

**THE U. S. DEPARTMENT OF  
HOUSING AND URBAN DEVELOPMENT  
OFFICE OF UNIVERSITY PARTNERSHIPS  
HISTORICALLY BLACK COLLEGES AND  
UNIVERSITIES  
NATIONAL CONFERENCE**

**Adam's Mark Hotel  
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**A Best Practice Presentation  
By:**

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Community Outreach Programs  
Stillman College  
Tuscaloosa, Alabama 35405**

# THE STILLMAN COLLEGE PERSONA COMMUNITY OUTREACH PROGRAMS

“MAKING A QUALITATIVE DIFFERENCE IN THE COMMUNITY”



**Partnerships for Progress**

**Dr. Ernest McNealey  
President**

**Dr. Eddie B. Thomas  
Associate Vice President  
Community Outreach Programs**



# STILLMAN COLLEGE



*“As we strive to make Stillman the very best liberal arts college it can be we intend to share our excellence with the community around us.” “Rather than simply being a light upon a hill, we will become an illuminating beacon for the community’s effort to improve its quality of life.”*

*July, 1997*

# STILLMAN COLLEGE

EXCELLENCE – TRADITION – VISION



# A BRIEF HISTORY OF THE COLLEGE

*Stillman College, a historically black liberal arts college is located In West Tuscaloosa, Alabama. The College was founded in 1876. It is accredited by the Commission on Colleges of the Southern Association of Colleges and Schools located at 2866 Southern Lane, Decatur, Georgia. The College is authorized by the Southern Association of Colleges Commission, the Alabama State Board of Education and the governing Board of Trustees to Award Bachelor of Arts and Bachelor of Science degrees.*

*According to U.S. News and World Report 2007, Stillman is ranked 25th as a top tier liberal arts college in the Southeast.*



# THE ENTRANCE TO EXCELLENCE



# TRADITION



# EXCELLENCE



# VISION



# THE LEARNING TREE



# STILLMAN COLLEGE COMMUNITY OUTREACH PROGRAMS (A BEACON FOR THE COMMUNITY)

## THE STATEMENT

At Stillman, Community Outreach is seen as the positive effect the College has on improving the quality of life in the communities. To this end, Stillman offers special and unique opportunities to provide meaningful learning experiences through community outreach initiatives. The underlying premise of Community Outreach at Stillman College is to empower communities and individuals to move toward self-sufficiency through a series of learning experiences that improve quality living.



## PARTNERSHIP STATEMENT

To enhance the Community Outreach efforts, Stillman has implemented partnerships with community agencies that provide services to the College's outreach initiatives at no cost to the programs.

# **CORE PARTNERS**

**Tuscaloosa Housing Authority**

**Maude Whatley Health Care**

**Tuscaloosa City and County Schools**

**Juvenile and Family Court**

**U. S. Department of Housing and Urban Development**

**U. S. Department of Justice**

**U. S. Department of Labor and Employment**

**Training Administration**

**DCH Regional Medical Center**

**Indian Rivers Mental Health Center**

**Tuscaloosa City and County Governments**

**Businesses and Industries**

**State Director of the Governor's Commission  
on Historically Black Colleges and Universities**

**Shelton State Community College**

**The University of Alabama**

**West Alabama Regional Planning Commission**

**Tuscaloosa City Police Department**

*By working together with partners, Stillman is making a difference in the community for the Common Good.*

