

*The following are results from an exercise where participants were asked to provide action-oriented first steps toward implementing the Strategic Imperatives associated with **Goal 3: Community Engagement and Impact** from the new [Ball State Strategic Plan, Destination 2040: Out Flight Path](#)*

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.

Strategic Imperative A:

Our faculty, staff, and students partner with the Muncie Community Schools to improve academic outcomes and operational performances of MCS, while enhancing the learning experiences of our students.

Participant recommendations:

- Identify problem schools
 - Plan activities to engage students
 - Encourage parental involvement and incentives to parental volunteers; recognition for them as well
 - Promote community pride in MCS
 - i. Billboards, license plate frames, bumper stickers, social media
 - Encourage business sponsorship and support for extracurricular activities
 - Continue with schools partnership but plan to make the schools autonomous and self-sustainable
 - Develop timeline to return MCS back to community
 - Recognize the humanitarian needs of the children involved. Until their basic needs are met, it is hard to meet their educational needs.
 - Find a way to utilize the empty schools that are owned by BSU to serve the community or neighborhoods they are in
 - i. Open those schools up to community neighborhood organizations who have a vision for the neighborhood
 - Recognize needs of the student population and their families; meet basic needs prior to implementing change
 - Can BSU create/write more grants with external organizations' to invest in MCS?
 - Continue to report success stories, progress, positive outcomes of BSU/MCS partnerships
 - Make sure that students are doing good for the community
 - To do:
 - i. Create structure to implement an IB (international baccalaureate) program at MCS
- Need:
- ii. Startup funding (grant)

- iii. Recruit talented, trained teachers
- iv. Gifted families will bring other siblings and increase enrollment
- v. Programs will create value which will lead to increased enrollment = \$ budget which will solve financial issues

Strategic Imperative 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.

Participant recommendations:

- I struggle with how engaging with the community promotes talent retention. Is the idea that if BSU gets faculty involved, they will stay at BSU?
- Involve residents and neighborhoods; don't discount any segment of the community. We all have a voice.
- Encourage incorporation of "cool communities" concepts whenever possible to make this a place where young "talent" want to live.
- Business school should look into community projects for starting/local businesses and hiring Muncie residents.
- Make space in each discipline for innovation - including A.I and platforms distribution. Teach how to survive the changing job market
- Engaging with community leaders- implement/plan things to do early in process
 - i. Meet with community leaders and create dialogue about what communities need and what BSU can offer
 - ii. Listen to these leaders
 - iii. Truly engage with them to develop plan for their community
 - iv. Who should be involved
 - 1. Community organization leaders
 - 2. Community residents
 - 3. BSU staff willing to listen and truly co-create and implement
- Provide a way for expense reduction and/or participation incentives
- Become known nationally for students graduating with a business, innovation, a house (starter), less student debt.
- To do:
 - i. Work with the large employees (BSU, hospital, schools, ect) to promote local home ownership
 - ii. Encourage employee enrollment of children in MCS district
 - iii. BSU, hospital, MAP, chamber of commerce
 - iv. Host real estate agent receptions at local schools
 - 1. Elementary, Jr, high school
 - v. Create a "Welcome Back to Muncie" campaign for families to consider re-enrolling in MCS
- More BSU immersive learning projects in the community - give students a reason to stay in Muncie after graduation - more ownership and engagement in community off campus

- Continue initial commitment to the Muncie Trails initiative - particularly the Muncie Arts and Culture Trail
 - i. Also aligns with strategic initiatives C and D
- Staff member to facilitate immersive learning opportunities without faculty (if faculty won't/unavailable)
- Retain graduates by creating programs that turn their talents into businesses
 - i. All disciplines teach business innovation and collaboration

Strategic Imperative 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 ensure quality of place.

Participant recommendations:

- Create plan to ensure preservation of existing structures in Riverside/Normal. (university is supposed to update adjacent potential national register properties, but hasn't)
- Make sure that there are businesses in the village that will draw people to it
- Establish and enforce strict zoning codes
- The village cannot only be attractive to students and Ball State faculty and staff; it needs to be a more diverse representation of Muncie residents.
- Increase free parking
- Discussions with the neighborhood and business owners
- Campus admin, academic units with expertise relevant to the imperative, students and residents
- How to keep the neighborhood diverse - not a student only district and how to connect the neighborhood with others like downtown
- Work to make the area family friendly not only student friendly
- Define quality of place
- As a major landlord in the city, BSU appears to be addressing the condition of rental housing. Please continue to move forward with this initiative. I hope - and trust - that BSU acts responsibly as a landlord.

Strategic Imperative D:

We collaborate with external partners to implement a regional plan to improve population health and wellbeing.

Participant recommendations:

- Schedule wellness or fitness events that are simple and non "threatening" or intimidating to a beginning "wellness participant"
- Reach out to other cities and colleges/universities to implement a similar strategy
- Determine what social determinants of health affects students.

- Not wait long to engage neighborhoods outside of BSU surrounding area.
- Make greater efforts to engage neighborhood leaders and find out how BSU can help.
- Include some way people with talent and skill who do not have a degree or college background can engage. Lots of talent out there!
- Work with community leaders (and other interested residents) to co-create plan based on communication needs and desires that BSU can partner with us to improve population health and wellbeing.
 - i. Ask/discern what population health and wellbeing mean to community members.
- What would make community members feel that these objectives can and are being achieved?
- How can the hospital be more present in the health and wellbeing of community members?
 - i. Can BSU and the hospital partner more?
- Invest in student housing. Many live with mold ect. Conditions that can really harm health/mental health.
- Implement a community organized meeting to involve the faith based groups and how they can help and be a part of the solution.
- Participate on local boards/organizations with BMH - such as Safe Kids Coalition of Delaware County, Purdue Extension, ect
- Engage with Heather and neighborhood associations (the grid of the community)
- To Do:
 - i. 40 developmental assets
 - ii. Visit search institute
 - iii. Resources on creating an asset-rich community
 - iv. Create a public campaign
 - v. Who:
 - 1. Schools
 - 2. Faith Communities
 - 3. Health partners (Medical and mental)
 - vi. Challenges
 - 1. Find sustainable resources
- When working with external partners, continue your broad engagement, seeking to at least be aware of community and regional initiatives. Engage at all levels - not just the Top Down. (Next Muncie is viewed as Top Down). Keep working it through.

Strategic Imperative E:

Our community members attend and enjoy athletic, theatre, dance, music, and other arts and entertainment at venues on campus and throughout our region

Participant recommendations:

- Passes to events to MCS families
- Coordinate with MITS evening transportation pre- post- events to address transportation and parking challenges to participate

- Promote and market events in the communities
- Put together a video and catchy tune and catchy phrase that can be used all over the place (theme song)
- Find ways to make attending cultural activities in the community an integral part of working/learning at BSU - not an extra thing
- Campus community + Muncie community
- Town/gown divide. How do you get out into the community and community onto campus?
- Provide an alternative to costs of these opportunities and ways of transportation
- Find a way to circulate events, specials, and discounts available to all neighborhoods
- Design a children's book to encourage kids to participate and be well - Setting? Muncie? Its many opportunities (get kids excited about culture)
- Intermingle with 1st Thursdays- PlySpace and selfishly, our neighborhood is old #43, Washington St festival
- Assist in the promotion of community events
- Work with schools
- Normal - get community people on board and excited to talk about and use social media- not just leaders
- The obvious challenge to attending events and programs on campus is parking- you know this. There is concern about the distance from the Emens new garage. Please find ways to address visitor parking for theaters, DOMA, ect.
- Increase community awareness of entertainment events that are available on campus