"Building Community Together through Engagement, Partnerships, and Service"
A Message from the Assistant Chancellor for University-Community Partnerships

It is with great pleasure that I provide you with this report on the Office of University–Community Partnerships, a rather unique yet aptly suited unit on the Rutgers-Newark campus. From the outset our office has had a mandate firmly rooted in the fundamental tenets of an engaged urban university. Over the past decade the mission, structure, range of services and staffing have expanded mirroring, to a great extent, what former Chancellor Steven Diner termed as a “symbiotic” relationship that has evolved between the institution and the surrounding community.

Comprised of four distinct, yet interfacing units, we are a multifunctional operation offering an array of services via a synergetic staffing structure and service delivery system. As you will discover in this report, we are engaged in numerous activities which have been created through positive and productive partnerships both within the institution and between the surrounding communities.

The following pages only offer a glimpse of our full compendium of activities and programs which range from local youth development and career readiness programs to high profile events featuring nationally and globally renowned speakers. Most importantly, we are dedicated to forging meaningful university-community partnerships that will be mutually beneficial to advancing institutional goals and benefiting our neighbors in the surrounding communities. We invite anyone interested in partnering with us to achieve this goal to contact us via the information provided on the back cover.

The past decade has been a challenging, dynamic, and highly rewarding journey along a pathway of engagement that is increasingly becoming the hallmark of metropolitan colleges and universities. I, the staff and the students of OUCP look forward to continuing this journey with our colleagues and partners within Rutgers and the community at large. We will soon launch an updated web-site that will offer more comprehensive information about the Office of University-Community Partnerships.

Thank you for your continued support,

Diane Hill
History and Mission:
Office of University-Community Partnerships

The Office of University-Community Partnerships at Rutgers-Newark has a dynamic history grounded in principles of education, service, and community building. Founded in 2001 as the office for Campus Information and Conference Services, the department originally was created to provide quality information and customer service to the campus community and to off-campus inquirers and visitors, as well as to provide conference and event planning expertise to faculty, staff, and community organizations. In 2005, the department was renamed the Office of Campus and Community Relations to reflect its increasingly prominent role in advancing broader institutional efforts to strengthen ties between Rutgers and Greater Newark.

In 2010, the department transitioned into the Office of University-Community Partnerships (OUCP). OUCP maintains its original mandate for engaging faculty, staff, students, and community partners through the three units: campus information and visitor services; conference and event management services; and community engagement and outreach services. OUCP was directed to utilize its expertise to broker increased partnerships for faculty community-based learning and research initiatives, as well as to develop processes for cataloging activities and outcomes for institution-wide community engagement initiatives. Hence, the fourth unit, faculty partnerships and civic networking was added.

For the past five years, OUCP has published the Community Engagement Brochure for the Newark campus. The 2010-2012 edition featured over 90 entries cataloging the broad range of outreach activities implemented by members of the Newark campus. For more information, please visit: www.newark.rutgers.edu/community/partnerships.pdf

Through strategic staff and student professional development, comprehensive information and event services, sustainable community partnerships, and a deep commitment to serve Newark and the surrounding region, OUCP will continue to be a synergistic hub for innovations in developing and sponsoring collaborative urban university-community partnerships.
The OUCP Campus and Visitor Information unit makes comprehensive and accurate information available to the Rutgers-Newark community which includes faculty, staff, students, and visitors. Inquirers who contact the Campus and Visitor Information unit receive information in a friendly and efficient manner. Working in collaboration with Conference and Event Services and Community Partnerships and Engagement units, the Campus and Visitor Information unit also provides information about local attractions, transportation options (e.g., NJ Transit schedules), and other community information.

