Lifelong learning second to none



Embrace the U's outreach & land-grant expertise

What's working

The university is expanding its mission to better address urban issues.

- Recognizing that it needed to play a greater role in solving urban problems, the university is revamping its long-standing outstate strategy to address the complex problems that cities face.
- The university is creating a new model that could become a national model for addressing urban problems.
- The university recognizes that out-of-home placement is a problem in the community and is working on a treatment protocol to stem the problems arising from these placements. Fixing the out-of-home placement problem would break down barriers in north Minneapolis this is an issue near and dear to the hearts of the people in north Minneapolis. The Minneapolis Police Department fully supports the university on this effort this is a public health and youth violence issue.

The university will be locating a physical facility in north Minneapolis.

■ Despite controversy, the university hung in there and is going ahead with a \$5 million Urban Research Outreach Center (UROC) that will give the university a physical presence in north Minneapolis and showcase its commitment to tackling complex urban problems. The university is renovating a former shopping center to house UROC, which will open in September 2009. The facility will have an early childhood center, a youth entrepreneur program and a clubhouse for seventh to ninth graders. It will offer technical assistance to small businesses, and an extension office will offer nutrition education.

- The City looks forward to the university's physical presence in north Minneapolis. There will be increased opportunities for the Civil Rights Department, the university and the Urban League to connect and share resources. There will be more ways to support women and minority contractors by connecting them to training and business resources.
- Thanks to a \$3 million grant from the U.S. Department of Education, the university will have the opportunity to write the primer on how universities can work with communities to solve urban problems. If the university can bring about measurable improvements in north Minneapolis, it has the potential to prove a concept that can work elsewhere.

The university brings opportunity to kids.

- The university is a godsend in terms of human capital development. Thanks to the university, 168 kids have gone to college for free.
- The 500 under 5 initiative is expertly addressing kids' needs.
- The university is the leading STEP-UP employer, and STEP-UP is a feeder program that gets kids into the University of Minnesota.
- The university is spending \$20 million a year to make scholarships accessible.

The university is encouraging its staff to live in Minneapolis.

 The City of Minneapolis supports the university's efforts to encourage faculty to live closer to campus. Having university staff living in Minneapolis neighborhoods is good for the city.

What isn't working

The relationship between the university and the City needs work.

- The university and the City have an ad hoc relationship, but this isn't getting us where we need to go. We have people with the same agenda, but nothing happens.
- The City has a range of relationships from good to dysfunctional — with the University of Minnesota.
- There's more capacity for partnerships between the university and the City than we are using.

The university distances itself too much.

- The faculty seems to believe that associating too closely with City staff or elected officials taints their research.
- The Minneapolis Health Department doesn't see a high level of interest from the School of Public Health in working together. While the school aims to increase diversity, it focuses on recruiting people from other countries rather than from the local community. continued on next page

Embrace the U's outreach & land-grant expertise

What isn't working continued from previous page

 People don't know about the university's contributions to the community or what it is doing in Minneapolis.

Urban problems are complex and the path is unclear.

- North Minneapolis' problems are so complex that it will take multiple approaches. There is a danger of overpromising and underdelivering.
- There's a huge learning curve for government to figure out how to connect with the university. The City seeks knowledge that will solve real problems, but we don't know how to apply the research or who to contact to get things rolling.

What should be done next

The university needs to improve its communications and outreach.

- Brag about university contributions to the community and make it clear that it is delivering for the Northside. Youths are getting scholarships and going to college. Correct the impression that the university pulled out of its north Minneapolis project.
- Make the case for the university in a human way and take advantage of opportunities to communicate in person.
- As the university seeks partnerships with the community, the community must identify the needs it wishes the university to address.
 There must be community ownership.
- When research is done in the community, the university should provide feedback back to the community.

The university and the City of Minneapolis need to strengthen their relationship.

 If collective destiny is determined by how we partner with others, then we need a

- fundamental understanding of one another. We need to articulate a collective set of common goals. The university should clarify what the City can do to help the university reach its goals.
- Get the regents and the City Council to agree on common goals and formalize a relationship around a set of common objectives and collective capacity. Or, approach the relationship by looking at problems both entities want to solve. Consider using the Intergovernmental Relations Committee as a starting point.
- The university should commit to working with the City around zoning issues. Take advantage of the City's help so the City can support the university on real estate issues.
- Take advantage of the opportunities for great synergy between the university and the Minneapolis Police Department.
- Convince university faculty that it's OK to affiliate closely with government and neighborhoods in conducting research and outreach.

"North Minneapolis
is a microcosm of
core issues that
plague urban
areas. If we can
create a new
model to address
these issues, it
would represent a
fundamental shift in
how the university
engages with
communities."

- University of Minnesota administrator