



Iowa & Minnesota Campus Compact

- Inspires and supports action on campuses for social change
- Connects people across higher education sectors for collaboration
- Co-creates solutions to address community challenges
- Gives voice to higher education's critical role in communities and democracy

So that colleges and universities

- Empower students, faculty, staff, and community partners to co-create mutually respectful partnerships
- Engage all students in high-impact, community-engaged and civic learning
- Embrace responsibilities as place-based institutions
- Harness the capacity of their institutions to address inequality
- Create cultures that affirm the centrality of the public purposes of higher education

Which results in

- Opportunities are open to all to pursue an education that prepares them for personal, civic and professional success.
- Public policy and decision-making are guided by engaged, informed, and equitable participation in community life.
- Everyone has the ability to flourish through shared prosperity and opportunity.

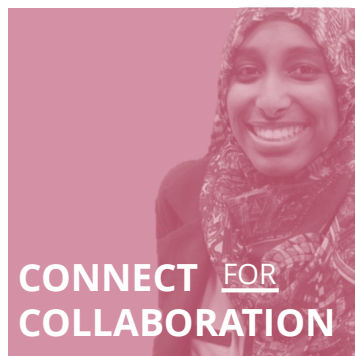


Inspire and support action on campuses for social change

At Campus Compact we work with member colleges and universities to help them consider the most cutting-edge approaches to transformative education that contributes to social change. This can mean connecting them with the latest research and models, providing consultation, offering professional development, and providing resources and support in specific key areas.

Specific priorities:

- Support member campuses in building and implementing institutional strategic plans for community engagement
- Provide targeted, individualized consultation and facilitation services to member campuses
- Provide professional development for staff and leaders
- Provide faculty development to increase quantity and quality of community-engaged courses and research
- Provide timely information and resources using the web, email, and social media platforms
- Engage students in civic leadership competency development linked to career preparation
- Support campuses in adopting electoral engagement best practices, including the "Election Imperative" recommendations

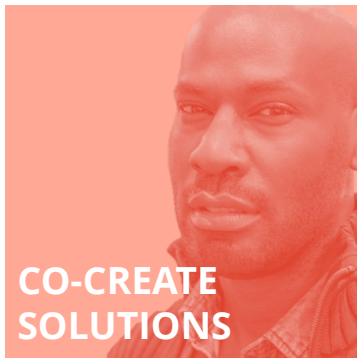


Connect people across higher education sectors for collaboration

In Iowa and Minnesota, Campus Compact is the only organization that works across all sectors of higher education (two-year, four-year, community college, private, and public). This gives us a unique ability to convene staff, faculty, leaders, and students in ways that spur learning, connections, and collaboration for impact. Each year we offer a wide variety of opportunities for these connections to happen in person and online.

Specific priorities:

- Connect Community Engagement Professionals for information, inspiration, and collaboration
- Convene presidents and other senior leaders for information, inspiration, and collaboration
- Convene faculty leaders for information, inspiration, and collaboration
- Convene virtual communities of practice to encourage learning, connection and new ideas
- Improve the diversity of perspectives in our conversations by engaging under-resourced campuses

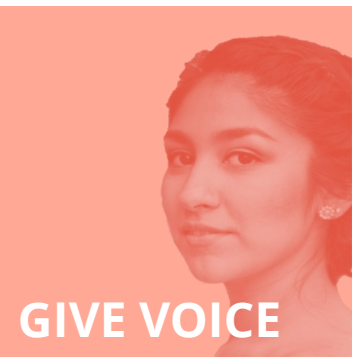


Co-create solutions to address community challenges

The public purpose of higher education includes working together to harness the power of colleges and universities to address challenges and inequity on and off campus. Campus Compact has several specific priorities for meeting community challenges. This includes ensuring equitable educational opportunity by engaging first-generation and low-income students, particularly students of color. The public purpose also requires collaboration with nonprofit organizations to tackle key issues. We support the capacity of these organizations through our affiliates program.

Specific priorities:

- Support and develop programming that engages first-generation students in community engagement in ways that support their success
- Support and develop programming that increases student retention by meeting nonacademic needs
- Leverage VISTA and other resources to build community organization capacity for higher education partnerships, especially in education and health areas
- Create student opportunities to make an impact in the targeted community need areas, including summer literacy
- Develop affiliate membership to provide targeted support to organizations interested in developing in their role as partners and co-educators



Give voice to higher education's critical role in communities and democracy

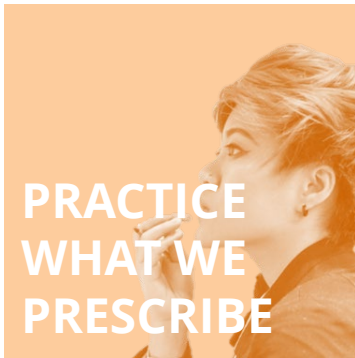
As the value of higher education continues to be questioned and resources continue to be scarce, it is more critical than ever that we not only do our work but advocate for it with key audiences. This includes social media and earned media strategies, equipping our network to be effective ambassadors of our message and value proposition, and working to tell the stories of the work and impact of our members.

Specific priorities:

- Continue to develop key messages and disseminate through earned media, speaking engagements, etc.
- Provide support and resources to campuses and stakeholders on our brand and message that allow them to be effective brand ambassadors
- Use email and social media platforms to tell the civic mission story using compelling and visual content
- Merge and further develop comprehensive awards and recognition opportunities across both states

In addition to our core strategies, we also believe it is critical to practice what we prescribe in our operations and serve as a good steward of member and funder resources.

To that end we will:



- Focus human resources and evaluate ways to increase capacity and effectiveness
- Enhance the effectiveness of systems, technology, and processes
- Gather data and information and review all systems, programs, and processes with an equity lens to ensure inclusion
- Strengthen evaluation and assessment systems and processes
- Develop a comprehensive resource development strategy with an emphasis on earned revenue and foundation/corporate funding