

Community Relations at Webster University

Mission

The Mission of the community relations effort is to present a positive image to the Webster Groves community, to facilitate a healthy and reliable dialogue and to build long-term, positive and productive relationships with the residents and business owners in Webster Groves and the greater St. Louis region.

Key Messages:

1. Webster University is an active and participative member of the Webster Groves community.
2. Webster University is an asset to the Webster Groves community and to the greater St. Louis region.
3. Webster University is eager to partner with the community and the City to work together to identify problems and create solutions.
4. Webster University respects the traditions and history of Webster Groves, and sees itself as a part of that history and a part of the future.

Strategy

Create opportunities for an open exchange of dialogue between Webster University and the Webster Groves community. The outreach efforts present information to our audiences in a variety of formats with an emphasis on partnership, support and collaboration.

Tactics

Oversee the Neighborhood Advisory Council

The Neighborhood Advisory Council consists of residents from Webster Groves and community leaders. The Council meets four times a year with the director of community relations and student leaders. Advisory Council members' names are published in "Webster to Webster," the community newsletter. Council members act as a liaison between the University and the residents. Council members serve for three years.

"Webster to Webster" Community Newsletter

Webster to Webster is published three times a year and mailed to all Webster Groves residents. The focus of the content is relevance to the community. Stories have included the new Emerson Library, athletics at Webster University, the landscaping at the University and the new residence halls. A Webster student is profiled in all issues.

Future story ideas:

1. Art sculptures around campus and art in library
2. Internationalism at home campus, how many nations represented, etc.
3. Community Music School

Initiate partnerships and collaborations

The "Around the Table" Program in which Webster Groves residents' host University students for dinner in their home, was introduced last fall. Its purpose is to provide a closer link between Webster University and community residents. By sharing stories and food around a common table, participants will gain an appreciation of lifestyles and cultures.

The Webster University Book Club includes members of the community. The Book Club meets every other month to discuss an agreed upon book. Everyone takes turns leading the discussion.

Participation in the Webster Groves Community Days Parade

Sponsorships and Memberships:

Make a Difference Day, Webster Chamber Sustaining membership, Webster Chamber Heart of the Community sponsor, Webster Chamber new member breakfasts, Webster Community Days Gold Sponsor, Art and Air Festival sponsor, Webster Jazz Festival sponsor and Webster Groves Historical Society Walking Tour sponsor

Future plans

- Develop an interactive web page for both the University and residents as a communications tool and a presence on Webster's website.
- Create awareness of the positive impact we have with the Webster Groves School District, student teachers and practicum students, language arts students, and "Strings program" at six of Webster's elementary schools.
- Find ways to clearly demonstrate that both the University and its students are an important economic factor to the community.