OUCP Campus Information Service Representatives responded to over 12,758 calls during the 2010-11 academic year. This represents a decrease in total calls from the 2009-10 program year (13,133 total calls) and the 2008-09 program year (13,354 total calls). This general decrease in call volume is likely due to an increase in inquirers referring to web-based resources for student transcripts, graduate/undergraduate admissions, business services, and financial aid inquiries, etc. Nonetheless, inquirers do continue to call when searching for specific departments and faculty/staff members, and for high profile events: The April 2011 Toni Morrison lecture and the October 2010 Amnesty International State of Poverty and Human Rights event, featuring Dr. Cornel West and Dr. William Howard generated the two highest call spikes for the year. This trend bolsters the department’s efforts to improve visitor services.
The OUCP Conference and Event Services unit guides faculty, staff, and students through the planning and hosting of conferences and special events on campus and in the broader community. The unit also makes event management expertise available to community organizations and entities that work in partnership with Rutgers-Newark. In conjunction with the Campus and Visitor Information and Community Partnerships and Engagement units, OUCP provides welcome services to visitors who are affiliated with conferences and events being held at Rutgers-Newark.

During 2010-2011, OUCP planned and managed over 65 conferences and events of various types in conjunction with faculty, staff, students, and community partners.
Commencement

OUCP is responsible for organizing and managing commencement ceremonies on the Newark campus for FASN, School of Nursing, Rutgers Business School, School of Criminal Justice, the Graduate School and the School for Public Affairs and Administration. In recent years the New Jersey Performing Arts Center (NJPAC) has become the site for two of the ceremonies, while the remainder is held at various locations on campus.

A Commencement Management Team comprised of representatives from each school and key offices and departments (e.g. Public Safety, Physical Plant, was created to facilitate the planning process: Each designated ‘Commencement Coordinator” has responsibly for organizing the resources and individuals at their respective schools in order to ensure well-executed ceremonies. To facilitate this process, OUCP created a Commencement Management Team (CMT) Manual, which is distributed to all Commencement Management Team members, the Chancellor, and the respective school Deans. Each year OUCP staff members meet with the Team, help to orient new members to the process, ensure that special requests are accommodated and troubleshoot during each ceremony. Each year approximately 1,700 graduates with over 10,000 guests are accommodated during commencement week.

OUCP staff also liaised with the Office of the University Secretary and interfaced with the members of the Commencement Management team to organize and arrange for transportation of the Newark campus faculty, staff and student delegation to Rutgers’ 246th Anniversary University Commencement on May 13, 2012 at High Point Solutions Stadium on the Rutgers–New Brunswick Campus.
Newark School Initiative: From Matriculation to Graduation

The Newark School Initiative (NSI) is a joint project between the Rutgers-Newark Office of the Chancellor, the Office of University Community Partnerships (OUCP), and the Newark Public Schools. NSI offers a series of interactions with Rutgers-Newark for Newark Public Schools (NPS) students and staff in order to increase interest in and knowledge about college opportunities. An integral component of NSI is the **Ambassadors Program**. During 2010-11, ten Rutgers student Ambassadors and the NSI Coordinator visited nine Newark high schools, completing 1,143 contacts. Since 2009, 162 students from Newark high schools who were recruited via this program have been admitted to Rutgers-Newark.

NSI also hosts a series of special events annually that are designed for students to receive information about college, meet Rutgers-Newark students, learn about academic and student life, and receive information about applying to Rutgers University. These initiatives and events include the following:

- **The Chancellor’s Newark Achievers Reception** - for newly admitted Newark students.
- **Job Shadow Day** - for high school sophomores and juniors.
- **All Juniors Day** - 200 juniors from thirteen high schools
- **Guidance Counselor Luncheon**
- **NSI Luncheon** - an intimate information sharing and networking session with the Chancellor
- **Newark High School Alumni Reception** for Rutgers-Newark Graduates from Newark High Schools
- **Male Empowerment Conference**
NSI guided currently enrolled students in establishing a new student organization, **The Newark Achiever’s Club**. The Club will undertake numerous activities to support students on campus in recruiting other Newark students, providing service to the community and engaging alumni.

NSI coordinates the Chancellors’ **Commencement Reception** for Rutgers-Newark graduates who are Newark high school alumni. The reception, hosted by the Chancellor, is for the students and their families to celebrate the graduates’ achievements.
Youth Initiatives: Preparing Youth for Work and Careers

RU Ready for Work is a career-readiness program located in the City of Newark at West Side and Arts High Schools. The program is designed to help students graduate from high school, secure employment, advance to trade school or college, and develop skill sets required for high demand careers. Some features of the program include career exploration, individual counseling and tutoring, mentoring, and entrepreneurial development opportunities.

