Community Engagement

Matchmaking & Community Needs

RESEARCH MATTERS LIVE

UNIVERSITY OF
GEORGIA
Office of Research

HRPP… not IRB?

Not all interactions with people are regulated activities
- Community health needs assessment
- Procedure feasibility study

But maybe, IF…
- The community members are representative of the targeted population and you will collect data to answer the research question
- As part of the research you will evaluate the experiences of the community members in relationship to the research and use this data for research purposes

The Archway Partnership **connects communities** with higher education resources to address **locally-identified** community and economic development **issues**.
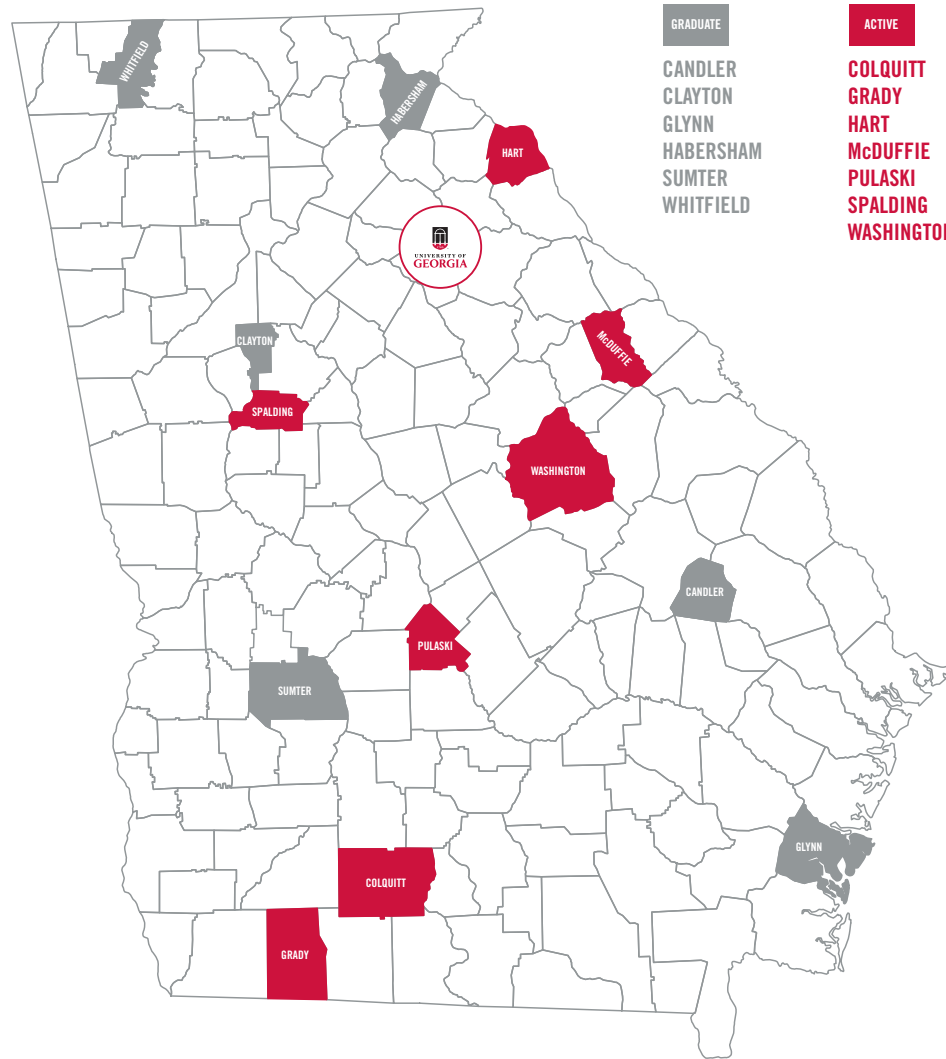
What is the Archway Partnership Process?

➢UGA historical mission (1785) of taking the entire university to the people

➢Innovative process for identifying, prioritizing and addressing community needs through university resources*

➢UGA places a Public Service & Outreach faculty member in each Archway Partnership community

➢ Faculty take a neutral third-party position on community-identified issues and priorities

GRADUATE

CANDLER
CLAYTON
GLYNN
HABERSHAM
SUMTER
WHITFIELD

ACTIVE

COLQUITT
GRADY
HART
McDUFFIE
PULASKI
SPALDING
WASHINGTON

WHITFIELD
HABERSHAM
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UNIVERSITY OF GEORGIA
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CLAYTON
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COLQUITT
GRADY

