Using an Innovative Electronic Medium to Promote an Engagement Framework

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Community-University Portal for Place-Based Engagement

• In the context of engagement, a portal is a website that functions as a tool to help community and university members establish, maintain, and enhance partnerships.

• The site offers an electronic means for people to learn of opportunities, potential partnership, as well as community cited needs.

• In this respect, the portal is both a source of information as well as an avenue of connection between a specific community and university members.
Community-University Portal for Place-Based Engagement

- The design of our portal mirrors its function as the embodiment of a framework that promotes change from a programmatic mindset to one that revolves around a systemic approach.

- Thus, the portal is designed to foster fundamental changes in the engagement process, building long-term partnerships between community and university stakeholders.
Many opportunities for networking and partnerships are predicated on a chance meeting, common acquaintance, or fortunate timing.

The portal is designed to remove the element of chance by facilitating partnerships through the use of “Live Guides.”

Live Guides are individuals from both the community and the university that act as “critical bridge people” in the partnership process.

They are available to help navigate the partnership as a system and create connections through their intimate knowledge about their particular community of interest.

In addition to Live Guides, the portal offers a variety of mechanisms that create a place for diverse individuals to come together around issues relevant to the community and the university.
Birth to Work

• Birth-to-Work combines the resources of all community sectors to promote positive transitions from birth to adulthood through critical periods of development with special emphasis on those living in areas of concentrated poverty.
Birth to Work

- Birth-to-Work is a systems change framework employed across community sectors and coalitions to improve developmental outcomes for children, youth, and young adults.
Birth to Work

- Birth-to-Work targets systems change by integrating and improving existing systems for each transition period to form a seamless web of supports at key points in development.

- Birth-to-Work focuses on all levels of community systems that support development – that is, families, neighborhoods, organizations, and community systems.
Birth to Work

• With Birth to Work it is possible to talk to people working on community development, human development, and economic development using a common language or “framework” because it is explicitly focused on skill development, personal management skills included, necessary through the first 25 years (at least) of the life course.
Birth to Work

- Birth-to-Work works towards the goal that **by 2020 children, youth, and young adults in all our partner counties and areas will grow up with the skills and abilities to actively participate in the global knowledge economy.**
Transitional Periods Across the Life Span: Relationship Impacts

Transitional Periods Across the Life Span: Relationship Impacts and Age Program Exemplars

Transitional Influences
- Partner Selection
- Workplace
- Advanced education
- Society

Transitional Influences
- Peers
- School
- Community

Transitional Influences
- Parents
- Family (Kin)
- Neighborhood

Prenatal

Early Childhood Transition Period (0-5)

Success in Early Childhood

Success in Elementary School

Early Adolescence Transition Period (10-14)

Late Adolescence Transition Period (18-25)

Success in High School

Higher education
- Internship programs
- Work force
- IT opportunities
- Creative enterprises

Quality afterschool programs
- Effective mentoring programs
- Safe environments
- Parent monitoring
- Youth entrepreneurial programs
- IT Opportunities
- Internship opportunities

Maternal support services
- Quality child care/development
- Father involvement
- Healthy nutrition
- Positive environments

Quality prenatal care

Ongoing Life Course Risk Influences (Racial and Social Inequalities)
- Maternal support services
- Quality child care/development
- Father involvement
- Healthy nutrition
- Positive environments

Ongoing Life Course Resilience Influences
- Quality prenatal care
- IT Opportunities
- Creative enterprises
- Internship opportunities
- Work force
- Higher education
- Internship programs
- Safe environments
- Parent monitoring
- Youth entrepreneurial programs
Programmatic to Systematic Approach

• **Programmatic Approach**
  – Current way of thinking
    • Looks at component parts in isolation
    • Looks at risk and supportive factors only in the immediate domain
    • Looks for individual outcomes rather than key levers of influence

• **System Approach**
  – Incorporates “Big Picture” idea
    • Strives to understand the supportive and risk factors
    • Looks for the key levers of influence
    • Consciously avoids shifting problems
    • Looks for interrelationships across systems
    • Geared toward the long-term
Tour of the Portal

CONNECT WITH A GUIDE
Guides help you by:
- Identifying who to contact to establish a university-community partnership
- Supporting the engagement process

View video below to learn how guides can help you to connect.

JOIN OUR COMMUNITY
Add your profile to this Website
- Allows MSU faculty and community members to learn about and find you
- Identifies your area(s) of interest

Learn more about the communities of interest
Browse all member profiles
Join the ongoing discussion
Learn more about the BTW Facebook group

HOW CAN THE CAPITAL AREA SUCCEED?
For the Capital area to succeed, all elements of the community that influence child and youth development need to work together to support positive transitions through critical periods of development.

Learn more about how the Michigan Capital Area can succeed and the programs fostering youth, children, youth, and young adults need to help them
Contact Information

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