Community Conversations Spring 2016

SUMMARY REPORT • JULY 2016

FORWARD

Community engagement is specifically addressed as a major goal in the past three adopted strategic plans at FAU. In the most recent plan — *A Strategic Plan for the Race to Excellence 2015-2025,* it remains a central focus of the plan. In order to further that focus, I established the Community Engagement Task Force that includes community leaders, faculty, administrative staff, students and alumni. The mission of the Task Force is:

> *To develop and recommend policies, procedures and practices that ensure that community engagement is central to FAU's mission and actions.*
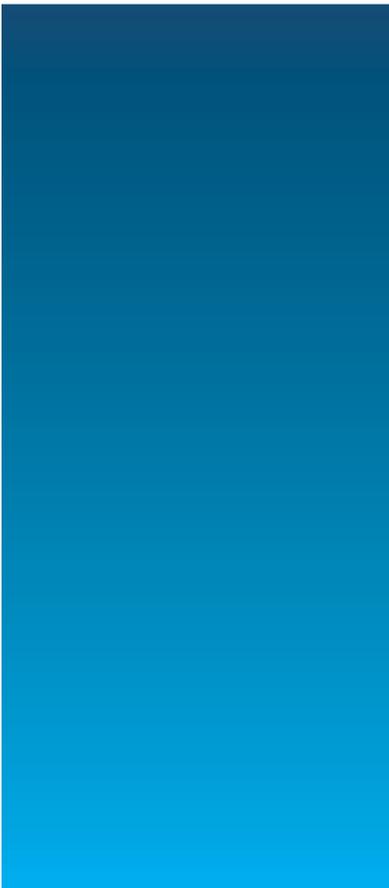
In furtherance of its mission, the Task Force initiated a series of Community Conversations to identify opportunities for collaboration. The purpose of these meetings is to initiate a continuing dialog with leaders from all sectors in the community about collaborative partnerships with FAU that will enhance the community's capacity to mutually address areas of opportunity and concern. This report summarizes the discussions from those initial meetings.

I want to thank all the community leaders who agreed to participate in these initial Community Conversations. They include:

Howard Bakalar	Chief Program Officer, United Way of Broward County
Alan Becker	Founding Shareholder, Becker & Poliakoff, P.A.
Lori Berman	Representative, Florida House of Representatives, District 90
Cheryl Bottini	Program Planner, Palm Beach County Schools
Gloria Branch	VP, City National Bank; FAU National Alumni Board
Gail Bulfin	VP, Membership Development, Greater Fort Lauderdale Alliance
Margarita Castellon	AT&T, Broward Education Foundation
David Coddington	VP, Business Development, Greater Fort Lauderdale Alliance
Thomas Coyle	Shareholder, Greenspoon Marder, P.A.
Shaun Davis	FAU Trustee, S. Davis and Associates, P.A
Judi Donoff	Chair, Board, Ruth and Norman Rales Jewish Family Services
Ron Drew	Sr. VP, Marketing & Communications, Greater Fort Lauderdale Alliance
Karen Fay	VP Resource Development, Boys and Girls Club
Adriana Fazzano	Chief of Staff, President's Office, Broward College
Katy Gewartowski	Content Strategist, Starmark Integrated Marketing Communications
Marny Glasser	Chair, Dorothy F. Schmidt College of Arts and Letters Adv. Board