Archway Partnership
UNIVERSITY OF GEORGIA

www.archwaypartnership.uga.edu

1785

Quarells County Overview
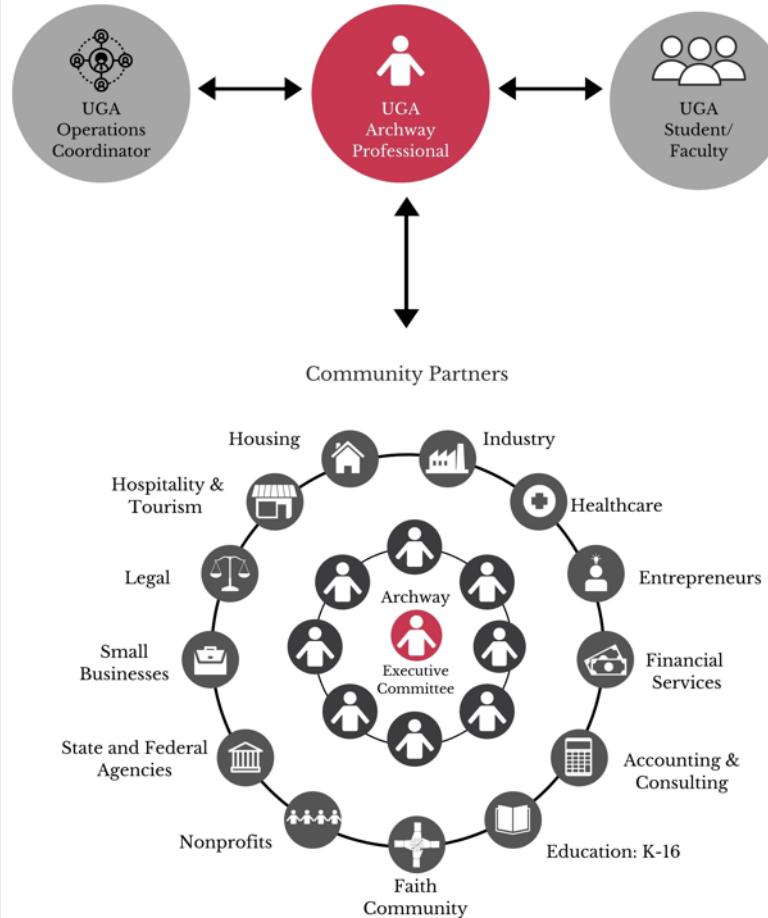
➢ **Partners via MOU**
  - ➢ Chamber of Commerce
  - ➢ Joint Development Authority
  - ➢ City of Care
  - ➢ City of Wellness
  - ➢ Quarells County
  - ➢ Quarells County School System
  - ➢ Utilities EMC
  - ➢ Manufacturer
  - ➢ Business Services Company
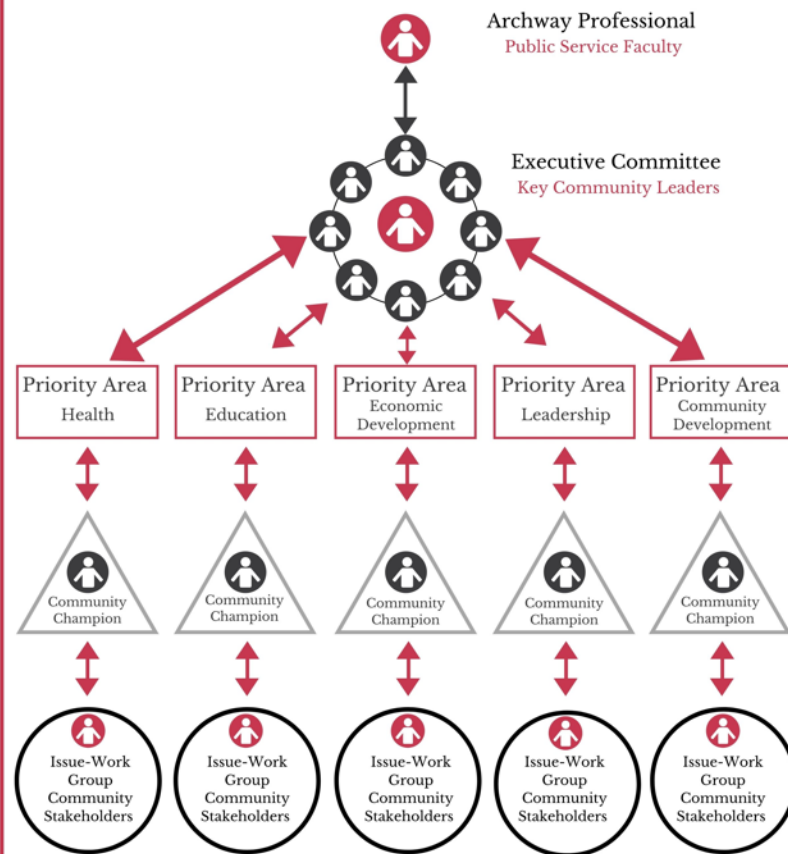 - ➢ Rakele Technical College
  - ➢ UGA Extension Service*

