



*Strategies*  
for Strengthening Communities

Office of University Partnerships  
2012 National Conference

The Roosevelt Hotel :: New Orleans, Louisiana  
April 23-26, 2012

## *Dear Colleague:*

On behalf of the dedicated staff of the U.S. Department of Housing and Urban Development's (HUD's) Office of University Partnerships (OUP), it is my pleasure to welcome you to our 2012 national conference. We are honored that this year's gathering will transpire within the inspirational and enduring embrace of historic New Orleans, Louisiana. This year's event theme, "Strategies for Strengthening Communities," represents our continuing efforts to provide the tools needed to empower and improve our nation through creative community collaborations.

As we are all aware, these are unsettled economic times. Federal-level funding challenges have placed an even greater degree of importance on established, dependable local support.

This translates into an increased reliance on our nation's anchor institutions. These long-standing and deeply rooted community organizations—which include institutions of higher education—oftentimes are the largest contributors to their community's continued economic stability and strength.

For nearly 20 years, our Office has recognized the importance of anchor institutions to a community's success. Our mission to improve our nation through strong, stable community-university partnerships has been realized time and time again by the hard work and ingenuity of our grantees. Additionally, our dissertation-focused funding has helped to empower a new generation of scholars to develop and conduct applied research on policy-relevant housing and urban development issues.

As with many federal programs, we are now entering a transformative phase, full of promise and potential. Throughout the next several days, we have planned an agenda designed to provide you with opportunities to learn how you can be a part of forging OUP's evolving future. Our conference schedule includes speakers, sessions, and site visits selected for their ability to inform and inspire, as well as networking opportunities to help you connect and share ideas and achievements with fellow conference attendees and dedicated OUP staff.

In closing, we would like to thank each of you for attending our conference and sharing your expertise and experiences with fellow conference attendees. You have been and continue to be our greatest assets, and we could not accomplish what we do without your support and leadership. Throughout this conference, I ask you to stay engaged, continue to be proactive contributors to your community's successes, and join us in paving the way toward a challenging yet hopeful future for us all.

Sincerely,  
Sherone Ivey  
Deputy Assistant Secretary  
Office of University Partnerships



## Monday, April 23, 2012

1-6 p.m.	Registration Open	ROOSEVELT FOYER
2-6 p.m.	<b>General and Concurrent Sessions</b> <ul style="list-style-type: none"><li>• Annual Office of University Partnerships (OUP) Grantee Meeting</li><li>• Working Session for All Grantees (all are welcome)<ul style="list-style-type: none"><li>– Lezli Baskerville, President and Chief Executive Officer (CEO), National Association for Equal Opportunity in Higher Education</li><li>– Carrie Billy, President and CEO, American Indian Higher Education Consortium (AIHEC)</li></ul></li></ul>	ROOSEVELT BALLROOM IV & V

