



Community Relations Coalition

CRC Mission Statement: The Community Relations Coalition (CRC) works to build trusting relationships between the communities of East Lansing and Michigan State University by fostering cooperation and communication between neighbors. A not-for-profit organization, the CRC draws on the talents of all sectors of East Lansing through various program initiatives.

Strategic Plan

The Community Relations Coalition (CRC) Strategic Plan is a guiding document that informs annual program planning and evaluation. This document focuses CRC resources, strengthens operations, and ensures that we work to fulfill the mission of the organization. Three strategic goals guide CRC activity. These include growing sustainable community relationships, engaging students and residents in community responsibilities, and developing community innovators and leaders. Strategic goals can be achieved through a combination of strategies, actions, and assessments.

Strategic Goal: Grow Sustainable Community Relationships

Strategy:

- Carry-out Intern-Ambassador neighborhood outreach
- Encourage communication within a neighborhood and between neighborhoods
- Establish and develop neighborhood partnerships (neighbors and organizations)
- Sustain and advance outreach to community and university partners
- Serve as positive representatives of students and student-residents to the larger East Lansing and MSU community
- Promote a consistent mission based statement
- Maintain networks with current and previous Board Members, Interns-Ambassadors, personnel, and individuals affiliated with the CRC
- Record and maintain institutional history

Strategic Goal: Engage Students and Residents in Community Responsibilities

Strategy:

- Educate permanent and non-permanent residents about the responsibilities and expectations of living in the East Lansing community according to needs and interests
- Cultivate an understanding of an individual's role in community involvement
- Facilitate community member, MSU student, and University participation in CRC events
- Encourage neighborhood-initiated events and programs

Strategic Goal: Develop Community Innovators and Leaders

Strategy:

- Maintain a supportive and engaging educational environment
- Develop leadership opportunities for Intern-Ambassadors and Board Members
- Apply a framework for teaching and learning about community and the values of citizenship
- Support opportunities for mentorship and professional engagement

Strategic Goal	Strategy	Recommendations for Implementation	Assessment and Evaluation
<p>Grow Sustainable Community Relationships</p>	<ul style="list-style-type: none"> ● Carry-out Intern-Ambassador neighborhood outreach ● Encourage communication within a neighborhood and between neighborhoods ● Connect neighborhood partnerships ● Sustain and advance outreach to community and university partners ● Serve as positive representatives of students and residents to the larger East Lansing and MSU community ● Promote a consistent mission based statement ● Maintain networks with current and previous Board Members, Interns-Ambassadors, personnel, and individuals affiliated with the CRC ● Record and maintain institutional history 	<ul style="list-style-type: none"> ● Host events that foster cross-neighborhood connections ● Tailor outreach to the individual neighborhoods ● Carry-out Intern-Ambassador coffee conversations ● Participate in and present at neighborhood associations and routinely report back to CRC Intern-Ambassadors and CRC board ● Participate in CRC and other community-wide committees ● Connect participation with community initiatives ● Attend community events and promote the CRC ● Utilize landlords and other stakeholders that have direct contact with residents/students to distribute info ● Utilize the CRC’s introductory statement 	<ul style="list-style-type: none"> ● Conduct monthly reports of: <ul style="list-style-type: none"> ○ Intern-Ambassador work hours including time spent on outreach and attending meetings ○ Intern-Ambassador work outcomes including number of event attendees, number of houses attempted and reached, number of residents contacted and reached, and questions regarding CRC mission ○ partnerships including partner name, contact information, affiliation, description of partnership, and role in partnership ● Conduct a mid and end-of-year evaluation of intern-ambassador learning outcomes related to strategic goal ● Conduct end-of-year feedback survey to Intern-Ambassadors and coordinator on achievement of strategic goal and recommendations for implementation ● Review and evaluate assessment data at annual retreat

Strategic Goal	Strategy	Recommendations for Implementation	Assessment and Evaluation
<p>Engage Students and Residents in <u>Community Responsibilities</u></p>	<ul style="list-style-type: none"> ● Educate permanent and non-permanent residents about living in the East Lansing community according to needs and interests ● Cultivate an understanding of an individual’s role in community involvement ● Facilitate community member, MSU student, and University participation in CRC events ● Encourage neighborhood-initiated events and programs 	<ul style="list-style-type: none"> ● Survey permanent and student residents to understand community needs ● Use modes of communication suitable to community needs and interests ● Share resources on common City ordinances ● Invite other community partners to CRC events ● Invite other MSU student groups/offices/departments ● Cross-promote events and programs through flyers and various social media ● Facilitate positive interactions with attendees at each event ● Utilize formal and informal networks 	<ul style="list-style-type: none"> ● Conduct monthly report of: <ul style="list-style-type: none"> ○ Intern-Ambassador programming including purpose, participant activity, and number of attendees ○ neighborhood-initiated programming including organizer, purpose, participant activity, and number of attendees ● Conduct and record participant and community member self-assessments (e.g. reflection surveys) at events and programs ● Conduct a mid and end-of-year evaluation of intern-ambassador learning outcomes related to strategic goal ● Conduct end-of-year feedback survey to Intern-Ambassadors and coordinator on achievement of strategic goal and recommendations for implementation ● Review and evaluate assessment data at annual retreat

Strategic Goal	Strategy	Recommendations for Implementation	Assessment and Evaluation
<p>Develop Community Innovators and Leaders</p>	<ul style="list-style-type: none"> ● Maintain a supportive and engaging educational environment ● Develop leadership opportunities for Intern-Ambassadors and Board Members ● Apply a framework for teaching and learning about community and the values of citizenship ● Support opportunities for mentorship and professional engagement 	<ul style="list-style-type: none"> ● Scaffold leadership opportunities for Intern-Ambassadors ● Establish quarterly goals for Board Member and Intern-Ambassador interactions ● Train Intern-Ambassadors and Board Members on citizenship behavior, community building, and civic involvement ● Provide on-boarding for all new Board Members and annually review expectations with current members ● Train Intern-Ambassadors on various professional practices (scheduling, outreach, meeting facilitation, SMART goals, etc.) ● Identify and participate in external and internal committees and commissions ● Co-chair community events ● Connect Intern-Ambassadors and Board Members with community, University and city partners ● Utilize university and community professional development resources 	<ul style="list-style-type: none"> ● Conduct a monthly report of Intern-Ambassador and Board Buddy meetings including purpose and outcome ● Conduct end-of-semester reflection surveys from Intern-Ambassadors and Board Buddies ● Conduct a mid and end-of-year report of Intern-Ambassadors and Board Buddies' roles and services ● Conduct a mid and end-of-year evaluation of intern-ambassador learning outcomes related to strategic goal ● Conduct end-of-year feedback survey to Intern-Ambassadors and Board Members on achievement of strategic goal and recommendations for implementation ● Review and evaluate assessment data at annual retreat