Typical Continuum Timeline

- Compete>> 200 years   Pre-Archway
- Co-Exist – Silos or Lanes   Pre-Archway
- Networking - Communicating   9 Months
- Coordinating   18 Months
- Cooperating   3 Years
- Collaborating   5 Years
- Collective Impact   7 Years

Why the Archway Partnership?

➢ It takes time to tear down the silos and build local skill sets for collaboration and partnership

➢ The process includes the intentional practicing of collaboration and partnership skills

➢ The Collaboration Continuum* is a series of steps to increase community trust and reduce turf battles

➢ Decisions are made by consensus rather than majority rules

➢ Decisions must benefit the community-at-large

The Archway Professional in the Community

a. *We build* relationships with community members and **connect** to UGA and other higher education resources

b. *We facilitate and convene* meetings of the local Executive Committee and meetings of Issue Work Groups

c. *We recruit* community stakeholders to participate in Issue Work Groups and community Champions to lead the Issue Works Groups

d. *We assist* the community and the Operations Coordinator in articulating and continually prioritizing community needs

e. *We coordinate* Archway Partnership activities with other local and regional higher education institutions

The Archway Professional in the Community

f. *We utilize* decision-making and problem-solving skills to identify resources and assist community work groups with accomplishing objectives

g. *We visit* the University of Georgia and other institutions of higher education campuses to meet with faculty, students, and administrators as needed

h. *We link and manage* student and faculty involvement in local projects

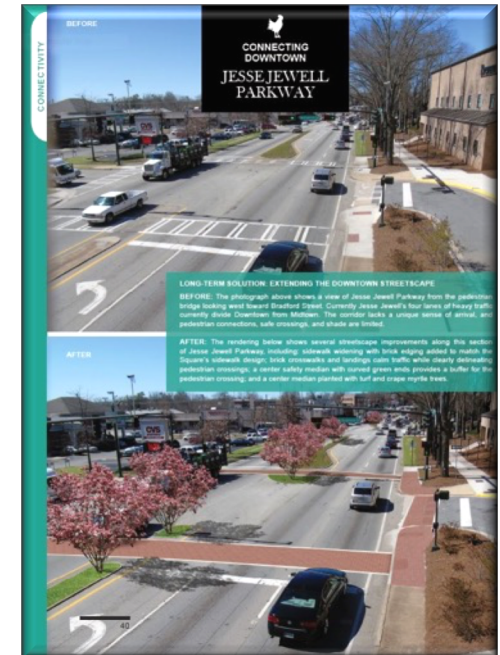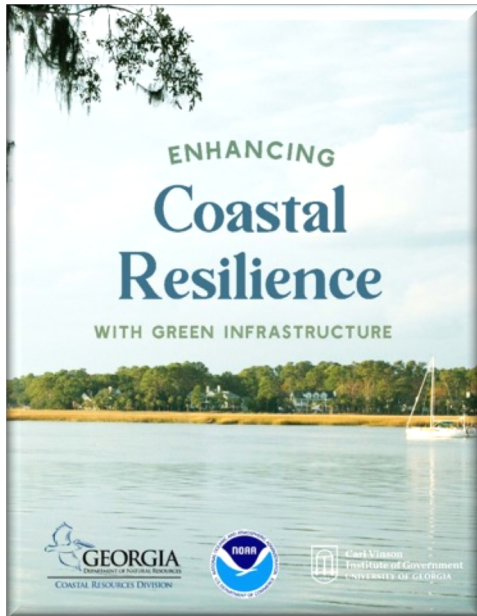i. *We network* with local, regional, and state agencies to provide resources, training, and content expertise