## Tuesday, April 24, 2012

8 a.m.-2 p.m.	Registration Open	ROOSEVELT FOYER
9-9:45 a.m.	<b>Greetings</b> <ul style="list-style-type: none"><li>• Sherone Ivey, Deputy Assistant Secretary, OUP, U.S. Department of Housing and Urban Development (HUD)</li><li>• Musical Selection: Dillard University Choir</li></ul> <b>Welcome and Introductions</b> <ul style="list-style-type: none"><li>• Dr. Raphael Bostic, Assistant Secretary, Office of Policy Development and Research (PD&amp;R), HUD</li><li>• Honorable Mitch Landrieu, Mayor, City of New Orleans</li><li>• Dr. James Lyons, Sr., Interim President, Dillard University</li><li>• Don Babers, Regional Administrator, Fort Worth Region, HUD</li><li>• Musical Selections: Dillard University Choir</li></ul>	ROOSEVELT BALLROOM IV & V
9:45-10:30 a.m.	<b>Introduction of Keynote Speaker</b> <ul style="list-style-type: none"><li>• Dr. Raphael Bostic, Assistant Secretary, PD&amp;R, HUD</li></ul> <b>Keynote Address</b> <ul style="list-style-type: none"><li>• Dr. Ronald Mason, Jr., President, Southern University System</li></ul>	ROOSEVELT BALLROOM IV & V
10:30-10:45 a.m.	Break	ROOSEVELT FOYER
10:45 a.m.-12:15 p.m.	<b>General Session</b> <ul style="list-style-type: none"><li>• "The Role of Anchor Institutions"<ul style="list-style-type: none"><li>– Dick Cook, Director, Social Work Community Outreach Service, University of Maryland at Baltimore</li><li>– Ken Feske, Project Director, Service Learning Institute, California State University–Monterey Bay</li><li>– Dr. Hassan Minor, Senior Vice President/Chief Strategy Officer, Howard University</li><li>– Dr. Henry Taylor, Jr., Director, Center for Urban Studies, State University of New York at Buffalo</li></ul></li></ul>	ROOSEVELT BALLROOM IV & V
12:15-1:45 p.m.	<b>Luncheon</b> <ul style="list-style-type: none"><li>• Introduction of Keynote Speaker: Dr. Raphael Bostic, Assistant Secretary, PD&amp;R, HUD</li><li>• Keynote Address: Paul Kealey, Acting Chief Operating Officer, NeighborWorks America</li></ul>	WALDORF ASTORIA BALLROOM
2 p.m.	Buses Depart Hotel for Two Site Visits	HOTEL LOBBY
5 p.m.	Reception hosted by Dillard University	
6:30-7:30 p.m.	Buses Return to Hotel	



# Agenda

Wednesday, April 25, 2012

- |                       |   |                           |
|-----------------------|---|---------------------------|
| 8 a.m.-4:30 p.m.      | Registration Open   | ROOSEVELT FOYER           |
| 9-10 a.m.             | General Session<br>• “Strengthening Communities” <ul style="list-style-type: none"><li>– Moderator: Luke Tate, Senior Policy Advisor, PD&amp;R, HUD</li><li>– William Gilchrist, Director, Place-Based Planning, City of New Orleans</li><li>– Anice Schervish Chenault, Program Manager, Community Solutions Team, Strong Cities Strong Communities Initiative, HUD</li></ul>  | ROOSEVELT BALLROOM IV & V |
| 10-10:15 a.m.         | Break   | ROOSEVELT FOYER           |
| 10:15-11:30 a.m.      | General Session<br>• “Accessing Private Resources Through Foundations and Private Partnerships” <ul style="list-style-type: none"><li>– Moderator: Susan Taylor Batten, President and CEO, Association of Black Foundation Executives</li><li>– Flozell Daniels, Jr., President and CEO, Foundation for Louisiana</li><li>– Sherrill Hampton, Director for Applied Leadership and Community Development, Johnson C. Smith University</li><li>– Mark Quinn, Assistant Professor, Department of Business Administration and Economics, Xavier University of Louisiana</li></ul> | ROOSEVELT BALLROOM IV & V |
| 11:30 a.m.-12:15 p.m. | General Session<br>• “Accessing Federal Resources” <ul style="list-style-type: none"><li>– Senora Coggs, Senior Policy Advisor, Office of Civil Rights / Office of the Secretary, U.S. Department of Commerce</li><li>– Miki Kim, Senior Advisor, Office of Community Services, U.S. Department of Health and Human Services</li></ul>  | ROOSEVELT BALLROOM IV & V |
| 12:15-1:30 p.m.       | Lunch (on your own)   |                           |
| 1:30-2:45 p.m.        | General Session<br>• “Investing in the Future: Colleges Working With K-12 Schools is a Community Benefit” <ul style="list-style-type: none"><li>– Dr. Hassan Minor, Senior Vice President/Chief Strategy Officer, Howard University</li><li>– Dr. Henry Taylor, Jr., Director, Center for Urban Studies, State University of New York at Buffalo</li></ul>  | ROOSEVELT BALLROOM IV & V |
| 2:45-3 p.m.           | Break   | ROOSEVELT FOYER           |

