

# COLLEGE TOWN PROGRESS REPORT



Photo courtesy of Rolland Brown

June 30, 2014

This report identifies and summarizes much of the progress that has occurred as a result of the College Town initiative. The intention is to periodically review the progress of this effort.

Compiled by: Bill Cook, City Council Executive Director

# College Town Progress Report

## OGDEN CITY AND WEBER STATE UNIVERSITY

### Overall signs of progress

#### 1. College Town Charter

The creation and adoption of a charter has solidified a working relationship between the University and City. This includes the formal establishment of Executive, Steering and Marketing committees as well as ad-hoc advisory committees on an as needed basis.

#### 2. 125<sup>th</sup> Anniversary of Weber State University

This event included the grand opening of Weber State Downtown, celebrations at WSU and downtown, and 125 WSU flags placed around the Municipal Block.

#### 3. Weber State Community Education Center

The new Community Education Center provides educational opportunities to our underserved population. WSU is partnering with the City to maximize use of the Center to better address community needs.

#### 4. College Town Advisory Committee

An outline is being developed to establish a College Town Advisory Committee consisting of community stakeholders and leaders. The intention is to further define the role of this group.

#### 5. College Town Measures of Success

Measures of Success are being developed that will be used to define the continued success of this partnership.

#### 6. International Town and Gown Association (ITGA)

Involvement includes certification, newsletter articles, and conference attendance/presentation.

#### 7. Transit System Study

This study will include collaborative efforts for a new transit system between downtown and campus. A fast-bus has been provided by Utah Transit Authority (UTA) for students to have direct access from the Intermodal Hub to WSU.

#### 8. Channel 17 Broadcasting

The Marketing Team has coordinated to broadcast WSU events and informational pieces on Government Access (Comcast) Channel 17. In addition, all of this content is also available online.

#### 9. Carnegie Classification for Community Engagement

*Weber State University contact –  
Dr. Brenda Marsteller Kowalewski*

**125 Partnerships Report** – In honor of the 125<sup>th</sup> anniversary of Weber State University and in concert with the University's recertification of the Carnegie Classification for Community Engagement through the Center for Community Engaged Learning, 125 partnerships between Weber State University and the communities that we serve have been recognized. The partnerships were

identified by the Carnegie Classification Task Force – a 33 member committee responsible for drafting the 2014 recertification application. The connections between our campus and community are remarkable! There are a wide range of partnerships with many new connections and some partnerships that have existed for 50 years or more. The 125 partnerships represent a sampling of the many partnerships that exist. The 125 partnerships involve more than 4,000 students with 300 faculty and staff members and more than 42,000 community members served! During the coming year we intend to further recognize and celebrate these partnerships. The College Town Marketing Team will be assisting with this recognition.

#### **10. Recognitions by the Ogden City Council and Mayor**

- Dr. F. Ann Millner Day (former WSU President)
- Damian Lillard Day
- Dr. Ron Galli (physics professor)
- Charter adoption
- WSU 125<sup>th</sup> Anniversary
- Homecoming Royalty (Dean and Kathleen Hughes, Nick DeYoung, & Tessa Diamond)
- Autism Awareness Month (in conjunction with the Mockingbird play at WSU)
- Football Fridays
- Amber Henry (cross country athlete)
- Men's Basketball (2013 and 2014)
- Women's Cross Country
- Men's and Women's Soccer

## **Recreational, Social, Cultural**

### **11. Athletics**

There has been much collaboration with athletics and the City. There have been three Damian Lillard Celebrations (draft party, NBA Rookie of the Year Google Hangout, presentation of Key to the City), Football Friday pep-rally events, Homecoming Week, Men's Basketball Big Sky Conference Championships, and additional partnerships with traditional athletics and club sports.

### **12. Multicultural Connections**

*Weber State University contact –  
Adrienne Gillespie Andrews*

A collaborative group has been formed with representatives from Weber State University and Ogden City to discover how best to connect with the many cultures and groups within our community. Community leaders within 12 specific groupings of people have been identified. Focus groups will be held with these leaders and then with their respective group members. Adrienne Andrews will serve as facilitator. As a result a foundation of trust will be established, an inclusive vision will be created, and an understanding formed for how best to communicate with each group and what each group's needs are. Specific goals and actions will be identified and incorporated into the work plan of the college town initiative. The vision will be formally agreed upon and adopted with the signatures of all the leaders.