Sharon Liggett, MPA, Public Service & Outreach Faculty, sliggett@uga.edu

Thank You!
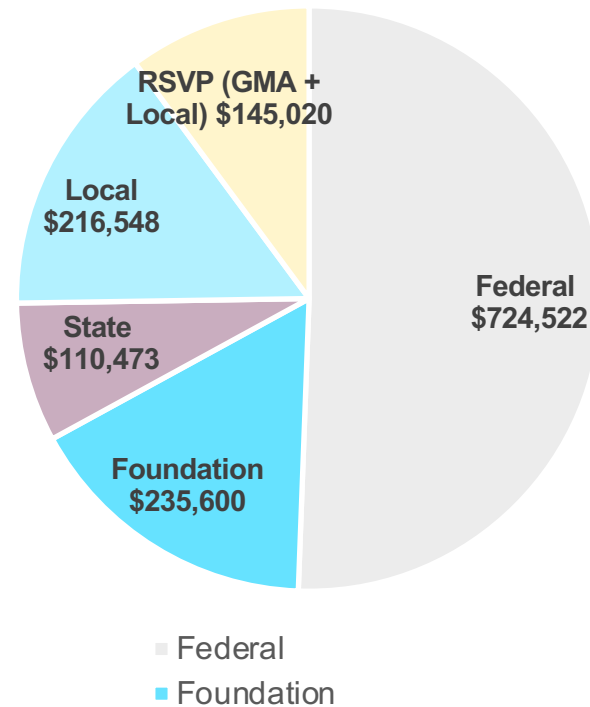
Institute of Government: Planning & Environmental Services

Project Funding: ~$1 million in 2020

2020 Funding by Area Includes some grants that span more than one year	
Community Branding	$65,250
RSVP Downtown Design	$197,020
Local Government Assistance	$107,548
Strategic Planning and Facilitation	$62,473
Environmental Policy Academy	$2432
Coastal Resilience	$257,352
Oyster Policy and Promotion	$255,000
Nature-Based Infrastructure	$118,642

Funding Sources 2020

RSVP (GMA + Local) $145,020

Local $216,548

State $110,473

Federal $724,522

Foundation $235,600

- Federal
- Foundation

What makes us successful?

- Build from relationships with federal, state, and local agencies.
- Take time to build relationships first, so that you can listen for research needs.
- Listen. Listen. Listen.
- They have a lot of research needs! But they need to trust that you won't waste their time and that your research agenda will align with their needs. So listen, listen, listen.
- Understand that they are very under-resourced and stretched. These are public servants who wear many hats. They may not respond to long emails. A quick email asking for a quick call may be a good way to start.
- PSO has so many connections with so many agencies, governments, and stakeholders. It's much easier to "enter" a community if an existing guide introduces you.

What makes us successful?

- Understand that they may have extensive experience in their fields. They may know about research projects that have been successful or have not been successful. By listening, you will learn about these projects.
- Be very mindful that many vulnerable communities can feel "over-studied." Plenty of studies but nothing in return.
- Partnership with UGA faculty
- Integration of students – research, applied assistance, enthusiasm

Applied + Research =
Very Robust and Interesting Work

Broader Impacts

The National Science Foundation defines broader impacts as having "the potential to benefit society and contribute to the achievement of specific, desired societal outcomes."

Integrating research and public service can provide a notable advantage in seeking large federal and foundation funding as these opportunities increasingly examine the outreach and communication capabilities of the applicants and the broader impacts the project will have.

https://www.nsf.gov/od/oia/publications/Broader_Impacts.pdf.

Example Project
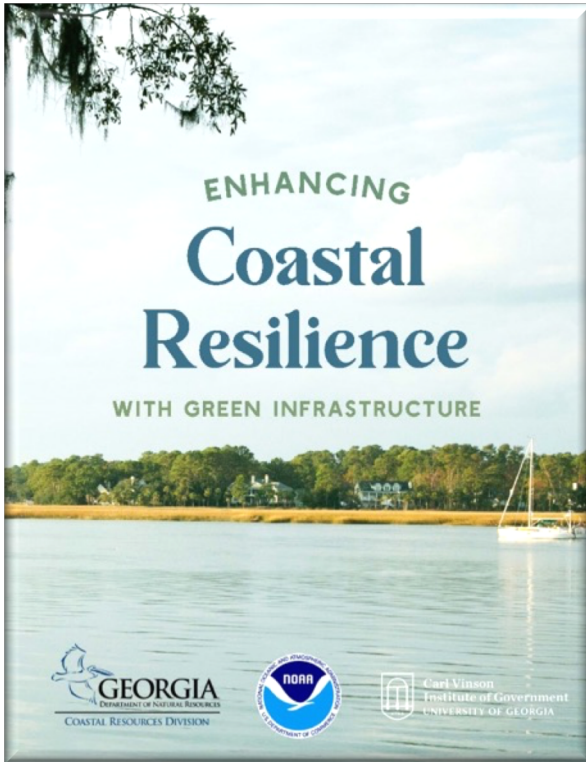
- Built from a Sea Grant funded grant studying legal issues arising when roads flood more frequently from sea-level rise.
- State agency received funding from NOAA to assess how green infrastructure might impact flooding hazards in Liberty County as well as develop model ordinances for resilience. Asked us to help.
- We were already working with Liberty County on a Downtown Master Plan.
- We developed this guide based on legal research as well as our experience working with local governments.
- Engagement also resulted in concrete implementation: two stormwater grants for the community.
- Research informed our recent law review article.

