

DESTINATION 2040: OUR FLIGHT PATH



2040 Goal 3: Community Engagement and Impact

As a community-engaged institution, our University is internationally recognized for mobilizing and leading partnerships that revitalize and sustain our city and our region.

To make measurable progress toward this 2040 goal, we will execute the following strategic imperatives by 2024:

- A. Our faculty, staff, and students partner with the Muncie Community Schools to improve academic outcomes and the operational performance of MCS, while enhancing the learning experiences of our students.
- B. We actively engage with community leaders to develop and implement a coordinated plan that promotes talent retention and attraction in order to foster economic growth.
- C. The amenities and vibrancy of The Village and surrounding neighborhoods are attractive to students, faculty, staff, and community members as a result of the implementation of a long-term, phased plan to enhance quality of place.
- D. We collaborate with external partners to implement a regional plan to improve population health and wellbeing.
- E. Our community members attend and enjoy athletic, theatre, dance, music, and other arts and entertainment events at venues on campus and throughout our region.

Our Guiding Principles

- Community engagement is a valid and important approach to teaching, research, creative activity, and service.
- Community engagement is working “with” the community, not doing things “to” or “for” the community.
- Ball State administrators, faculty, professional/classified staff, and students must approach the community with respect, humility, honesty, and hope.
- Community engagement must seek to build the capacity of community residents, organizations, and businesses.
- Community engagement requires authentic relationships where each party is viewed as an equal and seeks to understand, trust, and empower the other.
- Community engaged learning, scholarship, and creative activities are often more difficult and can be more rigorous than traditional forms.
- Community engagement involves risk.

- Not all faculty, professional/classified staff, and students, are prepared or meant to do community engagement. It requires patience, sensitivity, listening, empathy, humility, adaptability, organization, and perseverance. It is worse to do community engagement without these abilities than to not do it at all.
- We must be mindful of the costs that are incurred by our community partners to accommodate inexperienced students, assemble participants, engage in research protocols, host events, etc.
- Significant change requires focused, strategic, and sustained efforts coupled with adequate resources. Ball State cannot tell its engagement story alone. We need our community partners to help tell the story.
- Ball State needs a firm and sustained identity to truly establish trust and credibility with Muncie/East Central Indiana.
- Communication of opportunities, priorities, challenges, limitations, and outcomes is essential to increasing the number of students, professional/classified staff, faculty, and partners involved in community engagement