Deepening our roots: Using community assets and data to prioritize campus engagement for social justice

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Session goals:

- Contextualize our asset-based approach
- Define redlining
- Explore one campus’s approach to developing interdisciplinary SL/CE collaborations
- Lessons learned
- Examine how participants can use data/asset-based engagement to meet strategic goals
Introductions:

• Name
• Institution
• Role
• #whyyoucameetothissession (in 140 characters)
Asset-based approach:

- ABCD
- Asset-based service learning
- Our community; stereotypes/bias
- D&I Work with our partners

An ideal partnership matches up the academic strengths and goals of the university with the assets and interests of the community

-Dr. Judith Ramaley
Redlining:

Legal definition: the illegal practice of refusing to offer credit or insurance in a particular community on a discriminatory basis (as because of the race or ethnicity of its residents)
Homeowner’s Loan Corporation

- Residential “security” map of 1935
- Designated areas as green (best), blue (still desirable), yellow (definitely declining), and red (hazardous).
- Areas that were predominantly Black or Hispanic were labeled red (hazardous) and areas that were mostly White were either Green (best) or blue (still desirable).
AQuESTT Public School Performance Ratings
High Schools & Middle Schools in Douglas County

EXCELLENT
GOOD
GREAT
NEEDS IMPROVEMENT
Timeline:

- Affirmatively Furthering Fair Housing (AFFH) in Omaha
  - Feedback sessions, community forums, report generated
- Jan 2018: Discussions began with the Service Learning Academy and City of Omaha
  - EPIC-N program connection
- 2018: Planning meetings; adding partners
  - Linked to Service Learning Academy strategic goals
- Feb 2019: Bus tour
Timeline:
- July 2019: Service Learning Seminar
  - Continue conversations
  - Partner development
- July 2019: Undesign the Redline
  - SLA representatives on the committee
  - Exhibit (becoming) permanent
  - Service learning connections
Lessons learned:

• Relationships are the key to innovation
• Connecting to priorities early
• The deeper the work is in the community the more buy-in exists
• Community wants to know they are being taken care of
• SL was a part of the community-wide solution
• UNO started to be seen as experts, which we are not
• We cannot assume what faculty/students/partners do and do not know
• Must be ready to dedicate significant priorities/resources when starting this type of work
• We must have a focus for our work!
To your neighbor:

- How might you approach similar SL/CE goals?
- What best practices might you employ in this space? What did we leave out?
- Where/who might you activate to meet your strategic goals? Where can you listen to set the agenda?
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