Cary Glickstein	Mayor, Delray Beach
Rosalie Grant	Artistic Director, Evening Star Productions
Eduardo Gruvman	Business Retail Solutions; N. Palm Beach County Chamber
Maggie Gunther	Director, Communications, Greater Fort Lauderdale Alliance
Danielle Hartman	President/CEO, Ruth and Norman Rales Jewish Family Services
Marcell Haywood	Owner and CEO, Encompass Onsite
Michelle Howell-Phillips	Programs & Outreach, Homeless Coalition of Palm Beach County
Jordana Jarjura, Esq.	General Counsel, Gulf Building, LLC
Morris Kent, Esq.	Secretary to Rep. George R. Moraitis, Jr., Florida House of Representatives
Beth Kigel	President and CEO, N. Palm Beach Chamber
Karen Krumholtz	Executive Director, Schmidt Family Foundation
Willowstine Lawson	Regional Director, Office of U.S. Senator Bill Nelson
David Lowery	Director of Public Projects, Stiles
Connor Lynch	COO, Plastridge Insurance; FAU Tech Runway Advisory Board
Michelle McGovern	Director of Outreach, U.S. Senator Bill Nelson's Office
Pat McKay	CPA, Templeton & Company; Chair FAU Foundation
Roy Moore	President, Be Strong
Jeri Muoio	Mayor, West Palm Beach
Sarah Pearson	Senior VP of External Relations, Boca Raton Chamber
Maria Sachs	Senator, Florida State Senate, District 34
Chris Sapp	Executive Director, Boca Raton YMCA
Jonathan Schwartz	Associate VP, Operations Planning Facilities, Broward College
Jack Seiler, Esq.	Mayor, City of Fort Lauderdale
Chuck Shaw	Chair, Palm Beach County School Board
Audrey Sterenfeld	Board President, FAU Lifelong Learning Society Advisory Board
Bob Swindell	President and CEO, Greater Fort Lauderdale Alliance
Bob Watson	Author, Media Commentator and Professor, Lynn University
Richard White	Associate Dean, Academic Affairs, Broward College
Bruce Yudewitz	Sr. Vice President - COO, Jewish Federation of Broward County

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EXECUTIVE SUMMARY

These initial *Community Conversations* provided valuable input from a wide variety of community leaders on areas of opportunity and concern in the community and recommendations for moving forward collaboratively with FAU to address those areas of opportunity and concern.

The input from these community leaders reflected a wide diversity of opinions on areas of mutual capacity and interest. This report attempts to match those areas of community capacity and interest with the resources and expertise of FAU. The output of these initial *Community Conversations* represents a first step in identifying and implementing specific and actionable partnerships for the mutual benefit of the many communities that FAU serves.

Based on the information from these initial conversations, FAU will be taking the following steps:

1. Invite more extensive participation in the formulation of areas for opportunity and concern, possibly through a multi-county survey.

2. Provide the community with more information on the capacity of FAU resources to enhance partnership opportunities.

3. Develop a centralized "portal" through which potential community partners can be connected with FAU faculty and staff.

4. Together with the community, expand opportunities for student involvement in the community through research, internships and cooperative education.

5. Review existing FAU advisory groups and determine opportunities for expanding and strengthening community input.

6. Serve as a clearinghouse for information that can be shared with the community about potential research funding and demonstrated research findings that could be used to address issues in our community.

7. Regular reporting on the implementation of successful community engagement projects.

QUICK NOTES

KEY FINDINGS:

- Community leaders expect FAU to engage with the community to resolve key issues.

- Issues and areas of potential partnerships:

  ‣ K-12 Education
  ‣ Economic Vitality
    - Jobs
    - Research Funding
  ‣ Mental Health
  ‣ Affordable Housing
  ‣ Homelessness

POTENTIAL NEXT STEPS:

- Community Survey

- Focused 'FAU & U' sessions in the community

- Determine feasibility and scope of centralized "portal" for engagement.

- Expand student opportunities

- Enhance communications

PURPOSE OF THE CONVERSATIONS

The purpose of the Community Conversations included articulation of a vision for community engagement, increased visibility for FAU in the community, recognition of the unique perspectives and expertise among community stakeholders, enhancement of the reciprocity and mutual benefits of partnerships with community stakeholders, and gathering of data that might inform development of a community engagement survey.

FAU's Community Engagement Task Force identified the initial *Community Conversation* questions to be asked and recommended that the invitation for participation come from the President based on recommendations for the FAU Executive Leadership Team.