## Wednesday, April 25, 2012 (continued)

3-4 p.m.	<b>General Sessions</b> <ul style="list-style-type: none"><li>• “Anchor Institutions: Lending a Helping Hand”<ul style="list-style-type: none"><li>• Housing Counseling and Foreclosure Prevention<ul style="list-style-type: none"><li>– Morris Autry, Community Development Program Director, Elizabeth City State University</li><li>– Linda Barrett, Housing Counselor, Elizabeth City State University</li></ul></li><li>• Workforce Development<ul style="list-style-type: none"><li>– Pauline Harvey, Director, University of Alaska Fairbanks, Chukchi Campus</li><li>– Jane Winzer, Grants Manager, University of Alaska Fairbanks, Chukchi Campus</li><li>– Janice Sneed, Vice Chancellor, Community and Workforce Development, Southern University at Shreveport</li></ul></li></ul></li></ul>	<b>ROOSEVELT BALLROOM IV &amp; V</b>
4-4:15 p.m.	<b>Break</b>	<b>ROOSEVELT FOYER</b>
4:15-5:15 p.m.	<b>General Session</b> <ul style="list-style-type: none"><li>• “Tribal Colleges and Universities: Telling Their Story”<ul style="list-style-type: none"><li>– Carrie Billy, President and CEO, AIHEC</li><li>– David Oreiro, Vice President for Campus Development, Northwest Indian College</li><li>– Noel Sansaver, Facilities Supervisor, Fort Peck Community College</li></ul></li></ul>	<b>ROOSEVELT BALLROOM IV &amp; V</b>
6-7:30 p.m.	<b>Reception at The Roosevelt Hotel</b>	<b>WALDORF ASTORIA BALLROOM</b>

## Thursday, April 26, 2012

8-11 a.m.	<b>Registration Open</b>	<b>ROOSEVELT FOYER</b>
9-10 a.m.	<b>General Sessions</b> <ul style="list-style-type: none"><li>• “Anchor Institutions: Helping Communities Help Youth”<ul style="list-style-type: none"><li>• Anti-Bullying<ul style="list-style-type: none"><li>– Dr. Cynthia Reed, Director, Truman Pierce Institute, Auburn University</li></ul></li><li>• Tools Designed to Serve Youth and Communities<ul style="list-style-type: none"><li>– Maria Queen, Public Housing Revitalization Specialist, HUD</li></ul></li></ul></li></ul>	<b>ROOSEVELT BALLROOM IV &amp; V</b>
10-10:15 a.m.	<b>Break</b>	<b>ROOSEVELT FOYER</b>
10:15-12 Noon	<b>General Session</b> <ul style="list-style-type: none"><li>• “Moving to the Future”<ul style="list-style-type: none"><li>• HUD’s Research Roadmap</li><li>• OUP’s New Focus<ul style="list-style-type: none"><li>– Sherone Ivey, Deputy Assistant Secretary, OUP, HUD</li><li>– Ophelia Wilson, Grant Specialist, OUP, HUD</li><li>– Kinnard Wright, Grant Specialist, OUP, HUD</li></ul></li></ul></li></ul>	<b>ROOSEVELT BALLROOM IV &amp; V</b>
12 Noon	<b>Conference Adjourns</b>	

# Sessions

## **The Role of Anchor Institutions**

Anchor institutions are schools, institutions of higher education, hospitals, faith-based organizations, community-based organizations, and other nonprofit organizations that lay down roots in the community and are often the largest contributors to a community's economy. Difficult times have made partnerships between anchor institutions and their communities more important than ever, with many communities depending heavily upon the intellectual capacity and service-learning strengths of anchor institutions. Likewise, anchor institutions depend on communities to help them demonstrate their extracurricular value as they struggle against steady budget reductions.

## **Strengthening Communities**

Recognizing that interconnected solutions are needed to resolve problems in high-poverty neighborhoods, new approaches to neighborhood revitalization are being pursued through the Neighborhood Revitalization Initiative. This collaboration among the U.S. Departments of Housing and Urban Development, Education, Justice, Treasury, and Health and Human Services supports the ability of local leaders from the public and private sectors to attract the private investment needed to transform distressed neighborhoods into sustainable, mixed-income neighborhoods with the affordable housing, safe streets, and good schools every family needs. This discussion will provide you with information on several of the funding opportunities, including the Choice Neighborhoods Initiative, Promise Neighborhoods, and Strong Cities, Strong Communities.

