

# Bold Pursuit of a Community/University Partnership that Works

An Engaged Opportunity Grant from the Office of Engagement Initiatives  
funded this community-engaged project



Cornell  
SC Johnson College of Business



# INTRODUCTION

- City of Ithaca
- Cornell SC Johnson College of Business
- Overview of presentation
  - Background and History
  - Three Collaborations
    - ✓ Process
    - ✓ Evolution
    - ✓ Key Takeaways

# BACKGROUND AND HISTORY

## ➤ Painting the community picture

- Ithaca
- Cornell



## ➤ Cornell/City of Ithaca Partnership

- Long-term relationship
- Mutually beneficial
- Right time and right people



## ➤ Goals

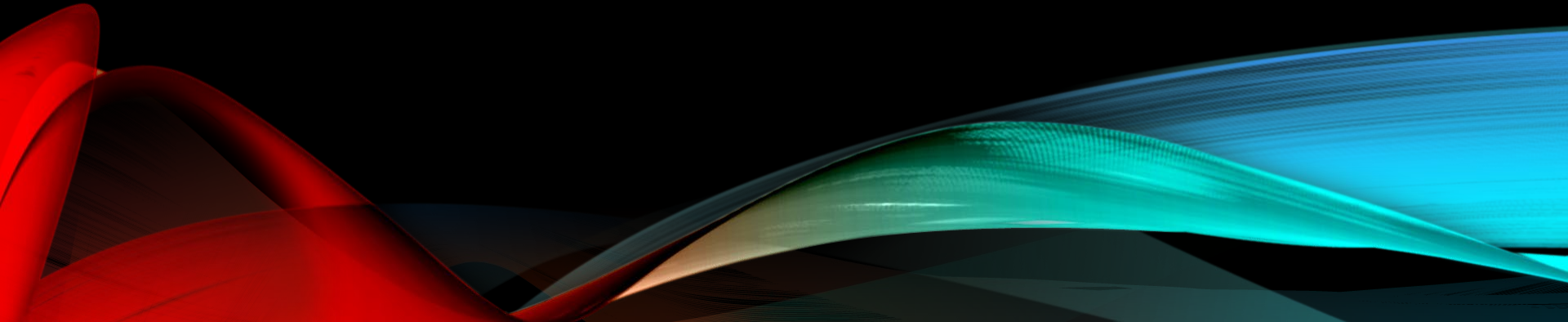
- Cornell - Community
- Ithaca – Serve the public



# COLLABORATIONS

- **Educational Partnership** - LEADBold
- **Research Partnership** - Community Challenge
- **Community Celebration** - Celebrate, Share, and Connect

LEADBold



# PLANNING PROCESS

- Key Stakeholder- Cornell/ City of Ithaca
  - Brainstorming meeting
- Target Audience
  - City Employees
- Needs Assessment
  - Focus group
  - Survey
- Program Logistics
  - Topics
  - Recruit faculty
  - Space





# PLANNING PROCESS

- Timeline Established
  - Fall and Spring
- Branding and Marketing
  - Program name
  - Utilized internal communication channels
  - Flyers
  - Bulletin
  - Media
- Evaluation
- Quarterly planning meetings



The flyer for the LEADBold Professional Development Series features a header with the LEADBold logo and tagline "learning, engaging, anticipating, demonstrating BOLDLY". Below the header, the series title is displayed in a dark blue bar. The main content area lists four sessions, each with a date, time, title, and speaker's name and title. Each session is accompanied by a small portrait of the speaker. The sessions are: 1) November 1, 2018 (9:00-10:00 AM) on "Leading in a VUCA (volatile, uncertain, complex, ambiguous) World" by George Casey, a retired four-star general; 2) December 6, 2018 (9:00-10:00 AM) on "Leadership Presence" by Theomary Karamanis, a senior lecturer in marketing and management communication; 3) February 7, 2019 (9:00-10:00 AM) on "Communicating Truth via Technology and Social Media: How do I know What I am Reading is the Truth" by Drew Margolin, an assistant professor of communication; and 4) April 4, 2019 (9:00-10:00 AM) on "Customer Service Attitude in Organizations" by Alex Suskind, an associate professor of operations, technology and information management. At the bottom, the location is identified as the Tompkins County Public Library, Borg Warner Room, 101 E. Green Street, Ithaca, NY 14850. Contact information for registration is provided, along with a note that light breakfast is provided and that attending all four sessions earns a Cornell Business Certificate. Logos for Cornell University, SC Johnson College of Business, and the City of Ithaca are at the bottom.

