



**Meeting Minutes**  
**Task Force 5: Community Engagement**  
**Monday, April 30, 2018**  
**Lobo Rainforest Building**

***Introduction: Michael Dougher & Monica Kowal***

Dr. Dougher gave an overview of the overall Redesigning UNM effort. Resources to support the work of the task force will depend on the outcomes/action items of the each of the individual Task Forces. The recommendations by the task force and taking into account the overall UNM budget will inform how that funding should be distributed. The sooner we get concrete recommendations and action items to Provost Abdallah, the sooner we will be able to fold them into plans for the 2018-2019 academic year.

***UNM is Deeply Engaged in the Community (but no one knows it)***

***Objective: Change in the narrative of the institution.***

Good work being done at UNM. Work is done all over campus. Why is it not communicated? What objectives are we trying to achieve in developing a more unified Community Engagement agenda? UNM as a good citizen, not ivory tower detached from community. Move away from message of CE in the self-interest of University. Public Relations/Community Engagement. We want to attract students, faculty, staff, philanthropy. Help in accreditation.

If our goal is to put forward four or five objectives, which kinds of community engagement would serve those objectives? How do we engage the Branch campuses in a way that is unique to their needs/community needs?

There is a lack of continuity in the messages we put out around UNM's commitment to the University. Much of this is due to revolving leadership and a focus solely on economic development.

There is also a vast difference between the CE work that the schools/colleges do and how the university operates in terms of talking about and supporting CE. There is a siloed approach to everything.

We should settle upon 4-5 foundational objectives that can give us a solid start for the next five years. We want to change the identity of the university. HSC providing health care for the citizens of new Mexico. UNM needs to have that same sort of the attitude about the community. We are **OF** this state. It should be reflected in the work we do in/with/for/about our surrounding communities (city, region, state). We need to communicate a consistent message that states that we can be of the community *and* we can be a leader in research.



How will we communicate these objectives? Communication across campus of mission and initiatives are often lost in a game of telephone (message changes or gets lost as it moves outward). We are battling against bad press. Even our own internal communications are focused on minutia not the “big picture” of what UNM is about and the collaborations with community.

What community sees is the perimeter of UNM but they don't get inside campus. How do we penetrate the community? How do we better include them in this mission? How do we get community feedback/input? More importantly, how do we include community in the decision making process? We need to communicate the good things that are going on at UNM and we need to figure out a way to get the community to be responsive to those good things and receptive to see the value to them when UNM does those things.

### ***“In Service of What?”***

#### ***Objective: Defining Community Engagement***

Leslie asked of the redesign initiative: In service of “what”? What is the true-north of redesigning UNM. Mike: It is to become/maintain the mission and goals of the University in a sustainable financial environment. Goals of knowledge generation, knowledge transmission and the service of the State of New Mexico. Rethinking the business; not rethinking the academic mission.

Trying to find a way to change the narrative about what faculty do. We're talking about impact in the community; the work that we do and the research that we do that changes society. And how does the community fit into helping us decide what it is we're going to do? They're not just the recipients they have to be participants in this endeavor.

*(Monica's note: UNM has spent considerable effort creating an economic development agenda. As it happens at many universities, the conversation around community engagement has gotten lost or diluted within the focus on economic development. How do we revive the conversation around “engagement with community” to include both community and economic engagement? See a presentation I did for UNM Economic Development Council attached.)*

Defining community engagement: no consistent message that we put forward. We offer expert advice and assistance to practitioners in the community. But how do we engage community experts in that knowledge generation? We must focus on the reciprocity of expertise to solve community problems.

We need to highlight model programs at UNM. Who are the exemplars in community engagement? What's working and what's not? We need to highlight the programs that are exemplars of engagement. Community leaders from around the state – how do we involve them in this conversation?



Mark: Community engagement with/in/for and about. The value of that continuum of work.

How do we collaborating across institutions? Addressing community needs throughout the state. If we want to be the flagship we should be the convener: lead by example for other small institutions around the state.

***“Welcome to your Canned Education!”***

***Objective: Make UNM Student Experience Unique around Civic & Community Engagement***

What makes coming to the University of New Mexico unique? What do they get here that they can't get at another university? Where we can create consistency across those siloed activities in that student experience. What does a civic minded graduate look like? Do they run for public office? Do they start an entrepreneurial business on community development or economic development? What value proposition (Hakim) that UNM can offer a freshman or a non-traditional student? You're going to get a unique education because of its connectivity to community. It behooves the university to use that an advantage.

Doug: “Know Your Lobo” – Citizen Alum (<http://www.citizenalum.org/>)

Eric Liu <https://www.citizenuniversity.us/eric-liu/>

Students are having civic engagement experiences very early on but they cannot find those experiences here. Take the knowledge that we're giving you and apply it to an activity that betters the New Mexico community.

***“The Big Picture”***

***Objective: UNM as a leader in Community Engagement***

How do we identify “big themes” or “grand challenges” of the state and how do we best position ourselves to address those challenges as they arise or as they existing the long term? We have resources (human and financial), we have expertise, how do we collaborate with other organizations as experts.

[University of Minnesota Grand Challenges Initiative](#) One way UNM can institutionally address big challenges within city, region, state.

How do we create consistent opportunities for students to see themselves as active agents in this democracy as agents of change through their learning and through their application of learning?

Next Meeting:

- Tuesday, May 8<sup>th</sup>, 2 p.m. to 3 p.m.
- Monday, May 14<sup>th</sup>, 3 p.m. to 4 p.m.
- Week of May 21<sup>st</sup>?