

COPC Central

Engaged Universities Are Central to Strong Communities

Office of University Partnerships

Regional Conferences Promote College-Community Partnership Concept

Through a series of highly successful one-day regional conferences entitled Building Partnerships to Build Communities, the Office of University Partnerships (OUP) is providing a forum through which Community Outreach Partnership Center (COPC) grantees and HUD field office staff can broaden the circle of organizations that join with colleges and universities in community partnerships.

"What makes these conferences such a success is the powerful message that people carry when they leave. It is what people will do when they get back to their jurisdictions," remarks Bob Broughton, director of the Gloucester County (New Jersey) Housing and Community Development, who attended the most recent New York/New Jersey regional conference, held in New York City on June 13.

Before the conference, Broughton did not know that university partnerships existed and had "never envisioned a university as a tool in community development." Now he is coordinating a new partnership with New Jersey's Rowan and Rutgers universities, building these two institutions of higher learning into Gloucester County's economic development program.

At OUP regional conferences, participants include elected officials; local government staff; nonprofit organizations; administrators and faculty from nearby community colleges, colleges, and universities; and local HUD field staff—many of them new to the idea of college-community partnerships, but all potential stakeholders. Since April 1996, more than 800 people have attended 4 conferences, held in New York, San Francisco, Birmingham, and Worcester (Massachusetts). The next regional conference is scheduled for the Midwest (Chicago) on September 11, 1997. Over the next 2 years, five

additional conferences are planned in cities in the Southwest, Great Plains, Rocky Mountains, Mid-Atlantic, and Northwest/Alaska regions.

"I have really been impressed with the work that has been done at the regional conferences in finding ways to leverage existing resources and attract new partners," reports OUP Director Mary Ellen Mazey. "By the end of the day, small, local groups are already discussing possibilities for forming new partnerships—identifying needs and strategies to get things done."

At the meetings, faculty and community leaders draw from their experiences in working with COPC projects to talk about the elements that might make new college-community partnerships successful. They suggest strategies for overcoming obstacles and ways to get colleges and universities to commit institutional resources to these types of activities over the long term. Conference activities include site visits to COPC community projects and discussions of how attendees might create or build on a college or university partnership in their own communities.

At the Southeast region conference, held October 1996 at the University of Alabama at Birmingham (UAB), Virginia Volker, UAB's COPC campus coordinator, described the Titusville 2000 Project as an example of a principled, long-term partnership that serves the needs and goals of both the community and the university. The project is a broad-based effort involving housing, economic development, health care, job training, crime prevention, recreation, and the arts. Professor Timothy K. Stanton of the Haas Center for Public Service at Stanford University, speaking at the March 1997 Pacific/Hawaii regional conference at San Francisco State University, described the variety of existing partnerships

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COPC Resource Center Expands Wilmington Community Capacity

Thirty Wilmington, Delaware, community agencies have a new, consolidated base of operations, thanks to the Wilmington Community Outreach Partnership Center (WCOPC), a consortium of the University of Delaware and Delaware Technical and Community College.

On April 1, 1997, the first of 30 nonprofit agencies began moving into their new home at the renovated WCOPC Community Resource Development Center (CRDC) in downtown Wilmington. With the official opening ceremonies slated for September, the building currently houses about one-half of its expected tenants, including WCOPC and its partners; the Delaware Association for Nonprofit Agencies (DANA); and Catalyst, a technology firm serving nonprofit groups.

The purpose of the move is to "establish partnerships among the nonprofit, public, and government agencies that in turn would help the effectiveness and

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U.S. Department of Housing
and Urban Development



Office of Policy Development
and Research

University-Community Partnership Expands in East St. Louis

In East St. Louis the COPC program at the University of Illinois at Urbana-Champaign (UIUC) has taken an established university-community revitalization effort—the East St. Louis Action Research Project (ESLARP), begun in 1990—and dramatically expanded its activities.

