

2020 Community Engagement Administrators Conference (CEAC)
“Recalibration: Knowledge & Tools for Deepening & Sustaining Community & Civic Engagement”
June 9, 2020 [VIRTUAL & FREE]

AGENDA

CEAC is for staff and faculty who lead, coordinate, and facilitate higher education community and civic engagement activities.

If you have participated in the SLCE (service-learning, community/civic engagement) field in the last decade, you have witnessed the rapid growth and institutionalization of this work. From offices to staff to conferences to credentials to minors and majors to classifications, etc. it is clear that higher education has embraced their role in preparing students for civic and social responsibility, strengthening democracy, and partnering with their communities to address critical public issues. However, in the midst of these field advances, we are aware of the dire predictions about the future of higher education due to demographic and economic shifts. We have seen the growing critiques of the humanities, the co-curriculum, and pedagogies and practices such as those connected to civic and community engagement – while the argument to focus strictly on career and job preparedness continues to gain traction. Meanwhile, economic and social disparities continue to increase.

How can community and civic engagement professionals deepen, expand, and sustain their efforts in the current climate? The Webster’s Dictionary definition for “calibrate” is to “adjust or mark (something, such as a measuring device) so that it can be used in an accurate and exact way.” The 2020 CEAC is an opportunity for civic/community engagement professionals to recalibrate through discussions about these issues and through sharing of best practices and insights.

2020 Agenda

General Overview:

- Roundtable and plenary sessions will use the Zoom meeting platform to allow for interaction. Workshops will use Zoom webinar feature.
- Participants must register for each individual workshop session. After the deadline, registrants will receive a unique link for each session.
- There is a 10-15 minute lag between sessions to allow participants to take a short break.

Embedding Civic Engagement in the DNA of Your Institution [Workshop]

Elon University recently launched its strategic plan, and the Division of Student Life and Kernodle Center for Service Learning and Community Engagement are finalizing their respective plans. All plans share a common element – civic engagement. Presenters will discuss their experiences embedding our work on departmental, divisional, and institutional levels, and offer insight that can be used by colleagues on their campuses.

Bob Frigo, Associate Director

Kernodle Center for Service Learning and Community Engagement

Mary Morrison, Assistant Dean of Campus Life

Director of the Kernodle Center for Service Learning and Community Engagement

Elon University

Building the Infrastructure for Community College Service-Learning: Lessons from the CPCC Journey [Roundtable]

This session will include an overview of the steps CPCC has taken to establish and sustain their service-learning and community engagement efforts. Learn best practices and lessons learned from an administrator's 16 year journey building the program. This will be an interactive session with opportunities for discussion.

Dena Shonts, Associate Dean, Student Engagement

Central Piedmont Community College

Jesse Bennett, Director, Service-Learning

Central Piedmont Community College

Learning From Community Partner Experiences Working with Students [Workshop]

Presenters from UNC Chapel Hill and Volunteers for Youth will cover a basic overview of the process of developing a partner survey and focus group protocols, insights from their results, and preliminary ideas about implications and concrete ideas for how to utilize the data to better prepare students to work with partners and also the staff and faculty who send them.

*Ryan Nilsen, Senior Program Officer, Community Engagement
Carolina Center for Public Service
University of North Carolina at Chapel Hill*

Susan Worley, Director, Volunteers for Youth, Inc.

Where Are All the Guys? - Male Student Engagement As a Growing Concern [Workshop]

At Elon's Kernodle Center, our student leaders have consistently been female leaders, which has caused us to ask, where are the guys? In this presentation, data will be shared from an assessment project that sought to understand why and what more can be done to engage men in service. Participants will also be able share ideas for engaging male students.

*Kyle Anderson, Assistant Director of Student Community Engagement Programs
Kernodle Center for Service Learning and Community Engagement
Elon University*

1:00 p.m. – 1:30 p.m. SESSION THREE LUNCH & LEARN

Strategies for Social Media Communication [Roundtable]

Seeking to reach more students or to share the message of your community engagement work more effectively? Learn tips on how to most effectively spread your message and target specific audiences using various mediums.

Participants are welcome to eat during the session.

*Irving Zavaleta-Jimenez, Assistant Director
North Carolina Campus Compact*

1:45 p.m. – 3:00 p.m. SESSION FOUR**Building & Sustaining Partnerships to Support Civic Engagement among Undergraduate Scholars [Roundtable]**

Community partnership and sustained engagement are foundational to the Levine Scholars Program (LSP) at UNC Charlotte. This roundtable explores LSP's strategic approach to building, nurturing and sustaining community and campus partnerships with a view to creating a structure of support and growth for undergraduate scholars across a 4-year sequence of civic engagement experiences.

*Diane Zablotzky, Faculty Director, Levine Scholars Program
Heather Smith, Faculty Fellow, Levine Scholars Program
UNC Charlotte*

Fostering Intentional Community Partnerships: The Link between Campus and Community [Workshop]

How does your department or organization increase capacity and ability to engage and support student volunteers? This interactive workshop will explore strategies and tools utilized by the Office for Community and Civic Engagement (CCE) to establish and strengthen campus and community partnerships. Strategies and tools for asset-based engagement and community partner engagement and development will also be discussed.

*Natural Love, Assistant Director for Community Engagement
UNC Pembroke*

**Virtual Community Engagement: Building Community Amidst Social Distancing
[Workshop]**

Like many colleges and universities across the country, Wake Forest University asked all non-essential employees to work remotely and transition instruction online. The immediate question: How can the Office of Civic & Community Engagement continue to execute its mission in a virtual environment? In this presentation, Marianne Magjuka, executive director of OCCE, will share how student affairs professionals worked with students and community partners to create virtual community opportunities.

*Marianne Magjuka, Assistant Dean of Students
Executive Director, Office of Civic & Community Engagement
Wake Forest University*

**UNC Charlotte Bonner Leaders: A Partnership to Combat Gentrification Within
Charlotte's Historic Optimist Park [Workshop]**

In Fall of 2019, UNC Charlotte Bonner Leaders partnered with community leaders, residents, organizations, and faith-based institutions to investigate and work to address the consequences of gentrification and displacement in Optimist Park. Located minutes from Charlotte's center city and along the light rail line, residents of the Optimist Park neighborhood were feeling the economic and social pressures often associated with higher property values and constant real estate redevelopment in the area. After conducting four listening circles with neighborhood residents, Bonner Leaders developed an action plan to connect neighbors to community resources that would allow them to stay in their homes. In Spring 2020, Bonner Leaders have organized neighborhood workshops on tax relief, critical home repair, re-zoning, and home equity resources.

*Tamara M. Johnson, Director of Engaged Scholarship
Director, Bonner Leaders Program
UNC Charlotte*

*Boris Henderson, M.B.A.
Chief Strategy Officer
Aldersgate*

*Uju Udemadu
Bonner Leader
UNC Charlotte*

4:30 p.m. – 5:00 p.m. CLOSING SESSION

**The Road Ahead: Reflections on CEAC & Community Engagement in the Time of COVID
[Roundtable]**

Participants will share takeaways from the CEAC workshops and Leslie will center our work and issue a call to action regarding our work in the current context - COVID and civil unrest related to racial inequity.

*Leslie Garvin, Executive Director
NC Campus Compact*