# THE PARTNERSHIP



# **THE WEST TUSCALOOSA INITIATIVE**

## **The Target Area**

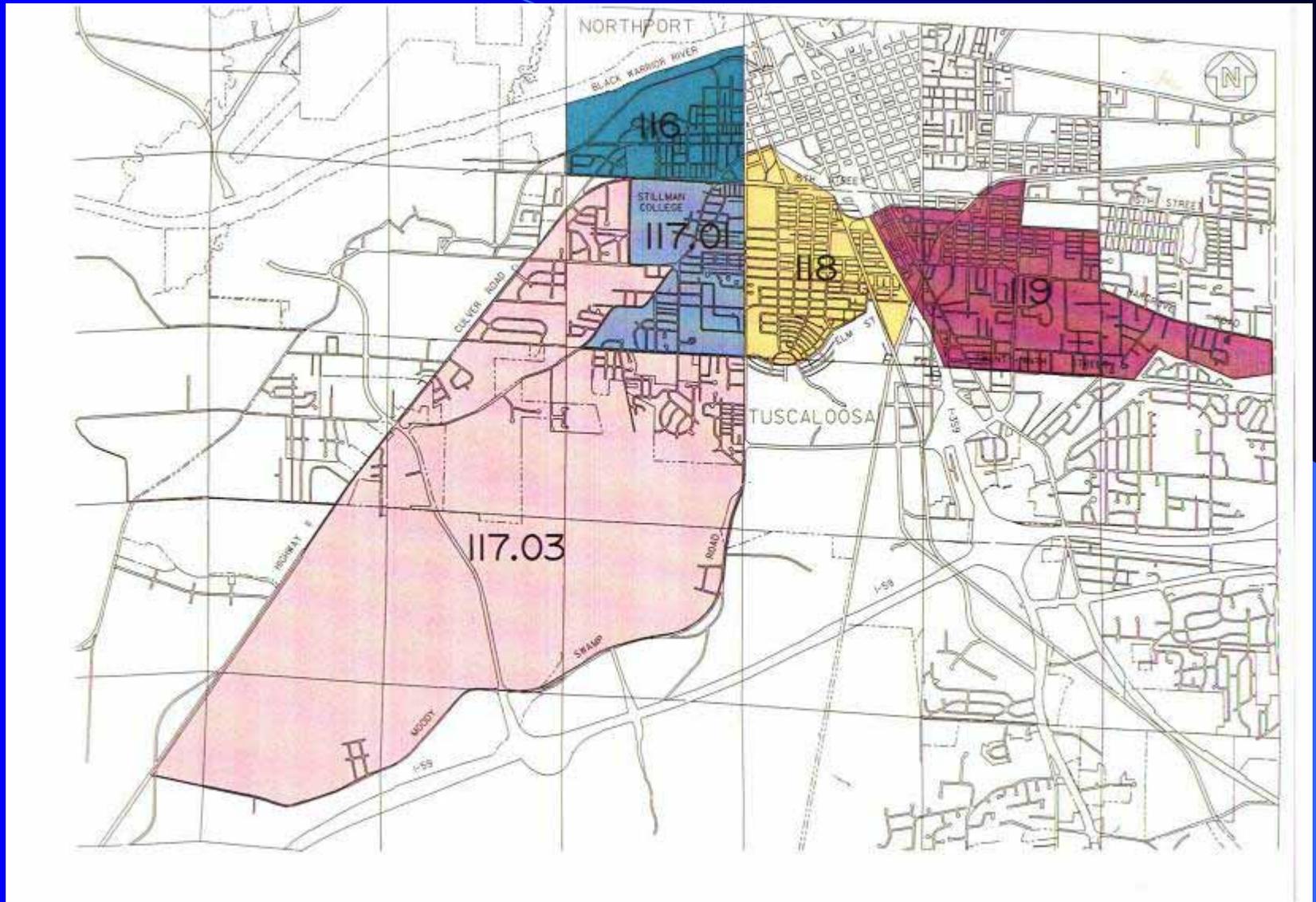
### **A Brief Demographic Analysis**

#### **Census 2000 Data**

**In West Tuscaloosa a high percentage of the neighborhoods are infested with dilapidated houses. The zoning and housing patterns are despicable to say the least. Only one major grocery store exists in the community. There are no banks and only one fire station to serve more than 12,000 residents. A Major junkyard infested with environmental hazards sits astride the community and very serious drug use/abuse and trafficking problems exist. These factors are devastating the quality of life in the Westside Tuscaloosa neighborhoods. West Tuscaloosa comprises census tracts 117.01, 117.03 and a portion of 118 and 119.**

**Chart I provides a comparative analysis of at least six demographic indicators relative to West Tuscaloosa, Alabama (the target area).**

The colored areas (116, 117.01, 117.03, 118 and 119) represent the areas served by the Community Outreach Unit at Stillman College.