**LEADBold**  
learning, engaging, anticipating, demonstrating **BOLDLY**

**LEADBold Professional Development Series**

**November 1, 2018 | 9:00 - 10:00 AM**  
**Leading in a VUCA (volatile, uncertain, complex, ambiguous) World**  
George Casey  
*Retired Four-Star General, Distinguished Visiting Lecturer of Leadership*

**December 6, 2018 | 9:00 - 10:00 AM**  
**Leadership Presence**  
Theomary Karamanis  
*Senior Lecturer in Marketing and Management Communication*

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*Assistant Professor of Communication*

**April 4, 2019 | 9:00 - 10:00 AM**  
**Customer Service Attitude in Organizations**  
Alex Suskind  
*Associate Professor of Operations, Technology and Information Management*

**Tompkins County Public Library**  
Borg Warner Room | 101 E. Green Street, Ithaca NY 14850  
To register, email [jjgreenawall@cityofithaca.org](mailto:jjgreenawall@cityofithaca.org) or call 607.274.6539  
Light breakfast provided  
*\* Attend 4 sessions and receive Cornell Business Certificate*

 **Cornell**  
**SC Johnson College of Business**

 **City of Ithaca**  
Ithaca NY

# EVOLUTION (2017 – 2019)

- General audience – City of Ithaca
  - Other municipalities
  - Nonprofits
  - 2 tracks: Leadership and General
- Certificates
- On-line registration
- Evaluation
  - Faculty
- Future plans
  - Training effectiveness





# OUTCOMES

## ➤ Numbers

- 175 attendees, 17 programs, 17 faculty from 3 schools

## ➤ Feedback

- Participants
- Faculty

## ➤ Other Benefits

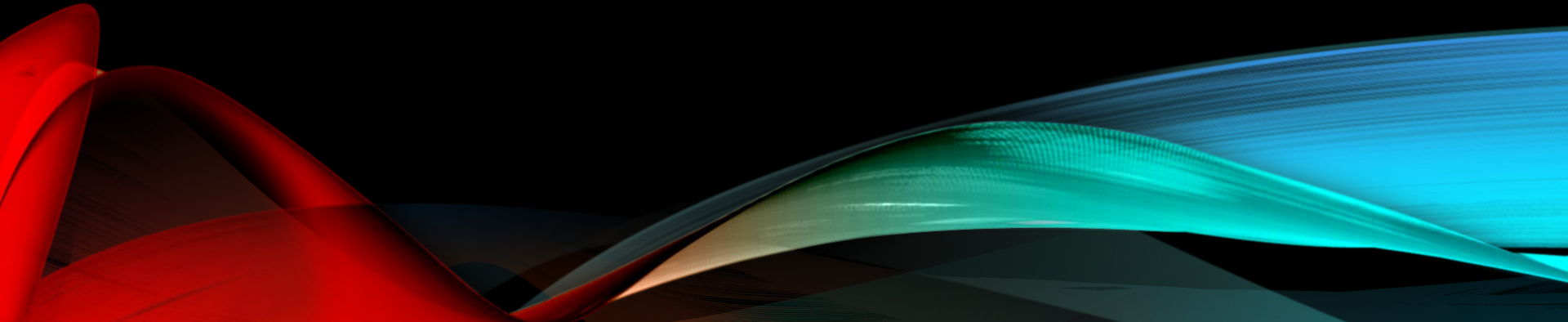
- Pipeline for additional research projects
- Departments utilized faculty for other training opportunities
- Faculty offered to provide complimentary training for mandatory requirement



# KEY TAKEAWAYS

- Support from the top
- Coordinating roles essential
- Start small and evolve
- Establish yearly goals and obtain customer input
  - Targeted needs
  - Buy-in
- Establish communication plan from the beginning
  - Takes time to brand
- Obtain faculty speakers prior to summer break

RESEARCH



# RESEARCH



- Solve real world community issues
  - City of Ithaca government source of data
- Connect MBA students with City's challenges
- Book work applied to real world business challenge



# PLANNING PROCESS

## ➤ Stakeholders

- Cornell Liaison, City of Ithaca Department Project Sponsor, Cornell Course Faculty/Students

## ➤ Communications

- City's Chief of Staff communicates to departments
- Coordinating departmental issue to a potential project submission

## ➤ Timeline

- September- project outreach: Cornell liaison
- October - project submissions
- January - MBAs choose project
- February - April - student team meetings/phone call with project sponsor bi-weekly
- May - MBA project team presents findings and recommendations in person

# EVOLUTION (2017 – 2019)

- Number of Submissions – 4
  - 2 selected



- 2017-2018 Parking

- City of Ithaca feels that customers and business's are dissatisfied with current state of parking facilities, regulations, and pricing.