RU Ready for Public/Healthcare Service is a component of the RU Ready for Work program. This track is held in conjunction with the RU Ready for Work summer program and provides students opportunities to explore public/healthcare service as a possible career path during the summer months. Internship sites included municipal government offices and departments, nonprofit community-based organizations, health centers and educational institutions.

Roselle Career/College Readiness Program is a partnership initiative with the Borough of Roselle Office of the Mayor and Abraham Clark High School (ACHS). Utilizing Rutgers-Newark students as tutor/mentors and facilitators, the program offers onsite college/career preparation workshops, SAT preparation classes, mentoring, career assemblies and a campus visit/tour to the Rutgers-Newark campus for Abraham Clark High School students. Approximately 300 students participate in one or more activities.

Left: Mayor Garret Smith with ACHS students and project staff.

Right: SAT instructor and tutor/mentor assist students in preparing for the SAT.
Youth Summer Partnerships

Assistant Chancellor Hill has long been engaged in forging faculty partnerships to benefit Newark residents. When she launched the department in 2001, she expanded and strengthened this area of community engagement and outreach. Two of the most enduring programs have been:

**Future Business Computer Institute** is a two-week summer program designed to provide Newark area high school students advanced training and development in the growing industry of computer technology. This partnership between Rutgers-Newark and the Prudential Foundation has been in existence for over 25 years. Each year, as technology advances, the hands-on curriculum exposes students to new innovations in the computer industry. Students also visit other college campuses and participate in an international teleconference.

**Rutgers Merck Summer Bioethics Institute** is an annual residential summer enrichment program administered by the Rutgers Business School’s Institute for Ethical Leadership, the Department of Philosophy (Jeff Buechner), and the Office of University-Community Partnerships. The Institute introduces highly motivated students in Newark area high schools to some of the most important issues in bioethics that confront contemporary society including nanotechnology, the neurosciences, epidemiology, and synthetic biology. The program also gives students a taste of university life and exposes them to career opportunities in law, medicine, scientific research, public policy analysis and teaching. For the past two years, students have had the unique opportunity to participate in a teleconference with high school students in Ghana to engage in an academic discussion regarding the ethical issues that will be addressed in the program.
Promoting Literacy, Building Communities

America Reads/Counts

Administered by OUCP, the Rutgers-Newark (R-N) America Reads/Counts Program serves youth and adults throughout Newark. Spanning more than 15 years, this partnership with the Newark Literacy Campaign and Rutgers’ Office of Financial Aid/Student Employment, the America Reads/Counts Program enriches children's lives by providing academic tutorial support in the areas of math and reading. OUCP works collaboratively with the Newark Literacy Campaign and Rutgers’ Office of Financial Aid/Student Employment to select, train, assign, and monitor the progress of America Reads/Counts tutors. In 2010-11, America Reads/Counts tutors served a total of 2,972 hours at 10 tutoring sites in the Newark community.

Celebrity Read

Purporting that “everyone can be a ‘celebrity’ in the life of a child”, the United Way of Essex and West Hudson (UWEWH) launched Celebrity Read which was designated a "Local Legacy" in 2001 by the Library of Congress. The Office of University-Community Partnerships partnered with UWEWH to annually recruit faculty, staff and students to participate in the Celebrity Read project at the Burnett Street School (PK-8) and the Ecole Toussaint Louverture Elementary School. Our volunteer celebrities read to students and speak with them about the importance of literacy, achievement and education, encouraging them to become celebrity readers.

Power Lunch

In partnership with Everybody Wins, a nonprofit organization founded in 1991 to create and run literacy and mentoring programs in public schools, OUCP has recruited volunteers to participate in the Power Lunch program. This initiative is a one-to-one, literacy and mentoring program that pairs volunteers with elementary school students for weekly read-aloud sessions. The volunteers will read to students at the Burnett Street School which is in close proximity to the Rutgers-Newark campus.