PARTICIPATION

The President invited community leaders from a wide spectrum of stakeholders in business, government, education, and non-profit organizations. Ultimately, three Conversations were held and 45 community leaders took part. Businesses, with 14, and nonprofit organizations, with 15, were the largest groups represented. Eight participants were elected or appointed government officials or their staff and seven were in education. In the two events held in Boca Raton, there were 25 total participants; in the single Fort-Lauderdale-based event, there were 20 participants.

QUESTIONS ASKED

Five questions were asked at the Boca events. The Fort Lauderdale event was a shorter time frame and Question 2 was omitted. The questions were:

1. In our region, what do you believe are the most pressing issues that might present opportunities for partnerships between FAU and the Community.

2. For FAU graduates to be successful in addressing these issues, what knowledge, skills and abilities do they need to develop?

3. Which community stakeholder groups (business, education, government, not for profits) could partner with FAU and, through collaboration, impact these pressing issues?

4. Looking at the resources from the last question, suggest concrete positive outcomes that would benefit both FAU and the stakeholders.

5. What is the best way for FAU to work with these community stakeholders to foster those partnerships?

QUESTION SOURCES

- The Southeast Florida Regional Vision and Blueprint for Economic Prosperity – 2011

- Problems in Paradise: The People of Palm Beach and Martin Counties Speak Up–2006

- Six Pillars of Broward County Report – 2014

- Pillars and Platforms in the 2015-2025 FAU Strategic Plan

- FAU Institutes and Centers, Division of Research - 2016

QUESTION 1:
PRESSING COMMUNITY ISSUES

All participants were divided into groups of four. They were provided with a list of 20 community issues previously identified in regional studies. Individually the participants determined their top five issues and then they were invited to consolidate their list with another participant and determine a collective top five issues. Finally, all four participants agreed upon a final list of top five issues. Each of the groups of participants reported and discussed their TOP 5 issues.

There was no shortage of community issues for which the participants saw FAU as a valuable community partner. The top two were *Economic Vitality and Infrastructure/Planned Growth.* Economic Vitality captured the need to grow jobs through existing businesses as well as attracting new business and the importance of expanding funded research in the region. *Infrastructure/Planned Growth* included updating roads and bridges, tackling traffic congestion, and revitalizing neighborhoods and CRAs.

Just behind the top two came *Support to K-12 Education* including improving high school graduation rates, producing more and higher quality STEM graduates, reaching those now dropping or tuning out, and supporting school principles. *Affordable Housing/Poverty/ Homelessness* came next then Mental Health Services. Rounding out the top six is a group of water-related issues – *Water Management/Clean Water/Sea Level Rise.*

The two Boca groups were quite similar in identification of issues and while the Broward participants selected many of the same priorities, there were some differences. *Mental Health* needs had widespread interest, but in Broward, they focused specifically on the homeless population adjacent to the Fort Lauderdale campus. A discussion of *Planned Growth* in Boca spoke to things like traffic congestion while in Fort Lauderdale the focus was neighborhood revitalization. Water issues were lower on the list in Boca but *Sea Level Rise* threatens Broward sooner and at least a few participants saw it as a very high priority.

QUESTION 2: KNOWLEDGE, SKILLS, AND ATTRIBUTES

The participants developed an extensive list of knowledge, skills, and aptitudes or attitudes employers want from FAU graduating students. In the area of knowledge, the emphasis was on students' understanding of advancements in technology, the value of diversity, global awareness and civic responsibility. Critical skills included working as teams, effective communication, soft skills, creativity and problem-solving. The most important attitudes identified were accountability, empathy, commitment to community, generosity, and initiative.