**Chart I: A Brief Demographic Look at West Tuscaloosa, Alabama**

<b>Tuscaloosa</b>				<b>West Tuscaloosa</b>							
<b>Population</b>											
<b>Total Population: 77,906</b>				<b>Total Population: 10,092</b>							
<b>Black</b>	<b>33,287</b>	<b>43%</b>	<b>White</b>	<b>42,143</b>	<b>54%</b>	<b>Black</b>	<b>9,811</b>	<b>97%</b>	<b>White</b>	<b>176</b>	<b>2%</b>
<b>Other</b>	<b>2,476</b>	<b>2%</b>				<b>Other</b>	<b>96</b>	<b>1%</b>			
<b>Housing</b>											
<b>Total Housing Units: 34,857</b>				<b>Total Housing Units: 5,630</b>				<b>16%</b>			
<b>Owner Occupancy: 14,973</b>				<b>Owner Occupancy: 2,585</b>				<b>46%</b>			
<b>Median Value of an Owner Occupied House in Tuscaloosa: \$ 99,600</b>				<b>Median Value of an Owner Occupied House in West Tuscaloosa: \$ 60,775</b>							
<b>White: \$119,200</b>				<b>Black: \$59,325</b>							
<b>Rental Occupancy: 16,408</b>				<b>Rental Occupancy: 2,438</b>				<b>43%</b>			
<b>47%</b>											
<b>Income</b>											
<b>Median Family Income: \$41,753</b>				<b>Median Family Income: \$25,248</b>							
<b>Below Poverty: 24%</b>				<b>Below Poverty: 33%</b>							
<b>Educational Attainment for the Population 25 years and Over</b>											
<b>(Does Not Include Post-Secondary Education)</b>											
<b>GED or High School Diploma</b>				<b>GED or High School Diploma</b>				<b>2,350</b>			
<b>12<sup>th</sup> Grade, no diploma</b>				<b>12<sup>th</sup> Grade, no diploma</b>				<b>679</b>			
<b>11<sup>th</sup> Grade</b>		<b>1,728</b>	<b>10<sup>th</sup> Grade</b>		<b>1,798</b>	<b>11<sup>th</sup> Grade</b>		<b>691</b>	<b>10<sup>th</sup> Grade</b>		<b>384</b>
<b>9<sup>th</sup> Grade</b>		<b>914</b>	<b>8<sup>th</sup> &amp; 7<sup>th</sup> Grade</b>		<b>1,067</b>	<b>9<sup>th</sup> Grade</b>		<b>305</b>	<b>8<sup>th</sup> &amp; 7<sup>th</sup> Grade</b>		<b>467</b>
<b>6<sup>th</sup> Grade or less</b>		<b>1,883</b>					<b>6<sup>th</sup> Grade or less</b>		<b>637</b>	<b>16</b>	

Chart II shows data describing the four targeted census tracts and demographic data of Census tracts 117.01, 117.03, 118 and 119. The eight demographic indicators clearly show the need to address the serious social and economic disparities existing in West Tuscaloosa, Alabama.

## Chart II Economic and Social Dysfunctions Existing in the Targeted Area

<b>Census Tract</b>	<b>117.01</b>	<b>117.03</b>	<b>118</b>	<b>119</b>
<b>Population</b>	2,812	3,900	3,380	5888
<b>% Below Poverty Level</b>	33.1%	31.3%	37.6%	42%
<b>Less than H. S. Diploma</b>	46%	63%	51%	27.1%
<b>% Single Female H-O-H</b>	63%	46%	56%	15%
<b>Households No Worker</b>	36.5%	34.2%	24%	22%
<b>Unemployment Rate</b>	17.2%	19.3%	14.3%	14.3%
<b>Public Assistance</b>	331	290	268	111
<b>Per Capita Income</b>	\$4,949	\$6,378	\$5,984	\$8,150

Source: Alabama Bureau of Vital Statistics, 2004

# THE NEED TO IMPROVE THE NEIGHBORHOOD



# A CAUSE FOR CONCERN

Decadence and dilapidation have no places in West Tuscaloosa or Tuscaloosa County. The Stillman College Community Outreach Program seeks to equip residents with skills to move toward self-sufficiency and solve community problems through Education and economic transformation. Based upon historical and current data regarding the target area, programs are developed and implemented to address the short and long term needs of West Tuscaloosa residents. Some of the programs are listed below.