Newark Reads Festival

OUCP joined the lead organization, Protestant Community Center, Inc., in partnering with the United Way, Newark Museum, Newark Public Schools, Newark Literacy Campaign, Office of Councilman Darrin Sharif (Central Ward) and others to promote literacy among Newark youth. Sponsors provided participants, ranging from preschool to adults, with free books and education along with arts workshops that promoted reading and creative thinking skills.
Read Across America

Created by the National Education Association, Read Across America was established to commemorate the birthday of Doctor Seuss (Theodore Geisel) by having an annual, nationwide reading motivation and awareness day. OUCP partnered with the Newark Literacy Campaign, to establish Rutgers-Newark as one of the program’s sponsors who would promote literacy among early learners. Each year we select specific schools and/or programs in the Greater Newark area where, Rutgers Newark students and staff spend a half day, onsite, reading to several classes and facilitating discussion among the children. In recent years, the Newark Preschool Council and the Ecole Toussaint Louverture School in East Orange, NJ have been among the most frequently visited sites.
Community Engagement

Preserving our community's environment: Slam Dunk the Junk

OUCP launched an annual community service initiative in partnership with the City of Newark's, Slam Dunk the Junk, a city-wide neighborhood to clean up project. Each year, the Rutgers contingent has been assigned a nine-block area from Martin Luther King Boulevard to Norfolk Street. Individual volunteers and those from more than nine campus organizations have enthusiastically undertaken this daunting challenge and succeeded in removing debris and trash from that neighborhood.

Feeding Our Community: The Community Food Bank

For several years OUCP organized groups of students, faculty and staff for volunteer service at the Community Food Bank of New Jersey located in Hillside. The Food Bank assists over fifteen hundred agencies, serving more than nine hundred thousand people. The success of the OUCP service initiatives led to the creation of "Rutgers Day" at the Food Bank. For the 2011-12 event, OUCP partnered with the Office of Student Life and Leadership.
**Poverty and Human Rights Forum**

OUCP partnered with Amnesty International USA (AIUSA) to host the **Amnesty International Poverty and Human Rights forum** with Dr. Cornel West, Reverend Dr. William Howard, Dr. Antoinette Ellis-Williams, and AIUSA Executive Director, Larry Cox. In addition to providing conference and management services for the event, OUCP effectively promoted the event and partnered with institutional and community organizations to generate over five hundred participants for the event.

**An Unforgettable Evening with Iyanla Vanzant**

In February 2011, OUCP partnered with Divine Inspirations Bookstore in Nutley, NJ to host **An Evening with Iyanla Vanzant**, a world renowned motivational speaker, teacher and award winning author of *Peace From Broken Pieces: How to Get Through What You Are Going Through*. OUCP’s Conference and Event Management Services staff managed ticket distribution, processed advance autographed book purchases, planned and staffed the VIP Green Room Reception and coordinated campus logistics and security coverage for this memorable event that drew close to 550 attendees.
Engaging Communities through Faculty Partnerships

Community Engagement: Academic Department and Faculty Partnerships

OUCP partners with numerous faculty and academic departments to offer a broad range of on campus and community-based initiatives/engagement opportunities. Because of the array of options available, academic departments have also assigned students to the department to complete internship and field work requirements. These students have gained experience in coordinating volunteer service programs for Rutgers-Newark students, worked in the office of a State Assemblyperson, assisted with case management for students in our youth development programs and gained experience in outreach and engagement program administration. These initiatives and the many venues for service and gaining experience that are afforded to students demonstrate how profoundly effective partnerships with faculty and academic departments can be in advancing departmental and institutional objectives for community engagement.

Newark Campus features Toni Morrison/ Free Public Program

Through a partnership with the Masters of Fine Arts in Creative Writing Department’s, Writers in Newark Program OUCP utilized its event management staff and expertise to help coordinate “An Evening” with Nobel Prize and Pulitzer prize-winning author and professor, Toni Morrison. More than five hundred members of both the University and local communities attended the event that featured a reading from her latest book, a question/answer session and book signing.
African-American Alzheimer's Disease Health/Literacy Program