TOP 5 COMMUNITY ISSUES *(IN ORDER OF PRIORITY)*

- Economic Vitality

- Infrastructure/Planned Growth

- Support to K-12 Education

- Affordable Housing/ Poverty/ Homelessness

- Mental Health Services
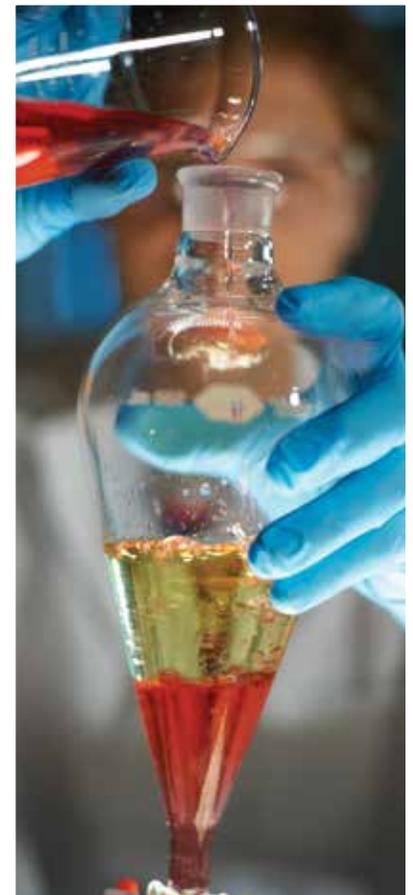
QUESTION 3:
POTENTIAL PARTNERSHIP OPPORTUNITIES

The longest portion of the session was spent in identifying specific partnership opportunities that the leaders wanted to encourage FAU to consider. Not surprisingly, their examples were aimed at the issues of Economic Vitality, K-12 Education, Mental Health, Affordable Housing, and Planned Growth. The list of potential partners was extensive but largely generic for public and private sectors. The nonprofit potential partner list was more specific. This points to the need to more specifically and narrowly define the issues strategically and geographically.

QUESTION 4:
POSITIVE OUTCOMES

The participants developed a positive outcome for the community and FAU. For the community, increased partnership outcomes included improved student performance, increased resources to solve community problems, better prepared high school graduates, increased cooperation, better qualified employees and lower cost of health services. For FAU the most commonly mentioned benefits were better prepared students, increased internships, opportunities for research and increased sense of community for faculty and students.
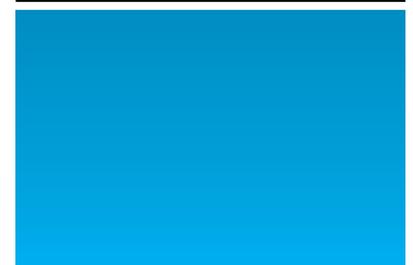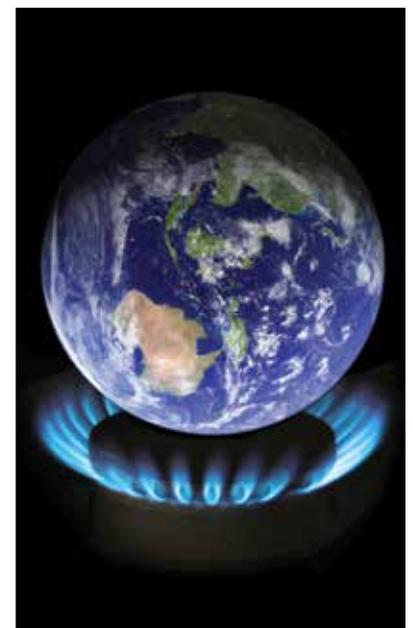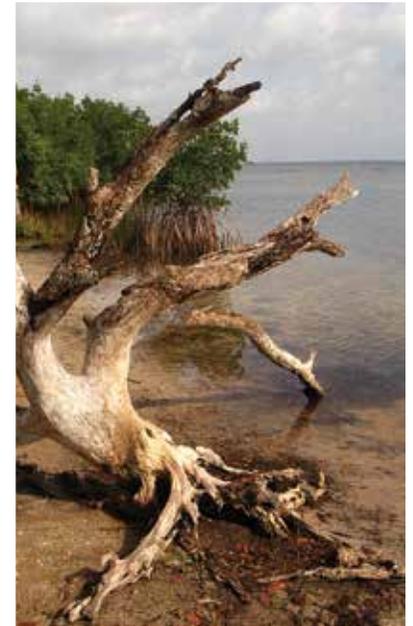
QUESTION 5:
FOSTERING PARTNERSHIPS

Of all parts of the discussion, the groups seemed most engaged and energized when discussing how FAU could work with the community. They were not of one mind on every point but they clearly want to see more information and assistance available to potential partners (a central portal, a community affairs office, up to date contact information, directory of areas of subject matter expertise.) They want to know that the University will hold someone accountable for follow through on fielding initial requests and later, on agreed-upon projects.