The City has also participated in various diversity events that have been held on campus.

**13. Webertown**

*Weber State University contact –  
David Wilson, Student Body President*

Webertown is a student organized event at the Ogden Amphitheater which consists of a community component (free concert) and also a dance party for students following the concert.

**14. Wildcat Choice Awards**

*Weber State University contact –  
Courtney Woodfield, WSUSA Programming  
VP*

In 2014 the Weber State University’s Student Association created an award, the “Wildcat Choice Award,” to thank businesses who are supportive of Weber State within their own walls. It is designed as a surprise, with a city representative scheduling a “meeting” with the owner, and student body officers and leaders, the Cheer Squad, President Charles White and city officials converge at their front door. President White and Waldo present the owner with a recognition plaque and Weber State swag. Four businesses will be recognized each year.

**15. County-wide Recreation Master Plan**

The City is partnering with the University and Weber County to develop a Recreation Master Plan for the entire Ogden area community.

**Educational**

**16. American Democracy Project**

*Weber State University contact –  
Dr. Leah Murray*

**Town Hall Meetings** – this official meeting of the City Council was held on campus on February 11, 2014 – the first of its kind. The students named the event “Talk of the Town.” The topic that was chosen by the students was “transit and parking on campus.” The collaborative design of the meeting was created by a team including: Dr. Murray, a student leader, the City Council Executive Director and Communications Manager, and the Ogden City Recorder. The meeting included a survey and a Q&A format. In addition to the City Council (4 members in attendance) and Mayor there were representatives from the Utah Department of Transportation and Utah Transit Authority. A poster to advertise the event was designed by students. The survey questions and fact sheet were jointly designed. A follow-up report with more detailed answers was provided to all students that provided their email address. The meeting was recorded and minutes kept per State law. The City Council provided pizza for all who attended. A similar meeting will be scheduled at least once per year and possibly once per semester.

**Deliberative Democracy Day** – this event was held on March 19, 2014. As part of the event Mayor Caldwell participated on a panel regarding the “value of campus athletics.” City Council members attended and engaged students before and after the panel discussion.

**Powered by Pizza** – the City’s participation in one of the Powered by Pizza events is still in the planning stages. A topic will be

chosen by students and the Council and Mayor will engage the students in conversation.

**17. Center for Community Engaged Learning Symposium**

*Weber State University contact –  
Dr. Brenda Marsteller Kowalewski*

Members of the City Council, Mayor Caldwell and city staff attended the Center for Community Engaged Learning Symposium held on April 16, 2014 where students presented the results of their research.

**18. Olene S. Walker Institute of Politics and Public Service**

*Weber State University contact –  
Dr. Carol McNamara*

The City is working with the Walker Institute to establish a citizen’s academy for residents to learn more about government and how to become better engaged at the City level.

**Economic**

**19. Student Discount Program**

The College Town Marketing Committee initiated the Student Discount Program early last fall to provide an information hub for students to learn about all of the local discounts that are available to them. Participating businesses have been provided with a window decal and are listed on a website and Facebook page. There are currently 22 participating businesses.

The Marketing Team has discussed ideas to ensure this program continues to grow and remains successful because so much initial effort was involved in creating the program.

**20. Student Economic Association**

*Weber State University contact –  
Dr. Brandon Koford*

Several collaborations are being developed with the Weber State Student Economic Association including:

*Internships* – There are numerous opportunities for both paid and unpaid internships with the City’s Community and Economic Development department.

*Speakers* – Several speaking topics have been identified with City elected officials or staff as speakers including: Ogden City’s approach to economic development, specific projects such as Dee School, Business Depot Ogden, and The Junction.

*Observations* – Students will observe economic development and planning presentations being made to the Ogden City Council and the Ogden Redevelopment Agency.

*Participation in Public Processes* – There are periodic opportunities to participate in public processes with specific projects, e.g., the Transit System study, and new redevelopment projects.