- 2018-2019 Ithaca Central School District /Greater Ithaca Activities Center (GIAC)

- Community engagement





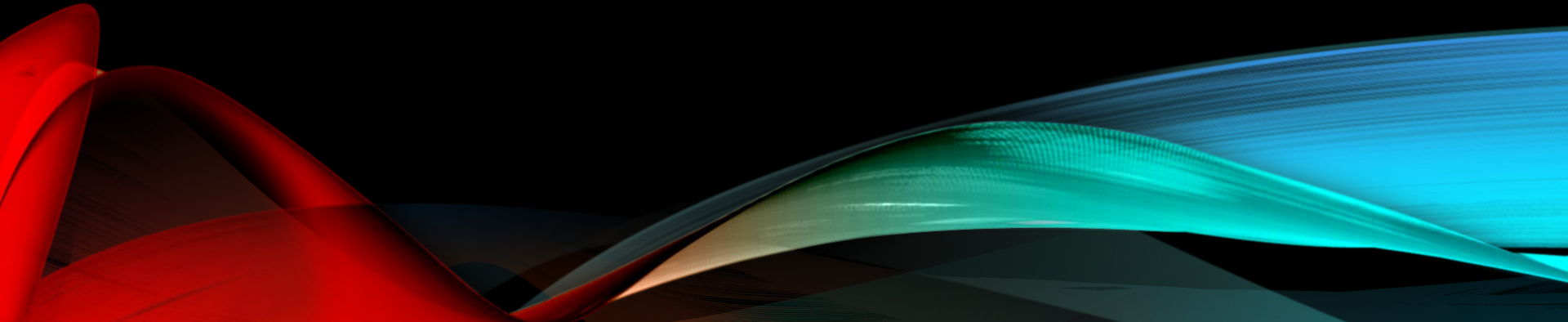
# OUTCOMES

- 2018 Parking
  - Provide parking consultant with data
  - Phase 2 - project referred to another Cornell student group for signage branding and design
  - Customer service training
  
- 2019 GIAC and School District
  - Web portal for students, parents, and community recommendation
  - Promotion of My Brothers Keeper Programs

# KEY TAKEAWAYS

- Point of contact vs coordinator role
- Need formal communication plan
- Need to obtain feedback on the process from students and project sponsor
- Present findings to SR Staff at City to market and build pipeline for future projects
- Limitations

Celebrate, Share,  
Connect



# PLANNING PROCESS

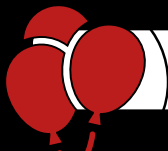
## ➤ Target audience

## ➤ Key stakeholders

- Corporate sponsor – fund the posters, food and space
- MBA student organizations who worked on community projects

## ➤ Details

- Obtain corporate sponsor
- Location, date
- Catering
- Engage student organizations
- Poster template
- Marketing



Celebrate



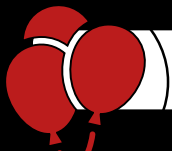
Share



Connect

# EVOLUTION

- Inaugural year
- Future plans
  - Involve more MBA project participants
  - Engage undergraduate projects
  - Invite more community and government organizations



**Celebrate**



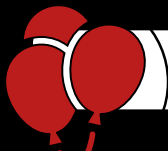
**Share**



**Connect**

# OUTCOMES

- 150 people attended, 15 organizations, 35 projects
- All goals were met
- Educational and Communication venue
- Connected future community based project sponsors for 2020



**Celebrate**



**Share**



**Connect**



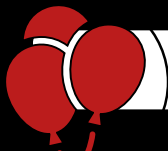
# KEY TAKEAWAYS

## ➤ Fall

- Obtain venue
- Notify participating student organizations
- Obtain sponsorship for resources
  - ✓ Food
  - ✓ Display boards
- Ensure School Dean is circled in regarding date
- Obtain faculty project course buy-in

➤ Students must remain at poster boards during event

➤ Invite more municipalities and non-profits



**Celebrate**



**Share**



**Connect**

# POP QUIZ

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# QUESTIONS AND ANSWERS



# CONTACT INFORMATION

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