

Community Relations

Webster University
The Criteria for Accreditation
Criterion Five: Engagement and Service
Examples of Evidence Worksheet

What data, information, or databases do you have that pertains to:

5A) The organization learns from the constituencies it serves and analyzes its capacity to serve their needs and expectations.

1. Organizational Commitments:

Webster University sponsors a number of events in the community. Decisions are made by the Director of Community Relations about which events to sponsor and at which level. Examples of sponsorships include Webster Groves Community Days, the Old Webster Jazz and Blues Festival, the National Conference for Community and Justice of Metropolitan St. Louis and the International Institute's Festival of Nations.

2. Periodic environmental scanning:

Feedback from the Neighborhood Advisory Committee and from the community, directly to the Director of Community Relations, provide information to the University about issues that are important to the community.

3. Org. attends to diversity of the constituencies it serves:

Identifying needs and opportunities of the entire community is the role of the Director of Community Relations, who attends Chamber of Commerce meetings, local functions, Senior Roundtable and Next Chapter meetings and serves on the board of a local organization.

4. Outreach programs respond to identified needs:

Both a pocket-sized Economic Fact Sheet and University Fact Sheet were created and distributed to the Neighborhood Advisory Council and city officials. They were produced as a result of meetings with the Neighborhood Advisory Committee and members from local government who wanted a source sheet that provided information about the University.

5. In responding to external constituencies, the organization is well-served by a variety of programs such as continuing education, outreach, customized training, and extensions services:

The University maintains a calendar of events on the website and in the *Webster to Webster* newsletter highlighting the art, music, theater offerings and lectures at the University. The University also offers computer training to the general public.

5B) The organization has the capacity and the commitment to engage with its identified constituencies and communities.

1. Effective connections with its communities:

The University sponsors local events, and holds memberships in various groups such as the Webster Groves Chamber of Commerce, Rotary Club and Lions Club.

2. Co-curricular activities engage internal campus community with external communities:

All of the University's fine arts offerings and lectures are open to the public at a very low cost or free. All events are widely publicized. The Webster University Book Club is open to the community. Around the Table, a program whereby members of the community host a dinner for two or more students, was instituted two years ago. Also, the Emerson Library provides many

services that are available to the general public. The specific information about these resources was provided in the *Webster to Webster* newsletter mailed to the community

3. Educational programs connect students with external communities:

Educational programs connecting students with the community through volunteer programs such as the Student Literacy Corps, student teaching and formal internship arrangements.

4. Effective programs of engagement and service:

The students engage with the community through Webster Works Worldwide, participation in the Community Days parade and various student activities, such as Habitat for Humanity.

5. Planning processes:

Departments where such programs exist are fulfilling the mission of the University to contribute actively to their communities and support civic, cultural, corporate and educational organizations. These programs are planned and supported by the University through the budget process.

5C) The organization demonstrates its responsiveness to those constituencies that depend on it for service.

3. Community leaders testify to the usefulness of the organization's programs of engagement:

The University has been awarded architectural awards for renovation and preservation efforts in the older buildings of the institution.

5D) Internal and external constituencies values the services the organization provides.

5. Webster facilities are available to and used by the community:

Facilities can be rented by members of the community. Occasionally the university sponsors an organization's event by providing the venue.

Evidence of the material above can be found in the following resources:

Webster to Webster newsletters

Around the Table application

Document (included) describing the mission of the Community Relations program

Community relations pages on Webster University's web site:

<http://www.webster.edu/news/community/>

St. Louis event calendar: <http://www.webster.edu/calendar/calendar.html>