## **Accessing Private Resources Through Foundations and Private Partnerships**

Even in these tough times, there are private funds available to implement community and economic development activities. Learn about these organizations, their priorities, and their expectations for partners. Also, learn about how to attract nationally based private partners to support locally based projects near your institution.

## **Accessing Federal Resources**

Learn about federal programs and resources that may be available to support programs that can strengthen low-wealth neighborhoods.

## **Investing in the Future: Colleges Working With K-12 Schools is a Community Benefit**

The quality of K-12 education, particularly in low-income communities, has become a concern to local, state, and national policymakers. During this session, you will learn how several institutions of higher education have stepped forward with innovative models to enrich the educational experience for our youngest students, and in many instances the entire community.

## **Housing Counseling and Foreclosure Prevention**

With housing foreclosures continuing to impact communities nationwide, it's imperative that homeowners are educated about the best ways to avoid this financial forfeiture. Housing counselors can provide the guidance and advice families and individuals need to improve their housing conditions and meet the responsibilities of homeownership, as well as provide counseling services to prevent or resolve mortgage delinquency, default, and foreclosure. Participants in this session will also learn how housing counselors can lead homebuyers through the morass of mortgage scams, inflated appraisals, unreasonably high interest rates, unaffordable repayment terms, and other conditions that can result in a loss of equity, increased debt, default, and eventually foreclosure.

## **Workforce Development**

In addition to the ongoing national foreclosure crisis, unemployment continues to play a significant role in our current economic uncertainty. Workforce development programs can offer communities a holistic means of combatting high unemployment rates by providing its residents access to the training and skills they need to be more competitive in this ever-evolving work environment. Learn how workforce development programs established by OUP grantees continue to successfully provide individuals with the means to develop the job skills they need to gain a competitive edge in today's workforce.



## **Tribal Colleges and Universities:**

### **Telling Their Story**

How can our nation's Tribal Colleges and Universities embrace modernity and functionality while still ensuring that their cultural traditions are preserved for future generations? This is the question that each of our Tribal Colleges and Universities Program (TCUP) grantees have successfully answered time and again through innovative and inspirational concepts that enhance the learning environment for students who will be the leaders of tomorrow. Listen as TCUP grantees share examples of phenomenal campus facilities that have been built, renovated, expanded, and equipped using TCUP funds, leveraged resources, and a great deal of determination.

### **Anti-Bullying**

Bullies have been as much a part of the school experience as dodge ball and weekly mystery meat day in the cafeteria. However, as times and technology change, so, too, has bullying. No longer simply a "rite of passage" limited to verbal taunting or schoolyard scraps, bullying has become far more pervasive—and far more pernicious, due in part to popular social media networks that have effectively made bullying inescapable. Join us as we explore the myriad ways in which schools and the federal government are stepping up with anti-bullying initiatives designed to protect our nation's children.

## **Tools to Serve Youth and Communities**

Learn how programs like GreatSchools, a San Francisco-based nonprofit with whom HUD partnered in 2011, and the multi-agency FindYouthInfo.gov Initiative are working to provide parents the tools they need to make informed educational choices for their children and become even more involved in their children's educational future.

### **HUD's Research Roadmap**

HUD is undertaking a major effort to develop a long-range research plan that will identify top research priorities that HUD and its partners can address throughout the next 5 years. In developing this roadmap, HUD is seeking input from outside stakeholders, other federal agencies, and the broader research community. This is your opportunity to help contribute to forming the grid of HUD's Research Roadmap.

### **OUP's New Focus**

While OUP may not have funding to award new grants, it is important that we focus our efforts on activities that will continue to benefit institutions of higher education and the communities in which they work. This is your opportunity to share your thoughts on how OUP can be most beneficial to you as you forge ahead in these challenging times, to nurture existing partnerships and form new ones to revitalize your communities.

# Site Visits

## Option One: Lafitte and Gentilly

### Lafitte

Providence Community Housing was formed when representatives from local faith-based organizations came together to see how they might use their joint talents, experience, and resources to help address the critical need for affordable and supportive housing in southern Louisiana. Their goal was to bring home 20,000 victims of Hurricane Katrina by rebuilding and/or developing 7,000 units of single-family homes and apartments for seniors, mixed-income, and special needs residents. Their largest project is a joint effort with Enterprise Foundation to plan and develop a new community on and around the site of the former Lafitte public housing development, in the Tremé/Lafitte neighborhood of New Orleans. Upon completion, the project will feature 1,500 homes and apartments: a one-for-one replacement of all 900 subsidized rentals and the development of an additional 600 homes for sale to working families and first-time homeowners.