APPENDICES
QUESTION 1: PRIORITY COMMUNITY ISSUES

All Locations Combined	PRIORITY COMMUNITY ISSUES
10	Economic Vitality - Grow Jobs – New and Existing Business, Increase Research Funding
10	Infrastructure–Roads, Bridges; Planned Growth and Development; Traffic Congestion
9	K-12 Education Support and Improvement – High School Graduation Rate, More STEM/STEAM Graduates
7	Poverty/Homelessness/Affordable Housing
6	Mental Health Services
4	Water Management/Clean Water/Sea Level Rise
3	Services for the Elderly
2	Violent Crime
2	Wellness/Access to Health Care
1	Pedestrian and Bicycle Safety

QUESTION 2:
KNOWLEDGE, SKILLS, ATTRIBUTES

SUCCESSFUL GRADUATES NEED TO

KNOW OR KNOW ABOUT …	BE ABLE TO …	POSSESS OR BE ABLE TO DEVELOP…
TECHNOLOGY • Leading edge technology • Appropriate use of social media **MANAGEMENT AND CAREER RELATED** • Business practices • P3 - public/private partnership • Differences in perspective of public vs. private employers, employees • Concept of Return on Investment (ROI) • Leadership • Importance of personal mentors • Accurate awareness of their own abilities and limitations **DIVERSITY** • Ethnic, racial, language, religious, age/generational, disability, sexual orientation • Signs of mental illness and resources available **GLOBAL AWARENESS** • International economics and world affairs • History, politics, geography • Where they fit in the global, national and local economic setting **COMMUNITY** • Municipal governance • Citizenship/civic responsibility • Understanding community • Philanthropy	**TECHNOLOGY** • Utilize computers for email, text documents, spreadsheets, presentations • Conduct research - find and use data; identify resources **MANAGEMENT AND CAREER RELATED** • Manage personal finances/financial literacy • Manage time • Develop personal strategic plan • Work on a team • Cultivate personal mentors • Accept direction/feedback • Build a resume **COMMUNICATION** • Communicate in a professional manner • Communicate with respect • Speak effectively in public • Speak fluently in English • Write effectively - conventions of good grammar, compose sentences **PEOPLE** • Embrace and celebrate diversity • Behave appropriately in social situations/social etiquette • Behave appropriately in business situations/business etiquette • Relate effectively to others/interpersonal relations **CREATIVITY AND PROBLEM SOLVING** • Solve problems • Manage conflict • Compromise • Structure an argument • Present a proposal • Adapt to new situations • Think critically • Think innovatively, creatively	• Accountability • Awareness • Curiosity • Empathy • Ethical behavior • Generosity • Initiative • Patience • Resilience, adaptability • Resourcefulness • Responsibility • Servant heart; commitment to community service • Tolerance • Willingness to take risks

