



# Community Engagement, Policy, and Advocacy

Elena Delevega, School of Social Work

Charlie Santo, City and Regional Planning / School of Urban and Public Affairs

Daphene McFerren, Hooks Institute



# Purpose

As an urban public university, the University of Memphis is committed to the betterment of our community. Community engagement and engaged scholarship are essential elements of the University's identity and culture. The Community Engagement, Policy, and Advocacy Workgroup is tasked with identifying strategies that would bring university resources to bear in addressing racial disparities in the broader Memphis community. The workgroup will consider related community-based learning initiatives, community-university partnerships, policy advocacy, and the internal support structures required to underpin these external efforts.

# Workgroup Membership



## Internal

Katherine Lambert-Pennington, School of Urban Affairs and Public Policy  
Zack Carr, Center for Service Learning and Volunteerism

## External

Josh Spickler, Just City  
Mauricio Calvo, Latino Memphis  
Michael Scarborough, Greater Memphis Chamber  
Justin Merrick, Center for Transforming Communities  
Deveny Perry / Courtney Thomas, BLDG Memphis  
Eric Robertson, Community LIFT  
Mario Brown, First Horizon

# Community Engagement Foundations



- The University of Memphis was one of the first institutions to receive the Carnegie Foundation’s “Community Engagement” designation when it was introduced in 2006
- APLU named the UofM a 2020 regional winner of the Kellogg Foundation Community Engagement Scholarship Award

# Goals



1. Establish an internal infrastructure that coordinates and promotes social justice community engagement efforts and provides a clear point of access for community organizations to connect with University faculty, resources, and expertise.
2. Develop a multifaceted communications and networking strategy that increases awareness of community engagement, social justice efforts, and engaged scholarship/other scholarship.
3. Build capacity for the community to engage in advocacy and policy change activities.
4. Establish a set of tools and systems for tracking and evaluating the broad range of community engagement and social justice activities, programs, and initiatives across the University.
5. Incentivize faculty to prioritize social justice and antiracism-focused community engagement. (...regular reporting of community engagement activities and outcomes, revision of annual evaluations and tenure and promotion guidelines, and recognition of and reward for community engagement activities.)

# Priorities and Discussion



## Starting with Low cost/ High impact

- Goal 5: Incentivize faculty to prioritize social justice and antiracism-focused community engagement. (...regular reporting of community engagement activities and outcomes, revision annual evaluations and tenure and promotion guidelines, and recognition of and reward for community engagement activities.)
- Goal 2: Develop a multifaceted communications and networking strategy that increases awareness of community engagement, social justice efforts, and engaged scholarship/other scholarship.
- Goal 3: Build capacity for the community to engage in advocacy and policy change activities.
- Goal 4: Establish a set of tools and systems for tracking and evaluating the broad range of community engagement and social justice activities, programs, and initiatives across the University.

## High Cost/High Impact

- Goal 1. Establish an internal infrastructure that coordinates and promotes social justice community engagement efforts and provides a clear point of access for community organizations to connect with University faculty, resources, and expertise