

# **A VISION AND STRATEGY FOR COMMUNITY ENGAGEMENT**

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March 12, 2025



# THE DESTINATION

USC is recognized as the premier University in the nation for community engagement

Community engagement is recognized as elemental to USC's core identity



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# COMMUNITY ENGAGEMENT

- **Definition**

- “Community engagement describes **collaboration** between institutions of higher education and their larger communities (local, regional/state, national, global) for the **mutually beneficial** exchange of knowledge and resources in a context of **partnership and reciprocity**.”

- **Why**

- “The purpose of community engagement is the partnership of college and university knowledge and resources with those of the public and private sectors to **enrich** scholarship, research, and creative activity; **enhance** curriculum, teaching, and learning; **prepare** educated, engaged citizens; **strengthen** democratic values and civic responsibility; **address** critical societal issues; and **contribute** to the public good.”



# APPROACH

- Asset-based
- Broad Categories
  - Curricular engagement\*
  - Civic engagement
  - Community partnerships\*
- \* Research
- Individual  Systemic strategies



# ASSETS – CURRICULAR ENGAGEMENT

- Curricular Engagement aka Service Learning
  - Center for Integrative and Experiential Learning
    - Students
    - Faculty/Staff
  - Service Learning designated courses



# ASSETS – CIVIC ENGAGEMENT

- Leadership and Service Center
  - Community Partner Map
  - Service Saturdays
  - The Big Event
  - Voter Registration
  - Community Service Ambassadors



# ASSETS – COMMUNITY PARTNERSHIPS

- “Mutually beneficial, reciprocal and asset-based”
- Those built through the Leadership and Service Center and through the school and colleges
- Built by faculty and staff
- FoodShare South Carolina
- Center for Community Health Alignment
- All4SC
- City of Columbia
- Fraternity and Sorority Life



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# OPPORTUNITIES AND APPROACH

- Opportunity for increased systemic focus and cohesiveness
  - Build on the Self-Study
  - Yearly review – uniform, collated data points
- Connect and elevate the work through sharing the story
  - Highlighting the reciprocity
- Formal strategic planning process involving both the university and surrounding community
- Led by an Advisory Council
  - Key university and community partner stakeholders meeting regularly
- Importance and perspectives of the university community and our broader community
- Pull in the research enterprise, athletics, alumni, etc specifically and intentionally



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# RELATIONSHIPS & TRUST



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#1  
INTERNATIONAL  
BUSINESS

**THANK YOU FOR YOUR ATTENTION,  
NOW LET'S CONNECT**



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