QUESTION 3 AND 4:
POTENTIAL PARTNERSHIPS AND BENEFITS

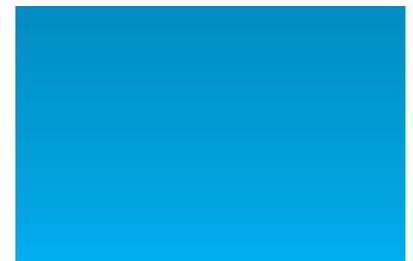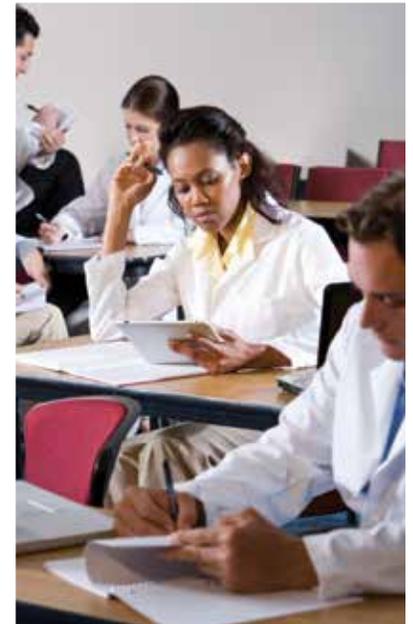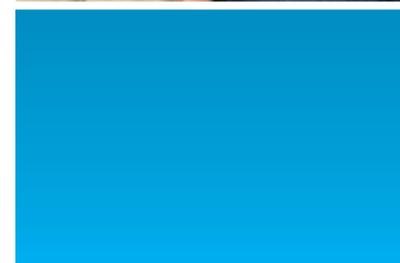| POTENTIAL PARTNERSHIPS		
Community Issue	Potential Partners	Potential Benefits
ACCESSING HEALTHCARE		
• Mobile Community Clinics from local hospital districts staffed by FAU medical students	**PUBLIC SECTOR:** • Public Hospitals • State colleges • Cities – Fort Lauderdale, West Palm Beach • Urban League	**PUBLIC SECTOR:** • Lower cost of providing quality • Medical services to low income residents • Better health and quality of life **BENEFITS TO FAU:** • Service-learning opportunities – real life experience • Bolster community engagement • Branding

QUESTION 3 AND 4:
POTENTIAL PARTNERSHIPS AND BENEFITS

POTENTIAL PARTNERSHIPS		
Community Issue	**Potential Partners**	**Potential Benefits**
ECONOMIC VITALITY – GROWING JOBS		
• Job fairs, meetings, presentation • Bringing lecturers to classes • Advising on curriculum – needs of companies • Workforce development • Pilot programs i.e., in School of Social Work • Active participation in community dev. groups	**PUBLIC SECTOR:** • Local, County, State Government • Economic Development Commissions & Boards • Career Source • Career Source Startup Quest	**PUBLIC SECTOR:** • Increased resources, expanded knowledge and skill base • Ability to help community reach its goals
	PRIVATE SECTOR: • Top employers – Office Depot, ADT • Private business organizations • Business Development Board (P3) • Magic Leap • Convention Center • Realtors	**PRIVATE SECTOR:** • Availability of qualified local employees • Reduced hiring costs • Increased employee quality • Improved employee retention
	NONPROFITS: • Chamber of Commerce • Economic Forum Club • Better Business Bureau • Greater Fort Lauderdale Alliance	**BENEFITS TO FAU:** • More internship opportunities • More high-wage jobs for grads • Curriculum based upon skills needed for current jobs • Mentorship opportunities • Branding • Increased regional presence
ECONOMIC VITALITY – INCREASED RESEARCH FUNDING		
• Outreach and integration of efforts to draw research dollars to regional institutions • Develop funded research related to priority community issues • Development of models of intervention for priority community issues	**PUBLIC SECTOR:** • Hospital districts • Federal, state and local governments • School districts **PRIVATE SECTOR:** • Local business and industry- Construction/Marine • Private school **NONPROFITS:** • Foundations/individual donors • Agencies working on community priorities	**ALL SECTORS:** • Increased funding • Creative but proven approaches to meeting challenges • Increased recognition as a hub of cutting-edge knowledge & technology • More attractive climate (i.e., Research Triangle approach) for attracting new businesses – higher wage jobs