Cooperative Extension Service

Smith-Lever Act of 1914

Research Translation

"To bring the University to the people"

50 States, 5 Territories, Over 3000 Counties

To "extend" education of the University to the entire state

What we do

Educational Programs
Programs addressing community needs are delivered in a public setting and open to everyone.

Written Extension Materials
Subject matter experts develop written materials for distribution at the county level.

Consultation
Individuals may consult with Extension staff at the office, at home, or on their farms.

Community Development
Build local coalitions to address issues facing communities, families, and youth

Research
Applied research that meets the needs of communities and improves lives

Extension Applied Research

Agriculture and Natural Resources

Testing soil applications

Enhancing bovine feed to improve meat quality

Apps to identify pests

Youth Development 4-H

Leadership development models

Public speaking self-efficacy

Youth as community garden leaders

Family and Consumer Sciences

Cancer prevention behaviors in rural Georgians

Barriers to the Diabetes Prevention Program

Exploring opioid misuse and prevention

Our People

Extension Agents (county-based faculty): local educator, consultant, research staff

State Level Specialists (university-based faculty): researchers, content expertise, train-the-trainer

Research in Extension

Agents conduct annual needs assessment

➢ Work with local leadership team and/or health coalition

Agents have a plan of work –what they will focus on for 2 years

Projects have to fit the needs and plans

Research typically centered around programs and services

For me – Extension agents are the recruiters and the data collectors → they have to buy-in!

Keys to success

- Relationships

  ➢ My relationship with Agents

  ➢ Agent relationship with the community

- Be sensitive to community needs, perceptions and resources

- What can you give back to the community during and beyond the project?

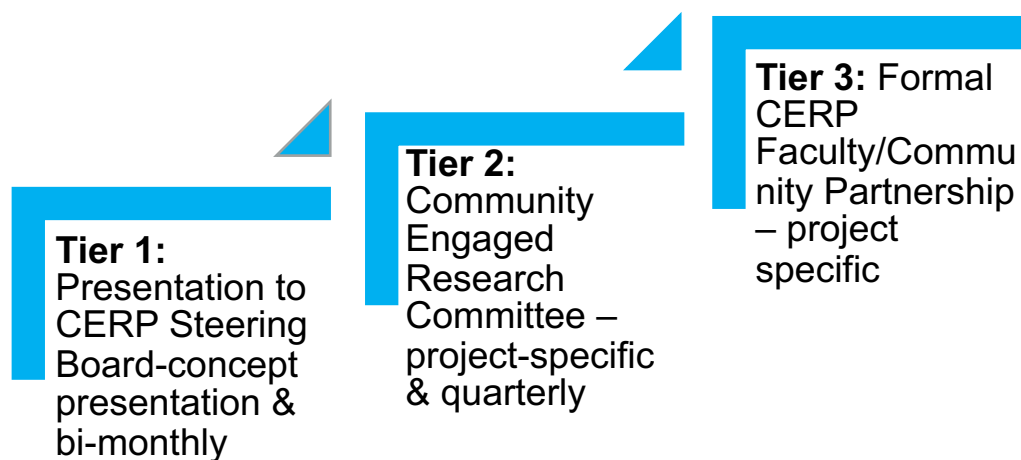- Share results and ownership (data, publications)

Extension and the Georgia CTSA

- Conduct translational research

- Serve on the Georgia CTSA Community Engagement Committee and Steering Board

- Aid researchers in engaging Extension and the community

- Support community-academic partnerships to

  ➢ Enhance research

  ➢ Improve communities

Georgia CTSA Resources

- Community Engaged Research Program (CERP)
- 3-Tier Support

Tier 1: Presentation to CERP Steering Board-concept presentation & bi-monthly

Tier 2: Community Engaged Research Committee – project-specific & quarterly

Tier 3: Formal CERP Faculty/Community Partnership – project specific

Georgia CTSA

Georgia Clinical & Translational Science Alliance

4/12/21

Georgia CTSA Resources

- Community-Academic Database

- Over 600 community and university partners across Georgia that is publicly available to facilitate collaborations.

Wrap-up

IRB tips

- Clearly define roles
  - ➤ "Advisors" are often not well-described
- Identify resources and training
- Time to incorporate feedback
- Written Agreement or MOU – Office of Research Legal counsel

- Next Session – April 27, 1:00 p.m. Selection, inclusion & access