An old industrial city, East St. Louis has seen its community fabric shredded by depopulation and unemployment—leaving abandoned buildings, deteriorated housing, vast cleared tracts of unused land, and many collapsed municipal services. But UIUC, a land grant university, has made a long-term commitment to the beleaguered city that lies 160 miles southwest of its main campus. ESLARP—a program involving seven faculty members, a full-time project coordinator, and more than 1,000 student volunteers since 1990—is a collaborative enterprise of the school of architecture, departments of landscape architecture and urban and regional planning, and the cooperative extension service at the university. ESLARP has worked cooperatively with the Winstanley/Industry Park Neighborhood Organization (WIPNO) on high-viability projects such as a farmers market, a HUD HOME housing rehabilitation program, and the construction of a Head Start playground.

The COPC grant enabled UIUC to expand its support of WIPNO development efforts. Last fall, student volunteers performed cleanup and maintenance tasks on the farmers market, preparing the facility for the Midwest winter. Students also canvassed the neighborhoods, identifying 50 people who wished to become involved in WIPNO. Studio architecture students and their professor worked on construction drawings for a new headquarters for WIPNO and ESL CAN (East St. Louis Community Action Network). Other efforts partly supported by COPC include:

- **Youth development.** Through a partnership with the Mt. Sinai Baptist Church, Youthlink is presenting a series of computer education workshops for youth and their parents.
- **Community presence.** Through COPC, ESLARP established a physical presence in the hard-hit city with the East St. Louis Neighborhood Technical Assistance Center (NTAC).

The center, which opened in fall 1996, has quickly become a major base of operations for ESLARP, enabling the organization to work more effectively with existing community partners and forge bonds with new ones. Since its opening, NTAC has worked with 15 minority-owned businesses and helped more than 30 community-based organizations with 80 technical assistance requests.

- **Service learning.** During the 1996 fall semester, more than 200 university students traveled to East St. Louis for community outreach weekends, participating in a dozen different community development projects and making the challenges of East St. Louis part of their learning experience in planning, architecture, and landscape architecture classes.
- **Research.** The city of East St. Louis, where the population fell from a high of 88,000 to

today's 43,000, makes an appropriate laboratory for studying depopulating cities. Using computerized mapping, UIUC is carrying on research and simulations on land use planning and infrastructure costs. Results, which should be useful to East St. Louis and many other cities, will be posted on the World Wide Web.

The university's commitment to community partnership continues to build. UIUC awarded ESL CAN a \$15,000 Partnership Illinois grant to create a civic education class in East St. Louis. Discussions have begun on replicating the ESLARP model in North Champaign with a permanent university project.

For more information on ESLARP, contact Ken Reardon at the University of Illinois at Urbana-Champaign at (217) 244-5384.

Phoenix Block Watch Group Spurs Change

Rio Vista, a community in Phoenix Arizona's Enterprise Community, had no neighborhood organizations until Arizona State University (ASU) COPC teamed with the City of Phoenix Enterprise Community Advisory Committee to hold monthly workshops for residents. The workshops—on topics including job development, crime prevention, and adult education—marked many participants' first community involvement. Nevertheless, residents quickly moved to assume greater personal responsibility for their communities. ASU helped them win a city block watch startup grant, which funds crime prevention activities and community-based adult education classes. In its first 4 months, the active community-led block watch group:

- Persuaded local police officers to attend block watch meetings.
- Organized a neighborhood cleanup.
- Published a neighborhood newsletter.
- Started adult evening English as a Second Language classes at the local elementary school.
- Identified 10 sites for new street lights.
- Initiated discussions with the city to pave dirt roads and sidewalks in the neighborhood.

For more information on this COPC activity, contact Rob Melnick, Director of the Morrison Institute for Public Policy at Arizona State University at (602) 965-4525 or by e-mail (tcsram@asuvm.inrc.asu.edu).