QUESTION 3 AND 4:
POTENTIAL PARTNERSHIPS AND BENEFITS

POTENTIAL PARTNERSHIPS		
Community Issue	**Potential Partners**	**Potential Benefits**
MENTAL HEALTH – FORT LAUDERDALE HOMELESS		
• Coalition to provide direct service to homeless population in Downtown Fort Lauderdale through a one-stop resource center (healthcare, government, GED) • Development of cell phone app for homeless to "check-in" or follow-up	**PUBLIC SECTOR:** • Sheriff and police departments • Broward College/state colleges • Public Hospitals **PRIVATE SECTOR:** • Private hospitals **NONPROFITS:** • Broward Partnership for the Homeless • Mental Health Associations	**PUBLIC SECTOR:** • Improved mental health • Reduction in long term homeless population • Community more comfortable in Downtown area • Grant funding opportunities **BENEFITS TO FAU:** • Research opportunities • Grant funding opportunities • Commercial tech transfer opportunities with "check-in" app
MENTAL HEALTH - OVERALL		
• Increase awareness • Reduce stigma • Get students involved with agencies • FAU lead in development of cohesive services infrastructure	**PUBLIC SECTOR:** • School boards • Sheriff and police departments • Children Services Council • Public hospitals **PRIVATE SECTOR:** • Private hospitals • Hospice organizations **NONPROFITS:** • Boca Raton Promise • Faulk Center • Coalition of churches • Jewish Family Center • Homeless Coalition • Children Services Council • Mental Health Association	**PUBLIC & PRIVATE SECTORS:** • Increased understanding and awareness • More services available • Grant funding opportunities **NONPROFITS:** • Leadership in developing infrastructure • Students helping agencies **BENEFITS TO FAU:** • Leadership in developing infrastructure • Speakers for classes/programs • Internship and service learning opportunities • Research opportunities • Grant funding opportunities

QUESTION 3 AND 4:
## POTENTIAL PARTNERSHIPS AND BENEFITS

POTENTIAL PARTNERSHIPS		
Community Issue	**Potential Partners**	**Potential Benefits**
K-12 EDUCATION: SUPPORT AND IMPROVEMENT		
• Identify and promote best practices; • Take the lead in new educational track for curriculum model to reach students who have tuned out; • FAU students serve as student mentors • Develop/share resources to support parents • Faculty serve as mentors to school leadership	**PUBLIC SECTOR:** • School boards • Magnet schools • Local, county, state, federal government • Career Source	**PUBLIC SECTOR:** • Increased interest in focus areas • More skilled teachers • Improved student performance • Higher graduation rate • Increase in at-risk students going to post-secondary education
	PRIVATE SECTOR: • Private schools • Chamber of Commerce	**PRIVATE SECTOR AND NONPROFITS:** • More skilled teachers • Improved student performance • More job-ready students
	NONPROFITS: • Wayne Barton Study Center • Florence Fuller Child Development Center • Be Strong USA • PTAs	**BENEFITS TO FAU:** • Better prepared students – less need for remedial education • Opportunity for research and research funding • Opportunity to test leadership theory in application • Hands on experience for students who want to become teachers
PLANNED GROWTH AND DEVELOPMENT		
• Bringing FAU expertise to community planners • Urban planners assist with CRA and neighborhood rejuvenation	**PUBLIC SECTOR:** • Local, county, state governments • Community development boards • Community redevelopment areas	**PUBLIC, PRIVATE SECTORS; NONPROFITS:** • Increased understanding and awareness • More services available • Grant funding opportunities
	PRIVATE SECTOR: • Builders/Construction industry • Developers • Taxpayers	**BENEFITS TO FAU:** • Opportunities for faculty research • Opportunities for student internships/projects
	NONPROFITS: • Neighborhood associations • Citizen's groups	

