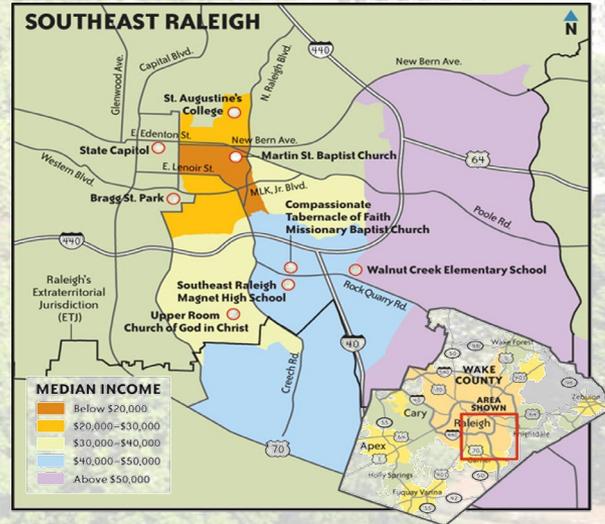
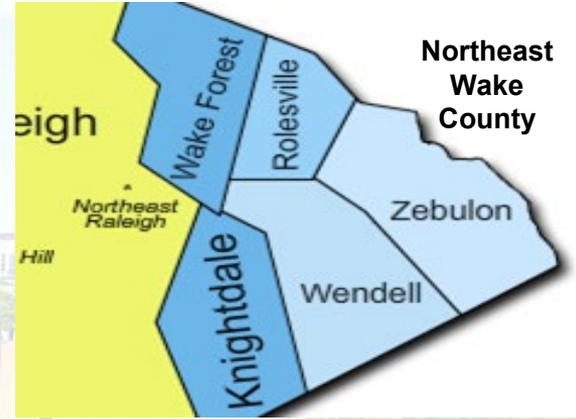
Seeks to achieve outcomes that are Impactful and Actionable



Is Consistent with the university's mission related to scholarship/discovery of Knowledge, teaching and learning, extension and engagement, creative Artistry/Literature, technological/managerial Innovation, and service.

Wake SEV Community-Identified Priorities

Focal Areas	Sub Areas
<p>Civic Capacity</p>	<p>Organizational Capacity Building Leadership Development Civil Discourse Justice Equity and Inclusion Volunteerism</p>
<p>Community Wellness</p>	<p>Food Access and Security Mental Health Placemaking</p>
<p>Economic Opportunity</p>	<p>Income Mobility Entrepreneurship Human Capital Development Transportation</p>





**social +
economic
vitality**

Social and Economic Vitality (SEV) is a collaborative, multi-tiered initiative to eliminate intergenerational poverty in Southeast Raleigh and eastern Wake County. SEV strategies are holistic in nature and designed to foster positive community change that supports thriving families, nonprofits, and small businesses.

Impacts	SEV Strategic Plan	Ongoing Engagements
Community Wealth	Thriving Families Thriving Nonprofits Thriving Businesses Thriving Communities	Grassroots Nonprofit Leadership Academy (GNLA) Middle Class Express (MCE) Community Counseling, Education, and Research Center (CCERC) Empowering Entrepreneurs and Seeding Innovation (EEASI) CAG Action Teams <i>Community Engagement Toolkit</i>
Community Wellness		
Community Resilience		

WakeCUP Strategic Plan (2019 to 2022)

Year One Building Capacity	Year Two Partnerships and Resource Development	Year Three Demonstrating Impact
<ul style="list-style-type: none"> • <i>Develop community engagement toolkit</i> • Develop WakeCUP web presence • <i>Establish community-faculty advisory group</i> • <i>Establish baseline of NC State engagement in engagement zones</i> • Identify impact goals for both engagement zones • <i>Establish a minimum of three sustainable partnerships in Engagement Zones</i> • Develop and employ a partnership evaluation tool. 	<ul style="list-style-type: none"> • Increase number of community-university partnerships with faculty and students • Establish at least one significant partnership in the East Wake engagement zone. • Identify and Secure major funding 	<ul style="list-style-type: none"> • Evidence of successful sustained partnerships • Evidence of successful impacts in community wealth, wellness, and resilience

Fall 2019 Community Psychology Course

Instructor: Dr. Kwesi Brookins
Graduate Students

Community Psychology

Projects focused on CAG action teams

Clarifying needs, measuring goals, and developing strategies for moving to action.

