OFFICE OF COMMUNITY ENGAGEMENT

Mission, Vision & Goals

June 2012
OUR MISSION

The Office of Community Engagement (OCE) supports and facilitates collaborative activities that link the University, College Park, and the wider diverse community for the benefit of all.

Through our efforts to connect local government, industry, and community-based organizations with the University to promote quality of life, OCE plays an integral role in the achievement of one of the University’s top priorities: developing College Park into a top-tier college town.

VISION

OCE’s vision is to ensure that all who work, live and play in our community are directly enriched and empowered by the teaching, research and service missions of our state's flagship institution.
## GOALS

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<th>Goals</th>
<th>Key Performance Indicators</th>
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| **Goal #1:** Facilitate the development of collaborative town-gown partnerships that improve quality of life in College Park and the wider community | • Total # of successful partnership efforts facilitated  
• Total # of participants |
| **Goal #2:** Pursue grant opportunities that increase the University’s capacity to expand its local community engagement portfolio | • Total grant dollars leveraged  
• Rate of return on grant dollars leveraged |
| **Goal #3:** Increase awareness about the extent and the impact of the University’s local community-serving partnerships | • % of stakeholder groups (from a representative sample) who perceive UMD’s local community engagement activities to be extensive & meaningfully impactful  
• Output measures for each of several communication media strategies (total # of news stories generated, total # of e-News subscribers, total # of stories in UMD’s internal publications, total # of people engaged via Twitter, etc.) |
| **Goal #4:** Increase the number of visitors from the wider surrounding communities by promoting open and free events on campus. | • Total # of greater College Park residents who attend open and free events on campus, enriching life beyond the campus wall, as a result of OCE’s promotional activities |
| **Goal #5:** Tell the story by exploring or developing a tracking system to accurately illustrate the engagement activities and actions of the campus community | • Total # of campus units reporting their local community engagement activities to OCE |
KEY INITIATIVES

I. Institutional Capacity Building

◊ Partner with Leadership and Community Service Learning and the Center for Teaching Excellence to deliver professional development opportunities that strengthen the ability of UMD faculty and staff to practice engaged scholarship involving local partners

◊ Partner with University Human Resources to provide UMD faculty & staff with opportunities for team-building through local community service

◊ Establish a grant program to fund faculty/staff engagement with the local community

II. Coordinating and Facilitating Institutional Community Engagement Efforts

◊ Facilitate the creation of partnerships between the University and state, county and local entities — both governmental and private — that build on and enhance community assets

◊ Develop and maintain relationships with local elected officials, their staff and municipal departments

◊ Seek out and cultivate reciprocal relationships with units within the Division and the campus in general

◊ Promote major initiatives and resources available to the community; Act as a liaison to the community, informing neighbors of campus capital projects, upcoming events and opportunities

◊ Participate in forums on crucial community issues

◊ Serve on the boards of community organizations and business associations

◊ Provide information about UMD to neighborhood leaders and local elected officials
KEY INITIATIVES (CONT.)

III. Communication and Advocacy

◊ Raise awareness about the value of an institutional culture of community engagement through regular campus-wide symposia, speaker series and events
◊ Establish an annual award event to recognize excellence in faculty/staff/community partner achievement for external service
◊ Externally focused communications and marketing efforts, to include a tri-annual e-Newsletter, press releases, & social media engagement

STRATEGIES TO SHOWCASE ENGAGEMENT EFFORTS

◊ CP Dream Team Basketball Games with Police
◊ College Park Neighborhood Quality of Life Committee
◊ Good Neighbor Day / Food Drive
◊ College Park Day
◊ Center for Educational Partnership
◊ Hispanic Festival
◊ Lakeland Community Connections
◊ Maryland Community Research Advisory Board
◊ Maryland Athletics Community Engagement Partnerships
◊ StampFest & First Look Fair
◊ e-Newsletter
◊ Social Media