



BALTIMORE + TOWSON UNIVERSITY

Partnerships at Work  
for Greater Baltimore

# UPDATE

## FALL 2017

WHAT IT'S ABOUT | WHERE IT'S GOING



“Towson University is committed to making a difference and transforming lives in Greater Baltimore—but we don’t do this work alone, we do it through partnerships. It is all about building a stronger foundation for Towson University’s future and for making Greater Baltimore a better place to live, work, and learn.”

— PRESIDENT KIM SCHATZEL

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# DEFINING THE WORK

## WHAT IS BTU?

At Towson University (TU), BTU stands for **Baltimore-Towson University** and it builds a framework to capture and support the work taking place between TU and its partners.

## BTU GOALS

- ▶ Support faculty, staff, and students engaging in partnership work
- ▶ Listen and serve as a front door for external organizations
- ▶ Identify, capture, and determine the scope of partnerships and collaborations
- ▶ Coordinate campus resources
- ▶ Evaluate impacts and outcomes
- ▶ Align TU's work for greater impact
- ▶ Recognize and reward this work

## TYPES OF ACTIVITIES WITHIN THE BTU FRAMEWORK

- ▶ Applied research and contractual services
- ▶ Community-based research
- ▶ Community service
- ▶ Economic development
- ▶ Educational collaborations
- ▶ Outreach events
- ▶ Health promotion
- ▶ Internships, practicum, and clinicals
- ▶ Service learning
- ▶ Social and community development
- ▶ Extension programs and training

All activities take place in collaboration with a BTU network partner.

**Five BTU impact areas** have been established to organize our work and position TU to better address the needs of Greater Baltimore.



**High-Quality and Equitable Education**



**Lifelong Health and Well-Being**



**Strong Neighborhoods and Sustainable Communities**



**Thriving and Competitive Economy**



**Vibrant Arts and Cultural Community**

**BTU ENGAGEMENTS** = The work taking place between TU and our BTU network partners

## BTU ENGAGEMENT TYPES

Each BTU engagement has different needs, depending on its scope. The following have been identified to define each BTU engagement and ensure that the appropriate level of support is provided to reach its goals.

**TRANSACTIONAL**—Engagements that are limited to financial support including development and fundraising efforts as well as sponsorships and in-kind gifts.

**EMERGING IDEA**—An idea, conversation, or developing concept for a new relationship or partnership. The faculty or staff member may already have a connection with this community partner and hopes to develop a defined relationship.

**ONE-TIME COLLABORATION**—A single or short-term activity with a beginning and an end date taking place in partnership between TU and an outside entity. These collaborations have no formal agreement to continue the collaboration in future years or semesters.

**ONGOING COLLABORATION**—Collaborations between TU and an outside entity with a formal or informal agreement in place, working toward mutually beneficial outcomes, with no estimated end date.

TU FACULTY, STAFF, AND STUDENTS HAVE

**190** ACTIVE ENGAGEMENTS WITH BTU NETWORK PARTNERS

AS OF SUMMER 2017

## TU'S 190 ENGAGEMENTS ARE CLASSIFIED AS

TRANSACTIONAL (7%)

EMERGING IDEAS (7%)

ONE-TIME COLLABORATIONS (25%)

ONGOING COLLABORATIONS (61%)



*These numbers do not reflect the organizations that over 8,000 students had internship experiences with during the 2016–2017 academic year, as reported by the TU Career Center.*