### Gentilly

Gentilly is a collection of historically and culturally unique sub-neighborhoods—Filmore, Milneberg, Lake Terrace/Lake Oaks, St. Anthony, Gentilly Terrace, Dillard, Gentilly Woods, and Pontchartrain Park—that spans the northeast side of New Orleans. Gentilly Terrace, planned in 1909 and built between the 1910s and 1940s, is listed on the National Register of Historic Places. Architecture in this district includes craftsman bungalows, Tudor cottages, and Mediterranean Revival-style homes. Pontchartrain Park is recognized as one of the first African-American suburbs in the United States. At the center of the neighborhood is the Joseph M. Bartholomew Golf Course, named for the African-American professional golfer who designed it. Gentilly is also home to three major universities: Dillard University, Southern University at New Orleans, and the University of New Orleans.

Much of Gentilly was badly damaged in 2005 by Hurricane Katrina. Levees along the London Avenue Canal broke during the storm, creating massive flood damage in the neighborhood's low-lying areas. Many Gentilly homeowners have since returned, restoring, rebuilding, and in some cases raising houses on piers to protect them against future flooding. Neighborhood associations like Gentilly Civic Improvement Association, Pontchartrain Park Neighborhood Association, and Gentilly Terrace Neighborhood Association have played a pivotal role in these revitalization efforts and act as a resource for new and returning homeowners.

## Option Two: Musicians' Village and Lower Ninth Ward

New Orleans Habitat's Musicians' Village, conceived by Harry Connick, Jr., and Branford Marsalis, consists of 72 single-family homes, 5 elder-friendly duplexes, a toddler-friendly pocket park, and the Ellis Marsalis Center for Music. New Orleans Habitat for Humanity purchased the property immediately following Hurricane Katrina. The homes are traditional habitat-style homes built by more than 40,000 volunteers and a team of subcontractors. New Orleans Habitat provides their partner families with 0-percent interest loans to purchase their home, with the families completing 350 hours of sweat equity in lieu of a downpayment.

The Ellis Marsalis Center for Music serves as the cornerstone of Musicians' Village and is dedicated to the education and development of the next generation of New Orleans music enthusiasts and the preservation of New Orleans' unique musical heritage. The center consists of an intimate performance space, recording facility, classrooms, and computer facilities. Village residents and students are able to take advantage of a wide range of musical instruction and cultural enrichment programs. The center is also utilized as a gathering place for local residents to address community issues and a home base where diverse creators can realize their visions.

Make It Right was founded by Brad Pitt in late 2007 to help rebuild the Lower Ninth Ward by developing at least 150 safe, green, and affordable homes. Since then, architects have designed and constructed 75 homes in the neighborhood, establishing new standards for affordable, energy-efficient, single-family homes. As the anchor for redevelopment in the Lower Ninth Ward, Make It Right's homes were a catalyst for the rebirth of a neighborhood that is now recognized as "largest and greenest community of single-family homes in the world" by the U.S. Green Building Council.