## PROGRAMS

1. **Job Readiness and Job Placement**
2. **Student Tutorial Activities**
3. **Affordable Housing**
4. **Workforce Investment**
5. **Family Development and Family Affairs**
6. **Wellness Programs**
7. **Senior Citizens Programs**
8. **Basic and Advanced Computer Training**
9. **Adult Learning and GED classes**
10. **Today's Women Program**
11. **Home Improvement Activities**
12. **Juvenile Justice and Delinquency Prevention**

Currently, Stillman operates three Community Based Learning Centers and one Family Development Center on campus in partnership with Public Housing Partners.

**The Centers are located at:**

*McKenzie Court Public Housing*

*Branscomb Apartments*

*Hay Court Public Housing*

*Creekwood Village Apartments*

*Stillman College Family Development Center*

For Additional Information

You May Contact

The Community Outreach Office at

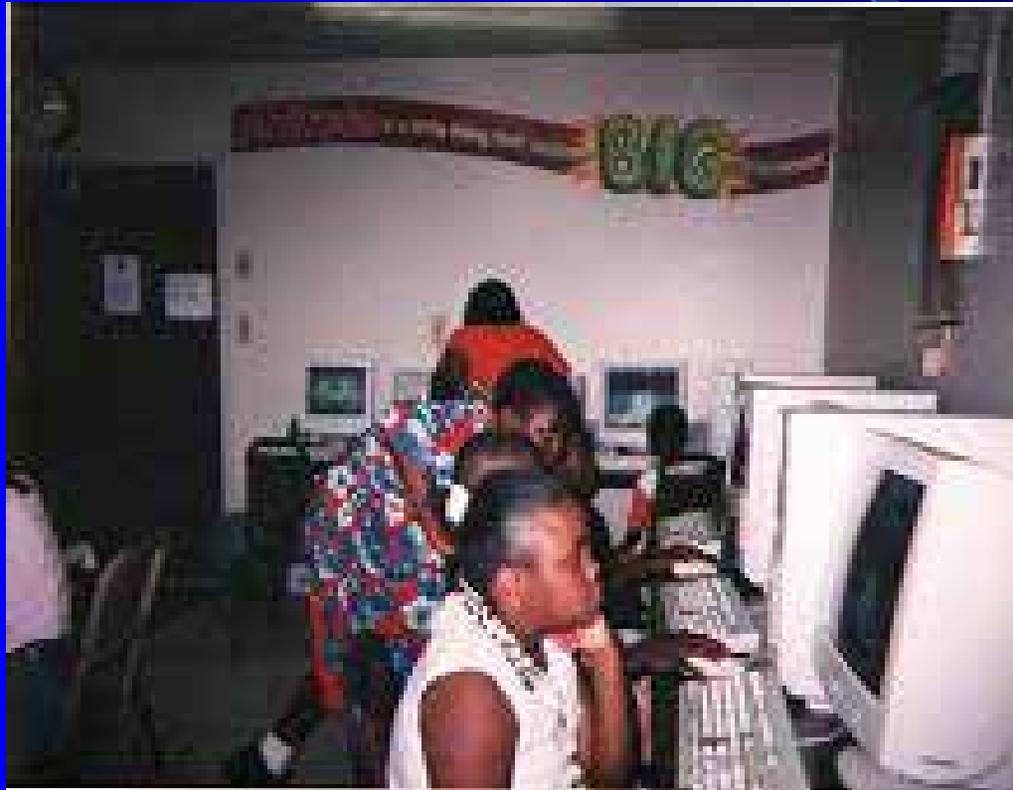
(205) 366-8848

All programs are provided at no cost to participants. Interested persons are encouraged to call the Community Learning Centers to enroll in programs. All Centers are computerized with appropriate learning activities.