Using social media as tools for engaging residents and the Crosby Advocacy Group members.

Strategies for improving the experience and performance of action teams.





So, it's been a while



REIMAGINING ME

Rebranding the Cherish Me initiative for
Dorothy Mae Hall Women's Center

Hannah Rizza

Sarafina Kamara

Spring 2020 Graphic Design Studio

Instructor: Professor Kermit Bailey
Undergraduate Seniors

SER-Related Projects

Dorothea Mae Hall Women's Center (*Cherish Me conference brand*)

– Sarafina Kamara, Hannah Rizzo

Middle Class Express Re-brand

– Abbey Carr, Lindsay Frank,
Mackenzie McCallum

Walnut Creek Wetlands Center, signage program for kids (* this started out as interest in the Crosby play space, but was told by the NCSU NLI team that project was not active)

– Rachel Thomas

WakeCUP community toolkit interface

–Daron Klett, Melanie Bodane

Community Engagement Toolkit

Goals and Objectives

to *co-create a community engagement toolkit* in partnership with our community partners that reflects the reciprocal needs and goals of the communities with which we are engaged, as well as the needs of NC State academic and research communities.

to *enhance local community knowledge and capacity*

to *provide orientation opportunities for NC State faculty, researchers, students and staff that will help them to more effectively work with community partners.*

Timeline and Plan of Work

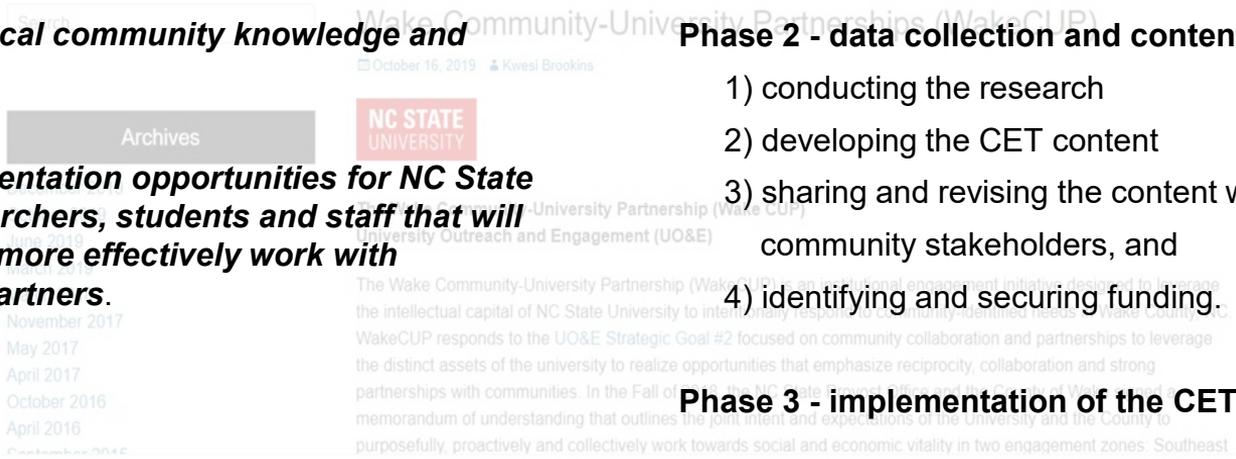
Phase 1 - organizing and project development

- 1) populate the steering committee
- 2) determine the plan of action
- 3) co-develop a research and evaluation strategy.

Phase 2 - data collection and content creation

- 1) conducting the research
- 2) developing the CET content
- 3) sharing and revising the content with campus and community stakeholders, and
- 4) identifying and securing funding.

Phase 3 - implementation of the CET



Co-Development Approach

*Importantly, our co-development approach includes several benefits **that honor the knowledge, wisdom, talents, and time of the community experts** who will be involved on the steering committee and participating in other activities.²³ Community steering committee members will be provided **honoraria** for their participation and a number of **trainings in a variety of competency areas** (e.g., research, leadership, collective impact, group facilitation, storytelling and media creation) will be provided through the matching support of our partners (WakeSEV, CFACE) that will be available to all interested community members, and every effort will be to utilize services and products in SE Raleigh.*