# *Dr. Raphael Bostic*

**Assistant Secretary**

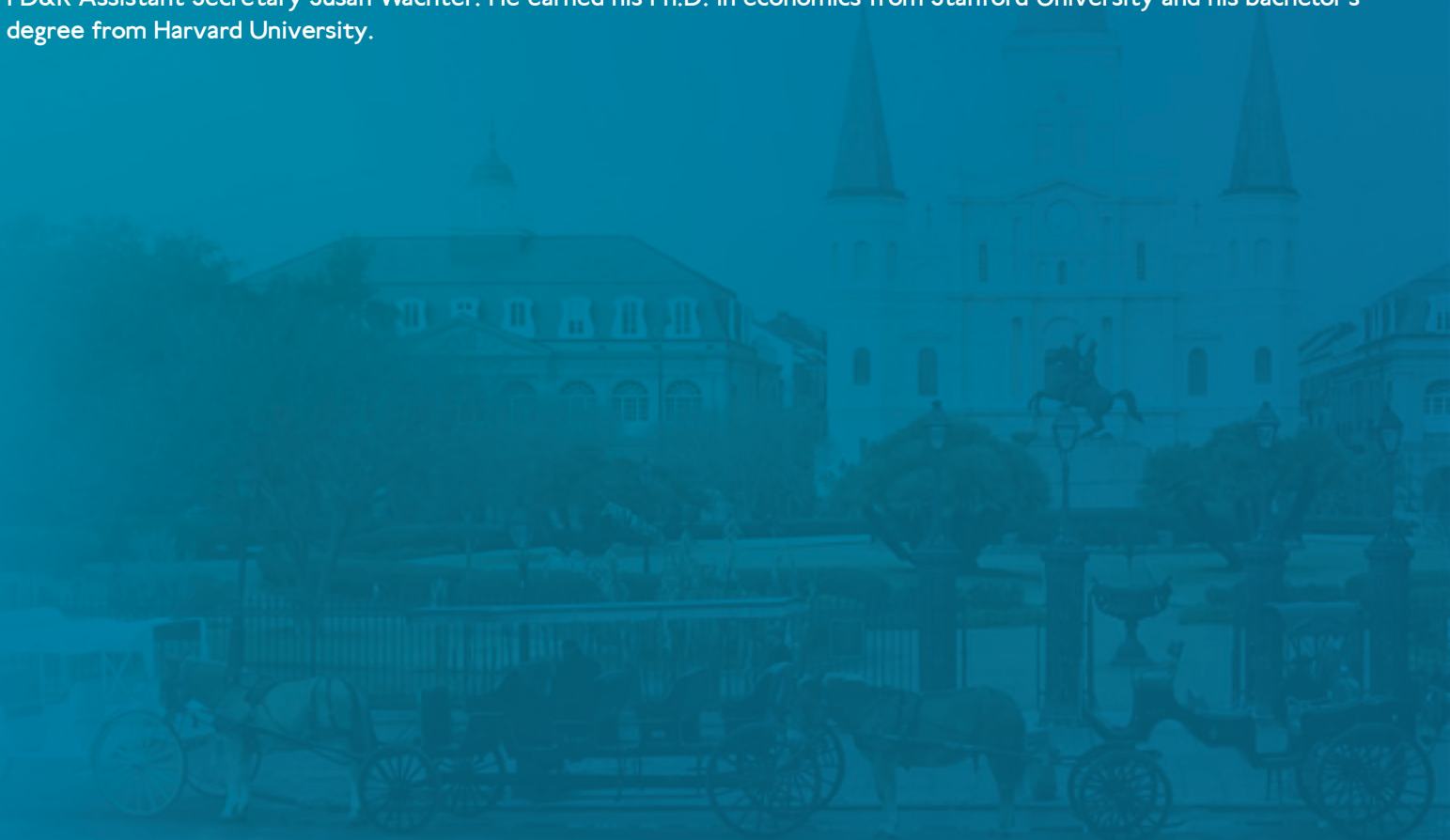
**Office of Policy Development and Research**

Dr. Raphael Bostic was sworn in as HUD's Assistant Secretary for Policy Development and Research (PD&R) on July 16, 2009, following his confirmation by the U.S. Senate. As a key member of HUD's senior leadership, Dr. Bostic is the principal advisor to the Secretary on overall Departmental policy, program evaluations, demonstrations, and research.

Dr. Bostic leads a multi-disciplinary team of approximately 140 economists, analysts, engineers, architects, and social scientists, and is responsible for providing economic information and analyses of housing and community development statistics and other data. PD&R performs short- and long-term analysis and evaluations to help the Secretary and other principal staff make informed decisions on HUD policies, programs, as well as budget and legislative proposals. These activities provide the Department and the nation with current information on housing needs, market conditions, and research on important housing and community development issues.