QUESTION 3 AND 4:
POTENTIAL PARTNERSHIPS AND BENEFITS

POTENTIAL PARTNERSHIPS		
Community Issue	**Potential Partners**	**Potential Benefits**
VIOLENT CRIME		
• Students as volunteers	**PUBLIC SECTOR:** • Jails • Reentry programs • Criminal Justice Commission • Department of Labor • Department of Justice • Children Services Council	**PUBLIC SECTOR:** • Reduce recidivism • Increase grant dollars
	PRIVATE SECTOR: • Jails	**PRIVATE SECTOR:** • Increased business activity • Increased income
	NONPROFITS: • Homeless Coalition • Lord's Place	**NONPROFITS:** • Better run programs
		BENEFITS TO FAU: • Job training • Hands on experience for students by teaching (GED classes) and delivering services • Assessment experience for students
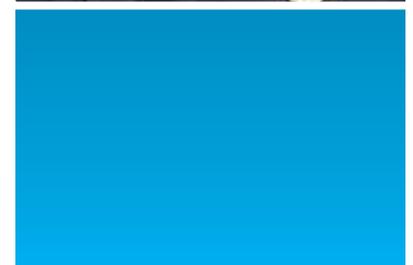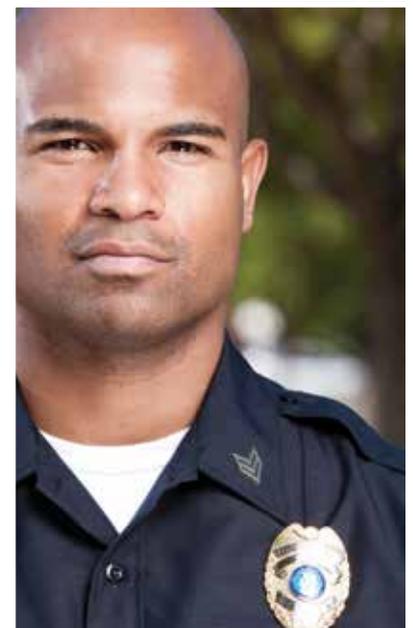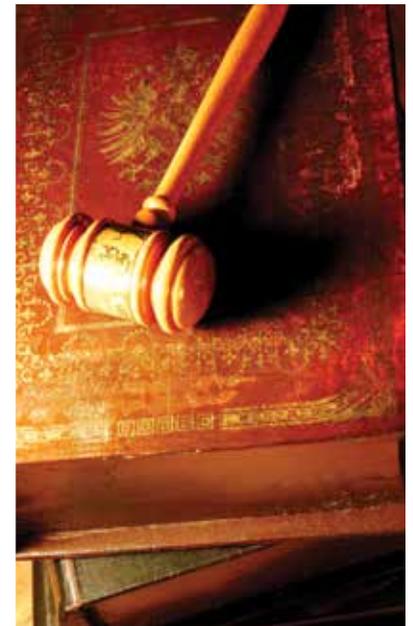
QUESTION 5:
WORKING TOGETHER TO FOSTER PARTNERSHIPS

POTENTIAL IMPACT

- Take advantage of being in a dynamic area that has all the problems common to many areas across the country.

- Leverage resources to tackle problems. FAU can become a clearinghouse of ideas and resources to tackle many of the issues discussed and be a model for the rest of the SUS.

- Work with commissions and local government groups on findings and data. Foster cross pollination of ideas and start moving the needle.

SINGLE POINT OF CONTACT FOR COMMUNITY OUTREACH

- Develop a central portal with menu options for most common requests.

- Develop a community engagement office to act as the champion for partnerships.

- Individual colleges do well but FAU would do better as one - get everyone together as one university.

- Develop a subject-based directory showing areas of expertise

- Use social media to make community aware of options for involvement.

ORGANIZING PARTNERSHIPS

- Initiate conversations with key stakeholders to assess community needs and determine if there is interest in working on them as partners.

- Consider hosting forums or conversations that are subject-specific to involve more people and get specific input.

- Empower community engagement office to hold people accountable for action toward partnership goals.

- Utilize feedback mechanisms and frequent, maybe monthly, meetings to keep leadership of all stakeholders up to date.

- Assure that projects are results oriented – that they clearly describe deliverables and accountability.

- Focus on partnerships with potential to make a difference.

IMPROVE PROCESS FOR HIRING STUDENTS AND INTERNS

- Make it easier for the community to hire FAU students by having a single point of contact for businesses.

- Host Internship Fairs as well as Job Fairs.

- Create a Career Center database for job creation.

- Recognize that smaller organizations may not have supervisory staff available for current internship model.

UTILIZE ADVISORY BOARDS

- Utilize board members as conduit connecting FAU to the community.

- Have board members ask community groups for recommendations and bring them back to college dean or department chair.