COPC Central is a free quarterly publication prepared by the University Partnerships Clearinghouse, the information service sponsored by HUD's Office of University Partnerships (OUP). *COPC Central* highlights the contributions of universities and colleges to local community revitalization efforts. You may contact the University Partnerships Clearinghouse at P.O. Box 6091, Rockville, MD 20849-6091, (800) 245-2691, (fax) (301) 519-5767.

Memphis High School Students Use GIS To Map Enterprise Community Assets

Using a state-of-the-art computerized geographical information system (GIS), inner-city students in Memphis, Tennessee, have become pioneers in the effort to identify neighborhood assets in the city's Orange Mound Enterprise Community.

Through "Maps to Success"—a 1996 summer course at Melrose High School, made possible through a partnership with the Memphis State University/LeMoyne College COPC program, the Memphis State University Ground Water Institute, and NationsBank—students surveyed the streets and buildings of their neighborhoods and captured the information on computerized data maps. The program has been expanded to include several other schools in summer 1997.

"The program raised the students' awareness about their neighborhood and its history, and instilled in them a sense of civic pride," says Maps to Success instructor (summer 1996) Dennis Campbell, a Melrose High teacher. The students identified and photographed parks, viable businesses, schools, community centers, and attractive homes with well-cared-for yards. They identified features and assets such as small businesses and cultural centers that, though important to life in the community, may not be noted on available maps. Then, using GIS software, students recorded the information to create custom computerized maps for use in neighborhood planning, organization, and development. Several student maps, including "Eating Places in Orange Mound" and "Retail Stores in Orange Mound," were posted on the Internet for broad local access.

The Melrose High class is part of a multifaceted computerized mapping effort of the Memphis State University/LeMoyne-Owen College COPC, "Building the Community Through GIS." The project's goal is to develop GIS databases that community-based groups can access, add to, and analyze at the neighborhood level—creating new tools for local decisionmaking.

The GIS maps begin with data available from local public agencies and the census on streets, zoning, demographics, environmental conditions, and similar data. Community residents then map in additional features they consider important. "This approach allows the neighborhood residents to identify meaningful data about their neighborhoods and to control the use of their data," according to COPC codirectors David Cox and Stan Hyland.

In another COPC GIS project, a planning class—with the help of a team from the schools of nursing and education and the departments of criminal justice, health services, human movement science, social work, and theater, along with the athletic department and the dean of students office—is surveying housing conditions in the Enterprise Community that includes the Hyde Park and Douglass neighborhoods. In South Memphis, LeMoyne-Owen College, the Boys Club, Girl's, Inc., the Community Foundation of Greater Memphis, and area CDCs have undertaken a similar mapping project. Also involved in the wide-ranging GIS efforts are the city of Memphis, Shelby County government,

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Regional Conferences

that enable more than 2,500 Stanford students each year to experience a variety of service learning and action research activities.

Site visits to COPC projects allowed participants in all the regional conferences to visualize the potential of college-community partnerships. Attendees at the San Francisco meeting, for example, visited the Northridge Cooperative Homes Neighborhood Network Computer Learning Center, located in a HUD-assisted, 300-unit cooperative housing complex; the Public Research Institute, a university-based facility that provides public policy research for Bay Area governments and nonprofit organizations; and the Village at Visitation Valley, a converted paper factory that now houses neighborhood social service agencies.

Meeting in small groups by geographical area with HUD field office staff facilitators, conference participants examined ideas for possible new college-community partnership efforts.

Art Agnos, regional HUD secretary representative for the Pacific/Hawaii region, commented at the San Francisco conference, "The HUD-university partnership program is the kind of program that I, as a former mayor, can truly get excited about because I think it captures the best of what we do and brings it on the ground to the local level."

If your institution is located in the Midwest region, and you would like to attend the next regional conference scheduled for September 11, 1997, in Chicago, please call Jackie Burke of the University Partnerships Clearinghouse at (301) 519-5506 for more information.