OUCP has sustained a partnership with Dr. Mark Gluck of the Department of Neuroscience for five years to sponsor a special project that addresses Alzheimer’s disease among African-Americans. Working with 13 community partners and senior citizen agencies, OUCP convened the African-American Alzheimer’s Awareness program to provide approximately 1,000 seniors with information about diet, and those physical and mental activities which promote memory and ward off the onset or progression of the disease. For the past two years, an additional partner, The American Heart Association, provided a recipe book and worked with the campus-based food service provider, Aramark, to prepare meals for the on-campus senior program which offered participants a sample of the dishes recommended for healthier eating. On another occasion, Aramark’s Head Chef conducted a cooking demonstration for food preparers from several partner senior citizen agencies to instruct them on how to provide healthy, appetizing and low-cost meals.
White House Urban Entrepreneurship Summit

OUCP’s Conference and Event Management unit partnered with the Rutgers Business School’s Center for Urban Entrepreneurship & Economic Development (CUEED), led by Dr. dt ogilvie & Dr. Jerome Williams, the Fund for Public Advocacy-Office of the New York City Public Advocate, Office of Russell Simmons, Operation HOPE, Small Business Administration, and the White House Office of Public Engagement and Domestic Policy Council to sponsor the White House Urban Entrepreneurship Summit on the Rutgers-Newark campus. The summit was attended by over four hundred participants and addressed the need for, challenges and rewards of and support required for developing and sustaining urban entrepreneurship.

Newark Mentoring Coalition

OUCP has served as the on campus site for the Newark Mentoring Coalition (NMC). A coalition of six foundations and organizations in partnership with Rutgers Newark, NMC offers Newark youth a variety of venues for creating meaningful mentoring relationships. OUCP provides administrative oversight for this initiative and partnered with the Department of Social Work to develop the curriculum and provide instruction during the NMC Training Institute.

Former Assemblyman, William Payne, and Roger Leon (left) along with Senator Donald Payne join future mentees during the NMC Launch at Newark City Hall.
In partnership with the Rutgers Center for Latino Arts and Culture and the Committee to Advance Our Common Purposes, OUCP served as the lead partner for organizing and managing this event on the Newark campus. The Dana Library, the Institute on Jazz Studies, the Office of Alumni Relations and WBGO radio station were solicited to join in the partnership to sponsor this tribute to the life of jazz pianist, Marian McPartland. The evening included tours of the Institute on Jazz Studies, a reception featuring Rutgers faculty member and jazz musician, Leo Johnson and his trio, playing some of McPartland’s compositions, and a screening of the documentary, “In Good Time: the Piano Jazz of Marian McPartland”. WBGO President and Chief Executive Officer, Cephas Bowles offered comments and the station’s jazz host, WBGO Journal Critic at-large, Michael Bourne, shared some of his personal conversations with McPartland and interviewed the film’s director, Huey, following the screening. Rutgers faculty, staff and students, WBGO board members, contributors and listeners, and a host of jazz lovers from throughout the region enjoyed a memorable evening honoring a jazz great!
International Partnerships

Faculty partnerships also extend into global arenas. In partnership with Global Linkages and Dr. Kyle Fambry of the School of Public Affairs and Administration (SPAA), a Roundtable Discussion with Amelia Jones, CEO of Western Cape Community Chest in South Africa was held at SPAA. The Chancellor, faculty of SPAA, the School of Social Work and the School of Criminal Justice, along with select community partners, discussed current community service and engagement activities sponsored by Ms. Jones’ organization and by Rutgers faculty; potential areas for future initiatives in Africa were also explored.

Participants who attended the Roundtable Discussion with Amelia Jones, CEO of Western Cape Community Chest in South Africa (first row center) held at the Rutgers-Newark School of Public Affairs and Administration.
OUCP Student Spotlight 2010-11

The following is a snapshot of the impact of some of the students have had on the community.

- **Yolanda Jackson**, a graduate and former community engagement intern with OUCP, received the Chancellor’s Civic Engagement Award for Student Community Service her senior year. Yolanda has worked with OUCP for over three years, helping to connect undergraduate students, graduate students, student organizations, and faculty members with community service opportunities in the Greater Newark community. During 2010-11, she assisted OUCP with launching over 30 community initiatives.

- America Reads/Counts tutor **Selorm Quist**, a freshman in the Honors College, worked diligently with an at-risk first grader who had been branded as a fidgety and talkative troublemaker. With Selorm’s one-on-one assistance and encouragement, the student’s grades and overall class conduct improved.