An expert on housing and homeownership, Dr. Bostic served as a professor in the University of Southern California's (USC's) School of Policy, Planning, and Development, where he examined how credit markets, financing, and policy enhance household access to economic and social amenities. He was director of USC's Master of Real Estate Development degree program and was the founding director of the Casden Real Estate Economics Forecast. Prior to that, he worked at the Federal Reserve Board of Governors, where he was recognized with a Special Achievement Award for his performance associated with a review of the Community Reinvestment Act.

This is Dr. Bostic's second tour of duty at HUD. During the Clinton Administration, he served as a special assistant for PD&R Assistant Secretary Susan Wachter. He earned his Ph.D. in economics from Stanford University and his bachelor's degree from Harvard University.





*Dr. Ronald Mason, Jr.*  
President, Southern University and A&M College System  
Keynote Speaker

Dr. Ronald Mason, Jr., became the seventh president of the nation's only historically Black university system on July 1, 2010. As president of the Southern University and A&M College System, he serves as the chief executive officer and provides oversight for the system's five campuses. Dr. Mason brings nearly 30 years of experience in the higher education, community development, and legal fields.

Prior to his appointment as Southern University System's president, he served as president of Jackson State University (JSU) in Jackson, Mississippi. During this tenure, the JSU campus and surrounding community experienced unprecedented transformation and growth pursuant to a 5-year strategic plan developed in 2002. Under Dr. Mason's leadership, JSU acquired a \$20 million facility from Allstate Corporation for only \$3 million and developed it into the Mississippi e-Center @ JSU, a technological hub for corporate, community, and academic advancement.

In addition to his productive tenure at JSU, Dr. Mason enjoyed a successful 18-year tenure at Tulane University that encompassed several positions, including senior vice president, general counsel, and vice president for finance and operations. He also served as the founder and executive director of the National Center for the Urban Community at Tulane and Xavier Universities in New Orleans.

Dr. Mason has been involved in numerous public service and professional activities, including current membership on the White House Board of Advisors for Historically Black Colleges, the boards of the Thurgood Marshall Scholarship Fund, and the National Association for Equal Opportunity in Higher Education. He previously served on the boards of the American Council on Education and the National Advisory Committee on Institutional Quality and Integrity, Office of Postsecondary Education.

Dr. Mason is a native of New Orleans and received his bachelor's and *juris doctorate* degrees from Columbia University in New York City. He is a graduate of the Harvard Institute of Educational Management and is the recipient of the Mayor's Medal of Honor from the City of New Orleans; the Martin Luther King, Jr., Lifetime Achievement Award from Dillard, Loyola, Tulane, and Xavier Universities; and was one of five recipients of Columbia University's 2008 John Jay Award for distinguished alumni.

## *Mr. Paul Kealey*

**Acting Chief Operating Officer, NeighborWorks America  
Luncheon Speaker**

Paul Kealey was the director of the NeighborWorks America Training Division since May 2002 until becoming the acting chief operating officer of NeighborWorks America in January 2011. As the director of training, he managed the NeighborWorks Training Institute (NTI), which offers more than 150 courses in community development, homeownership and lending, community economic development, housing construction and production, and nonprofit management and leadership to more than 12,000 community development professionals annually. NTIs are hosted four times yearly and institute courses are also conducted via place-based trainings at smaller venues nationwide. Mr. Kealey also managed e-learning courses, workforce development programs, and staff development efforts. He directed more than 60 staff and more than 150 contracted community development faculty.

In 2004, Mr. Kealey launched the NeighborWorks Center for Homeownership Education and Counseling, which provides training, certification, and tools to thousands of housing counselors and educators. He directed other marquee training programs, including the NeighborWorks Community Leadership Institute, Executive Director Symposium, and Achieving Excellence leadership program.

Mr. Kealey has 25 years of senior-level operational and programmatic leadership experience. He is an experienced leader in community development, international development, and training and adult education. He has a master's degree from the University of California at Davis, a bachelor's degree from San Francisco State University, and is fluent in Spanish.







PD&R



## Office of University Partnerships

U.S. Department of Housing and Urban Development

451 Seventh Street, SW \* Room 8226 \* Washington, DC 20410

Telephone: (202) 708-3061 \* Fax: (202) 708-0309

[www.oup.org](http://www.oup.org) \* Twitter: @HUDOUP