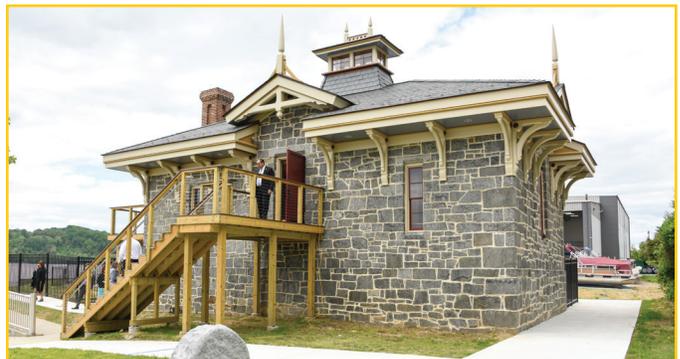
## FIRST UNIVERSITY-WIDE PARTNERSHIPS ESTABLISHED

In 2017 Towson University identified its first two university-wide partnerships. These partnerships must have a minimum of three engagements with TU, are collaborating with at least three academic colleges or administrative divisions, and have a formal agreement in place with agreed-upon goals, outcomes, and timelines.



### MARYLAND NATIONAL GUARD

The Maryland National Guard has a long-standing relationship with Towson University, including working with TU athletics on the Annual Military Appreciation Games. As of 2017, that partnership has expanded to include working collaboratively to address Maryland's cybersecurity infrastructure, creating opportunities for guardsmen and TU students to work together in the classroom and through internships, and supporting guardsmen interested in pursuing higher education.



### TOWN OF PORT DEPOSIT

Towson University and the Town of Port Deposit have been working together over the past four years to preserve, protect, and conduct research on the endangered Northern Map Turtle. This partnership has grown to include developing Port Deposit as an ecotourism site, building a living shoreline to provide a safe nesting ground for the turtles, and opening the Tome Visitor Center and Towson University Research and Education Center. This center provides engagement and educational opportunities to visitors, as well as research facilities and accommodations for TU students.

# BTU NETWORK PARTNERS

ACROSS ALL OF OUR ENGAGEMENTS,  
WE ARE WORKING WITH **329** ORGANIZATIONS\*

Visit [towson.edu/BTUpartners](http://towson.edu/BTUpartners) to view our growing list of partners.

\* Not inclusive of the internship sites for over 8,000 students during the 2016–2017 academic year