- **Daniel Balaban**, a second-year master of education student in the Rutgers School of Education, is the first America Reads/Counts tutor ever to work in American History High School. Within two months, he made a significant impact by assisting a sophomore honors student with finalizing an essay for the Gilder Lehrman Institute of American History high school essay contest. The student won second place in this prestigious national contest. She and the Chairperson of the Social Studies Department, as well as other faculty, attribute her success in the competition to Danny’s assistance. D accepted a full-time social studies teaching position with the Rutherford, N.J. Public School District.

- **Talisa Butler** and **Sienna Scott**, both juniors at Rutgers-Newark, tutored at Burnet Street School through America Reads/Counts in partnership with the I Have Dream program. They created a female student mentoring club with one other I Have a Dream tutor. Talisa and Sienna’s students named the organization the SASSY Girls Club, which stands for Surprising Able Sweet Successful Youth Girls Club. The SASSY Girls Club met every Tuesday at Rutgers-Newark after tutoring sessions at Burnett Street School to enjoy photography, self-esteem building activities, baking, and discussions centered on topics relevant to growing up in an urban area.

- America Reads/Counts tutor **Derek Lewis**, a freshman at Rutgers-Newark, worked closely with an at-risk student at Thirteenth Avenue School. The student had significant trouble writing words down on paper; he was unable to write more than two lines of words down during a 40-minute period. This negatively impacted his performance on formal assessments, especially on standardized tests. With Derek’s assistance, the student is now able to write a half-page worth of words during the same time period.
Community Partners

The Staff of the Rutgers-Newark Office of University Community Partnerships would like to thank the following community partners . . .

Community-Based

Amnesty International
Aspira
Babylan Family Services, Inc.
Barat Foundation
Baxter Senior Center
Bethany Senior Center
Christ Episcopal Church
City of East Orange, Office of Senior Services
City of Newark, Department of Child and Family Wellbeing
City Without Walls
Community Development Corporation
Divine Inspirations Bookstore
Empower Today's Youth
Essex County, Division of Aging
Everybody Wins
Global Linkages
Grace Reformed Baptist Church
Hillside Food Bank
Irvington Senior Citizen Community
La Casa De Don Pedro
New Community Corporation
New Hope Baptist Church
Newport Nursing Home
Newark Alliance
Newark Literacy Campaign-After School & Saturday Program at Newark Public Library
Newark Preschool Council
North Newark Senior Care
Presbyterian Community Center
Program for Parents
Roselle Senior Center Services
South Ward Senior Center
St. James Missionary Society
Tri-City Peoples Corporation
United Way of Essex and West Hudson Counties
Urban League of Essex County
Vision of Hope
WBGO Radio Station

**Municipalities and Elected Officials**

Borough of Roselle
City of East Orange
City of Newark Office of the Mayor
Office of Congressman Donald Payne
City of Newark, the Municipal Council
City of Newark-NewarkWorks
Schools

Abraham Clark High School, Roselle
Arts High School, Newark
Burnett Street School, Newark
Discovery Charter School, Newark
Ecole Toussaint Louverture School, East Orange
Dr. E. Alma Flagg School, Newark
Greater Newark Charter School
St. Phillips Academy, Newark
Thirteenth Avenue School, Newark
West Side High School, Newark
Newton Street School, Newark

Rutgers

Rutgers Business School
Rutgers Center for Latino Arts and Culture
Rutgers Committee for Our Common Purposes
Rutgers-Newark Dana Library
Rutgers Department of Neuroscience
Rutgers-Newark Department of Philosophy
Rutgers Institute for Jazz Studies
Rutgers-Newark Center for Urban Entrepreneurship and Economic Development
Rutgers-Newark Master of Fine Arts Program in Creative Writing Writers at Newark Series
Rutgers-Newark Office of Financial Aid/Student Employment  
Rutgers-Newark Office of Public Safety  
Rutgers-Newark Office of the Chancellor  
Rutgers-Newark Paul Robeson Campus Center  
Rutgers-Newark School of Public Affairs and Administration  

Foundations and Associations  
American Conference on Diversity  
Prudential Foundation  
Victoria Foundation  
MCJ Amelior Foundation  
National Summer Learning Association
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