

	Who	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Increasing Community Engagement: ASSISTANT DEAN MOELLER AND DEAN MILNER													
Goal 1. Initiate strategies that create and promote increased opportunities for students' community engagement that are academically grounded.	Co-Leads, CEC, Provost												
<i>Action 1. Educate campus on outreach best practices</i>	Provost, CATL, Career Services/Advising, Colleges, Grants Office, SP Co-Leads, CEC												
B. 1st and 2nd year faculty event —one in a series (Provost-invite with colleges selecting guest list); making connections internally. Invitation-only, networking event for people.	Co-Leads, Provost					X							
C. Networking event with all faculty and interested faculty —provide mentoring mechanism, connection, discussion facilitation.	Co-Leads, Provost								X				
D. Internal support and education mechanisms Develop Workshops (Working with External Partners, Dealing with Conflicts and Difficulties with External Partnerships/Working in Structures that are not Educational-based but have Educational Opportunities, HIPs training/discussion, Technology for Project Management, Contracting With External Partners, Assessment of Externally-Partnered Projects—VALUE Rubrics, others as articulated by CEC.) Career Services Connections (Career Services workshops on working with community partners, internships as outreach and relationship-building potential, workshops on infusing career preparedness into curriculum, partnering with community organizations for classroom visits, etc.)	Provost, Campus Compact, CATL and CATL-tapped individuals, Career Services/Advising, Co-Leads, CEC											X	
<i>Action 2. Codify Community Engagement Council (CEC) with a direct report to the Chancellor's Cabinet coordinated by Provost</i>													
A. Select individual to represent CEC to Provost.	Provost, Co-Leads					X							

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Action 3. Professional development for faculty, staff, and administration on service-learning/community engagement	Provost, Co-Leads, CEC												
A. Advisory Board —community-based board for administration/Provost	Provost								X				
B. Continue with Campus Compact PD —connect with CATL above.	Gavin Luter, Jaralee, Karolyn, Jodi, Co-Leads												X
Action 4. Begin discussion of potential for including community engagement in curriculum, including workload concerns	Provost, Co-Leads, CEC, Faculty Senate/SEC								X				

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Goal 2. Measure, assess and create accountability structure for community engagement across UWL													
Action 5. Dissemination													
A. Continue to disseminate information garnered in Year 1 to Rotaries, area organizations, and other entities who would be willing to hear about the impact UWL has on the larger community.	Chancellor, Co-Leads, CEC, Provost, Area Media, UComm, IComm												
B. Consider ways to continue to gather data that can be automated and updated easily. Provost's Special Assistant Dr. Delgado's data gathering from Year 1 will be most helpful to consult.	Co-Leads, CEC									X			

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Goal 3. Market mutually beneficial relationships between UWL and private/public organizations in the greater La Crosse community, state, region, and globally. In particular, focus on the importance of public/community engagement in advancing UWL’s mission centered on the value of a Liberal Arts education.	IComm/UComm												
Action 1. Develop campaign to create and promote mutually-beneficial relationships between internal and external constituencies	Co-Leads, Foundation and Advancement, IComm, UComm												
A. Branding—La Crosse Idea (modeled on the Milwaukee Idea and the Wisconsin Idea) a. Marketing materials/promotional materials									X				
B. Area Media —place metrics of area companies taking our internships, service projects, speakers, thanking our partners, etc. Record number of public information and outreach pieces. Focus on educational component and community commitment.												X	
C. WI Media —same as area media, except more broad in terms of coverage of connections.												X	
Action 2. Internal marketing campaign	IComm, UComm, Co-Leads, Foundation and Advancement												
D. A. Branding—La Crosse Idea (modeled on the Milwaukee Idea and the Wisconsin Idea)									X				
E. B. WebSpace —encompasses resources, contacts, HIPs connected to outreach, other organizations that participate, portal, legal documents, etc.									X				
F. C. Community Engagement Institute/Office of Community Engagement —support for newer faculty who want to do CE but don’t know how or who to connect with, etc. Not oversight of other CE locations on campus, but a resource location for newer faculty or faculty looking to engage where they haven’t previously; home of portal/responsibility of webSpace, garnering connections when requested, being the face of outreach.												X	
Action 3. Legislative Connections and Information Dissemination	Faculty Senate Legislative Representative, Joe Heim, Area Representatives, Co-Leads, Chancellor, Provost, SEC								X				

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Goal 4. Secure funding to support continued community engagement	VC Reichert and Dean Sandheinrich												
<i>Action 1. Increase Rada Margins of Excellence Experiential Learning Opportunities Endowment.</i>	VC Greg Reichert and Dean Sandheinrich, Chancellor, Colleges/Deans, Co-Leads												
A. Foundation —continue to identify potential donors and connect various colleges with donors												X	
B. Colleges —connect community outreach work to potential grants; connect faculty doing such work with potential donors. Show work of community engagement and outreach on webpages and promotional material. Discuss at functions; connect to potential opportunities to support engagement work. Ensure that experiential both makes sense to external populations and encompasses a wide-variety of work. Increase student and faculty awareness of fund.												X	