

# Academic and Community Collaboration: Partnership Opportunities Await!

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# Engagement is a Must for Universities

- Students desire “real world” training opportunities
- Many **faculty are “Scholars of Practice”**, interested in policy initiatives, strategic investments, program evaluations, etc.
- **Universities are taking leadership roles** in their local communities
- For PAB Accredited Programs, they must:  
“ensure that each graduate demonstrate the **knowledge, skills, and values necessary for competent professional planning** in diverse occupational and institutional settings.”

# Partnerships are a Must for Communities

- With limited staff and financial resources, **communities need to be entrepreneurial**
- University Partnerships provide a wonderful means of advancing community initiatives:
  - **Quality work**, with expert guidance from faculty
  - A **high energy, low cost labor force** of students
  - **Bring new ideas** to the table
  - Great fit for “**big picture**” initiatives (e.g. developing a Regional Food Systems Plan) or “**project-specific**” work (e.g. Corridor Studies, Neighborhood Assessments)
  - Offer the **benefit of neutrality**

# Attributes of Successful Community-University Partnerships

- The **Community partner** understands the **academic calendar** and how that may impact work flow
- The **University partner** **engages with and understands the needs** of the client
- The **Community partner** understands that **this work is not costless** to the University
- The **University partner** **does not over-promise**, as ultimately much of the work is done by young professionals
- Both the University and Community partner recognize the **educational opportunity and responsibility** embedded in these partnerships
- A detailed **Scope of Work** is negotiated with clear deliverables, timelines, and payment

# Goals for this Session

- Showcase case studies of excellent Community-University partnerships in New Mexico and Florida
- Illustrate the planning opportunities possible through Town & Gown partnerships
- Demonstrate the power of real world projects for educating the next wave of planners
- Encourage audience members to connect with nearby and regional university planning programs