## THESE ORGANIZATIONS INCLUDE BUT ARE NOT LIMITED TO

COMMUNITY GROUPS SPONSORS

NONPROFITS **SCHOOLS**

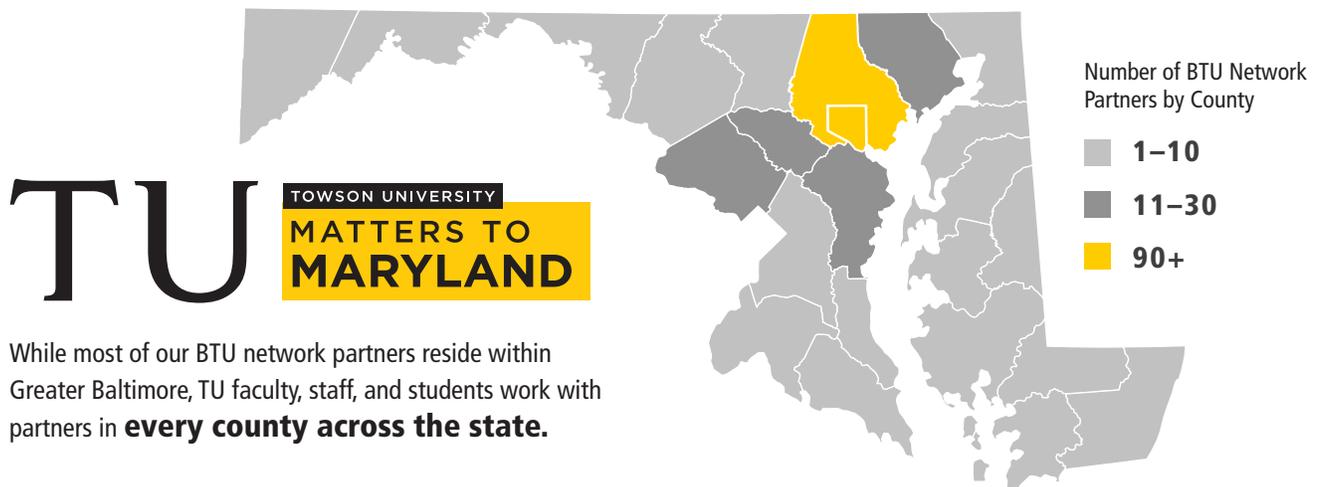
FEDERAL, LOCAL, AND STATE GOVERNMENT AGENCIES

**BUSINESSES** ARTS AND CULTURAL ENTITIES

HEALTHCARE PROVIDERS **FOUNDATIONS**

ECONOMIC DEVELOPMENT ORGANIZATIONS

## WHERE ARE OUR BTU NETWORK PARTNERS?



## WHERE BTU STANDS OUT

Our partnerships work because they focus on **cross-campus collaboration, mutual respect,** and utilize **innovative approaches** to problem solving.

# BTU IS ABOUT OUTCOMES

Feedback from partners is invaluable. It strengthens our collaborations and ensures that goals and desired outcomes are being met. Below is recent feedback from current BTU network partners.



“ When universities and local nonprofits work together, like the growing partnership between Towson and Wide Angle Youth Media, our collective impact can be astounding. Over the past five years together we have inspired over 100 youth to become civically engaged storytellers, who believe that they have the power to create pathways for their own success. Our combined faculty and staff have listened to and shared the voices of our community, collaborated on college readiness strategies, explored new technologies, and continue to build equitable bridges for our students to thrive.”

— SUSAN MALONE  
EXECUTIVE DIRECTOR, WIDE ANGLE YOUTH MEDIA



“ We appreciate the meaningful impact that our partnership with Towson University has on JA students, particularly the high school girls we serve through our women’s empowerment initiative. TU understands the value of connecting with students early to ensure that they are equipped for success in post-secondary education and their future careers.”

— KIM FABIAN  
SENIOR VICE PRESIDENT, JUNIOR ACHIEVEMENT OF CENTRAL MARYLAND



“ Baltimore County Department of Aging has benefited greatly from our ongoing relationship with Towson University. Our participants enjoy the interaction with the Occupational Therapy and Nursing students and the enthusiasm they bring with them at our senior centers and community events. Our 2017 initiative, Reimagine Aging, created wonderful intergenerational projects with the students including the TU Athletic Department welcoming local older adults to a game and our senior men’s basketball team then getting to play on the university court. Occupational Therapy students also assisted in compiling stories from participants about successful aging advice. We look for our relationship to continue to grow so both the students and the older adults of Baltimore County can benefit.”

— LAURA D. RILEY  
DEPUTY DIRECTOR, BALTIMORE COUNTY DEPARTMENT OF AGING



“ TU is a great community business partner! We work closely with them to host our LifeBridge Health Leadership Academy. We also host several interns annually from various health care related school programs. We value our strong partnership.”

— JOE QUINN  
CHIEF HR OFFICER, SENIOR VICE PRESIDENT, LIFE BRIDGE HEALTH

# BTU STORIES

Here is some of the great work that is taking place between TU and our 329 BTU network partners.

## HIGH-QUALITY AND EQUITABLE EDUCATION



Honoring our 150 year legacy by working with 185 schools and education-based organizations.



In 2017, 200 TU student hours and 80 hours of middle and secondary education faculty and staff time worked to establish a library at the Kid Safe Zone at the *Penn North Recovery Center* in West Baltimore, providing space for TU students to **improve youth literacy skills, engage in recreational activities, and provide professional development workshops** for Kid Safe Zone volunteers.

## LIFELONG HEALTH AND WELL-BEING



Working with 11 forward-thinking hospitals and healthcare providers, hospitals, centers, and institutes.



TU Students in the Cultural Diversity in Healthcare course are working alongside the *Goodnow Community Center* to **raise awareness around cardiovascular disease, hypertension, and Type 2 Diabetes** through culturally and linguistically appropriate health fairs offered to local immigrant communities. At the most recent fair, 47 TU students contributed a total of 70 hours to serve 155 community members.