# COMMUNITY LEARNING CENTER



# COMPUTERIZED TUTORIAL CLASS



# SENIOR CITIZENS PROGRAM



# WORKFORCE INVESTMENT EMPLOYEES



# SMALL BUSINESS DEVELOPMENT



# HOME OWNERSHIP



**Ms. Daisy Butler  
Program Participant**

# YOUTH LEADERSHIP CONFERENCE (John Stallworth, Speaker)



# IT'S A FAMILY AFFAIR



# CREEKWOOD VILLAGE NEIGHBORHOOD NETWORK CENTER



# HOW EFFECTIVE ARE THESE PROGRAMS?

# THE STILLMAN COLLEGE COMMUNITY OUTREACH PROGRAM OUTCOMES

Since May, 1998 to the present time, the program has received at least six major competitive Best Practices Awards for services to the community:

- The National Association of Black Commissions Award – May, 1998
- The John J. Gunther Best Practice Award – July, 1999
- The National Best Practice Award for Local Service Award – February, 2000
- The Peer to Peer Training Award – May, 2000
- The National Neighborhood Network Center Leadership Award – January, 2001
- The Chamber of Commerce of West Alabama Small Business Award – May, 2001

The program assessment data reflects the following general outcomes resulting from program implementation – 1996 – 2006. The overall number of community residents served is more than 5,000. The following actions were taken to meet the needs of residents.

1. Implemented Youth Learning Programs including tutorial program for more than 3,000 youth.
2. Implemented Computer technology training for 600 participants. Seventy-three percent completed the program and demonstrated technology skills.
3. Organized the Stillman College Community Development Corporation who served more than \$2,000,000 in small business loans for residents.
4. Assisted in writing business plans for more than 15 small business clients.
5. Renovated at least ten houses and received a donation of an apartment building from a community partner.

6. Established a “*one stop*” Family Development Center on campus that has served more than 1,000 participants.
7. Implemented a Senior Citizen program that has served more than 270 seniors with activities that include healthy living, home safety, technology and family affairs.
8. Assisted in securing 352 jobs for program participants through job readiness and job placement activities.
9. Implemented Adult Learning Programs for 500 or more in West Tuscaloosa, Alabama.
10. Implemented family affairs programs that have served more than 357 families.
11. Established job counseling programs to assist clients in sustaining jobs. Has counseled and referred more than 826 prospective job seekers.

## **Summary Statement**

In a real sense, our yardstick is the extent to which we are able to stimulate fundamental, visible and qualitative changes in the lives of people we serve.

# Partnership Effectiveness for Progress

# West Tuscaloosa Revitalization Benchmarks and Progress Initiatives

## Major Activities

- **The West Tuscaloosa Strategic Planning Sessions**
- **The Herman Avenue/29<sup>th</sup> Street Project Completed**
- **The McKenzie Court Hope VI Project Implemented**
- **The Community Home Construction Projects**
- **The Fifteenth Street Beautification Project Completed**
- **The Renovation and Dedication of the A. L. Freeman Community Park and Recreation Area Completed**
- **The Gulf State Swimming Pool Completed for all seasons use**
- **The Mayor's Pre-Kindergarten Initiative**
- **The Renovation of the Weaver-Bolden Public Library**
- **The Complete Renovation of Shelton State Community College—  
C. A. Fredd Campus**
- **The Continuous Demolition of substandard housing**
- **The Continuous Implementation of the Stillman  
College/Tuscaloosa Housing Authority Community Learning  
Center Educational Programs**

# West Tuscaloosa Revitalization Benchmarks and Progress Initiatives

## Major Activities--Continued

- **The Removal of a major automobile junkyard near Hay Court Public Housing**
- **The Addition to the Maude L. Whatley Health Center (for Dental Care)**
- **The Beginning of Construction Preparation for Westlawn Middle School**
- **The Addition to the McDonald Hughes Center**
- **The Engagement of Community Residents in the Solution of Internal Problems**
- **The Beginning of Site Preparation for the New Fire Station near Fifteenth Street and Greensboro Avenue**

**These benchmarks represent short- and long-range strategic activities designed to engage residents in partnerships to improve the quality of life in West Tuscaloosa, Alabama.**

# **STILLMAN COLLEGE COMMUNITY OUTREACH PROGRAMS EMPOWER RESIDENTS TO BECOME SELF-SUFFICIENT**

**At Stillman, Community Outreach is seen as the positive effect the College has on improving The quality of life in the communities which the College serves. To this end, Stillman offers Special and unique opportunities to provide meaningful learning experiences through community outreach initiatives. The underlying premise of Community Outreach at Stillman College is to empower communities and individuals to move toward self-sufficiency through a series of learning activities that improve quality living experiences.**

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