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Wilmington COPC ...

efficiency of the nonprofits," according to Donna Bacon, assistant to the director of WCOPC. The move creates better prospects for efficiencies of scale and cooperative purchasing and better access to the support functions of DANA, Catalyst, and other training facilities. The remodeled nonprofit center will house a range of community organizations, from social service and health agencies—such as Goodwill Industries of Delaware, Delaware Council on Gambling Problems, Project for Domestic Violence Reform, and the Arthritis Foundation—to philanthropic, civic, and cultural organizations, such as the Delaware Community Foundation, the Jewish Federation, Greater Wilmington Convention Bureau, and the Longwood Foundation.

CRDC operates a library that includes materials on fundraising, grant acquisition, and management. Diamondnet, a computer local area network maintained by WCOPC, is available for nonprofits in the State of Delaware to post information about their activities.

Despite the distractions of the renovation and move, WCOPC continued several 16-week training courses on nonprofit management, affordable housing, and community-based development. This year, WCOPC also produced a community development program for rural areas in Kent and Sussex counties.

CRDC is one component of WCOPC's community outreach program, which emphasizes strengthening the capacity of local nonprofit organizations. These efforts involve computerized geographical information systems, electronic information links among community groups, referral and assistance services, and establishment of a newsletter, as well as the CRDC resource library. Other activities of the University of Delaware/Delaware Technical and Community College COPC include a research program that investigates capacity building, community economic development, housing, hunger, homelessness, crime and youth violence, and environmental justice.

For more information on Delaware's COPC, contact Tim Barnekov, Director of the Center for Community Development, University of Delaware at (302) 831-1690 or by e-mail (Timothy.Barnekov@mvs.udel.edu).

UCLA Community Scholars Program Incubates Local Leaders, Bright Ideas

The University of California at Los Angeles (UCLA) has been using part of its COPC funds to nurture seasoned Los Angeles community leaders and activists through the UCLA Community Scholars Program, a 7-year-old university program combining academics and applied research.

Through the program, from 8 to 10 local leaders become community scholars each year. They attend university classes and, working alongside graduate students, carry out a year-long participatory research project on an economic development issue of their choice. By incubating new ideas and forging new relationships, these projects have produced new community institutions such as the Tourism Industry Development Council and the Los Angeles Manufacturing Action Project.

In 1995 and 1996, the COPC community scholars and university students investigated the potential of worker ownership as a strategy for job creation and retention in Los Angeles. They worked directly with three cooperatives and worker-owners from Good Stuff Bakery, a

350-member employee stock ownership plan industrial bakery. The scholars' project developed training and education programs for worker-owners and provided opportunities for the firms to network with each other. The project also laid the foundation for a long-term worker ownership project—SAJE (Strategic Action for a Just Economy). SAJE focuses on economic issues in the Los Angeles area and is working to replicate the project under contract with UCLA's COPC. The center is currently bringing the leadership of worker-owned firms together with local CDCs, unions, and other firms to address issues such as preserving jobs and retaining local ownership.

Sponsored by UCLA's School of Public Policy and Social Research and Department of Urban Planning, the Community Scholars Program also receives support from the Center for Labor Research and Education.

For more information, contact Gilda Haas, Director of Community Scholars Program, Department of Urban Planning, School of Public Policy and Social Research, UCLA, at (213) 732-9961 or by e-mail (haas@ucla.edu).

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Memphis Mapping

United Housing, Homeless Alliance, the Shelby County Health Department, the Tennessee Department of Health, and local utility companies and planning agencies.

Through these real-world applications, computerized mapping is also proving its usefulness as a university study tool. Now GIS is being used in the curricula for the Master of Public Health Administration, the Master of Public Administration, and undergraduate programs in medical anthropology, urban anthropology, and archeology.

For more information on the Maps to Success project, contact David Cox, COPC Codirector, University of Memphis, at (901) 678-4186, or by e-mail (cox@cc.memphis.edu).

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