## STRONG NEIGHBORHOODS AND SUSTAINABLE COMMUNITIES



One third of our collaborators are addressing the most pressing needs in our surrounding communities to increase the quality of life for its citizens.



Students enrolled in the Race and Inequality in the United States course have helped to **revitalize and maintain public community spaces** in East Baltimore in partnership with *6th Branch*, a veteran-led program that improves neglected public spaces. In 2017, 15 faculty hours, and 40 students, contributing 190 hours, worked in areas such as Ambrose Kennedy Park.

## THRIVING AND COMPETITIVE ECONOMY



Over the past 10 years, TU has collaborated with every cabinet-level Maryland state agency to positively impact our state's infrastructure and citizens.



Students in the Information Technology Capstone course **design and implement IT projects** that address real-world issues including cost, safety, efficiency, and suitability for external clients by combining their technical, problem-solving, and project management skills on projects for partner organizations. Since 2012, over 300 students have completed 84 projects with more than 50 organizations.

## VIBRANT ARTS AND CULTURAL COMMUNITY



Towson University is working with 20 museums, community organizations, schools, and nonprofits to enhance Greater Baltimore's arts and cultural community.



Since 2013, The College of Fine Arts and Communication has worked with *Creative Alliance* on *Art to Dine*, a series of events **highlighting Baltimore's vivacious art scene**. Most recently, this included working with *Artesanas Mexicanas*, a group of women who are native to Mexico and are residents of Southeast Baltimore, to provide piñata making workshops at Creative Alliance.

# MOVING BTU FORWARD

## 2016–2017 ACCOMPLISHMENTS

- ▶ Community Conversation event held in fall 2016 with over 60 partner organizations to discuss community needs
- ▶ BTU Leadership Team and BTU Council established, with representation from all TU's academic colleges and administrative divisions
- ▶ BTU Database launched to capture, evaluate, and support partnership work
- ▶ BTU Showcase held with nearly 50 centers, institutes, and projects presenting, and more than 300 attendees
- ▶ University-wide partnerships defined and established with the first two partners: Maryland National Guard & The Town of Port Deposit
- ▶ Solution developed to address transportation roadblocks related to partnership work
- ▶ Clear channels of communication established with TU leadership to discuss and determine BTU priorities
- ▶ Engagement types defined and implemented through the BTU Database to capture the scope of work between TU and its partners
- ▶ The BTU vision was shared through the Board of Visitors, Towson University Magazine, and countless speaking opportunities with leadership, faculty, staff, and students across TU
- ▶ Incorporated and recognized partnership and collaborative work through appointment, rank, and tenure of faculty

## WHAT OUR BTU NETWORK PARTNERS HAVE TOLD US

Goals of BTU include serving as a front door for current and potential partners and listening to their needs. TU invited over 60 partners to convene with faculty and staff for a community conversation in fall 2016 to provide feedback about what TU is already doing and to help lay the foundation for future work.

Major themes, which frame the next steps for BTU, included:

- ▶ Provide a clear access point for external partners to contact TU regarding resources and collaborative efforts
- ▶ Define the solutions and resources that TU has to offer
- ▶ Support partnership work by solving ongoing roadblocks including transportation limitations and funding needs

In fall 2017 the next community conversation will take place and focus on inclusion and equity in TU's partnership work.



## 2017–2018 BTU PRIORITIES

Create a BTU funding support system to scale and sustain existing TU engagements for greater impact

Celebrate the impact of BTU partnerships through major institutional marketing and fundraising campaigns

Launch an annual awards program to recognize faculty, staff, students, and community members excelling in collaborative work

Ensure that inclusion and equity are prioritized throughout TU's partnership work

Develop a strategy to define and strengthen TU's commitment to college and career readiness and success

Establish better pathways for working with corporate partners