

CITY OF WINSTON-SALEM COLLEGE ADVISORY BOARD



ANNUAL REPORT

Fiscal Year 2013-2014



**Staff Administrator:
Wanda Allen-Abraha, JD
Human Relations Director**

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Attachment A: College Advisory Board Newsletter

COLLEGE ADVISORY BOARD

PURPOSE



The purpose of the CAB is to serve as an advisory council to the City Council regarding areas such as economic development projects, transit advocacy, and student housing issues (and other issues the group may suggest) that will encourage students to remain in Winston-Salem post-graduation.

MISSION

The CAB serves as a body that represents the needs, interests, and concerns of college students and recent college graduates by engaging them in relevant community projects, programs, and issues.

HISTORY

In June 2010, the Winston-Salem City Council unanimously approved a resolution to establish the College Advisory Board. Spearheaded by Council Member Derwin L. Montgomery, the group was created to communicate the needs of college students to the City of Winston-Salem.

DUTIES

- (a) Suggest and contribute ideas to economic development projects that will appeal to college students and young professionals;
- (b) Advocate for public transit availability and accessibility at various colleges and universities;
- (c) Voice concerns and resources pertaining to off-campus student housing issues involving landlords, property managers, and fair housing matters;
- (d) Actively engage in learning about community leadership opportunities that will encourage and foster partnerships with colleges and universities, as well as young professionals; and
- (e) Encourage college students to remain in Winston-Salem after graduation.

THE BOARD'S RELATIONSHIP TO CITY GOVERNMENT

The government of the City of Winston-Salem and the general management and control of all its affairs are vested in the City Council and the Mayor. The City Council appoints the City Manager who is the administrative head of City government and is responsible for the administration of all departments of City government. The City Council is also the appointing authority for members of the College Advisory Board.

The Board keeps the City Manager and the City Council informed of its activities. To further that communication, the chairperson or a designated member of the Board shall appear annually before the City Council to provide them with information on the pulse of the college/university student community and a yearly progress report on Board programs and projects. The Board makes recommendations to the City Council concerning projects and programs relevant to the college/university student population of Winston-Salem.

THE BOARD'S RELATIONSHIP TO THE STAFF

The Board's relationship with the Human Relations staff involves advising staff regarding programs, concerns, and issues relating to college/university students. During the process of initiating programs and investigating complaints and problems, the Board calls on the staff for technical assistance and research into matters that are brought to the Board.

THE BOARD'S RELATIONSHIP TO THE COMMUNITY

The College Advisory Board is the body through which college/university students' concerns can be relayed to City officials. The College Advisory Board brings information to its peers on the programs and activities of city government that pertain to college/university students.



COLLEGE ADVISORY BOARD 2013-2014 MEMBERSHIP ROSTER

<u>First Name</u>	<u>Last Name</u>	<u>College/University</u>
Sharon	Nyerere	FTCC
Cortney	Graham	WSSU
Leah	Darby	WSSU
Beverly	Dosso	WSSU
Ebonee	Funderburk	WSSU
Shelby	Ashley	Salem College
Sara	Otero	Salem College
Layne	Poplin	Salem College
Lauren	Formica	WFU
Mattos	Paschal	WFU
John	Scott	WFU
Rae-Ling	Lee	WFU

MANAGEMENT'S COMMENTS

WANDA ALLEN-ABRAHA, HUMAN RELATIONS DIRECTOR



We are very excited to be serve as the administering department for the Winston-Salem College Advisory Board (CAB). The CAB was the brain child of Council Member Derwin L. Montgomery, East Ward. The CAB was created in June 2010 by the Winston-Salem City Council; therefore, this has been the inaugural year. The administrative duties in support of the CAB were assigned to the Human Relations Department. The purpose of the CAB is to advise the City Council regarding matters that are of interest to students who are enrolled in colleges and universities in Winston-Salem, which, in turn, will encourage the retention of college graduates in Winston-Salem.

Since its inaugural year, the College Advisory Board has been actively establishing the foundation of its service to the community. Each member has engaged in 40 hours of learning about our community by participating in themed months throughout the year that focused on topics such as the environment, civics, government, transportation, and housing.

The College Advisory Board is a welcome addition to our administrative duties. Its members have been charged with laying the foundation for future lines of communication between the growing college student community and local government, specifically, the City Council.

PERFORMANCE INFORMATION

- I. Goal: Education
 - Gain better knowledge of community issues, organizations, and services.
- II. Goal: City Government Participation
 - Gain knowledge of city government by interfacing with city government officials

MONTHLY FOCUS/PRESENTATIONS	
September – Orientation and Planning	January-Race Relations
October – Civic Engagement WSTA	February –Black History Month
November-December – Homelessness Project Hope	March-April- End of Year Service Project Conclusion and City Council Presentation

- III. Goal: Community Service/Volunteerism
 - Participate in 40 hours each of community activities and service.
 - Estimated Total: 150 hours
 - Connect to college/university student population through newsletter.
 - See Attachment A.

2013-2014 MAJOR PROGRAM /PROJECT HIGHLIGHTS

- **Neighborhood Mediation Program:** We are proud to have launched the Mediation Program that was started last year. The College Advisory Board partnered with the Wake Forest University Law School Pro Bono Project to continue working on the framework for a neighborhood mediation program. Wake Forest University Law School would like law students to learn mediation, and the law school students have taken on the task of mediating permanent resident-student resident conflicts. Rules and regulations for the program have been fully developed and approved by appropriate Wake Forest University officials.
- **Internship Advocacy:** The College Advisory Board believes the best way to encourage student retention in Winston-Salem is to offer excellent job opportunities and to involve students in professional experience in Winston-Salem. The College Advisory Board met with the City Manager’s Office to propose that city government expand its internship program to provide more internship and networking opportunities for college students. The College Advisory Board also proposed that successful and approved interns approaching graduation be included in the City’s internal applicant pool for job opportunities. The City Manager’s Office has agreed to work to implement the program, and the College Advisory Board hopes to market this model to businesses and organizations in the future.
- **Intercollegiate transit:** The College Advisory Board believes that more accessible transportation options for college students would increase student engagement within

the larger Winston-Salem community and therefore greatly contribute to post-graduate retention. Their Annual Project this year has been only the beginning of what they would like to see for the community in Winston-Salem. After surveying students at Winston Salem State University and Salem College they have found that students were unaware of WSTA's routes. Taking into account the fact that over half of the respondents are unfamiliar with WSTA's offerings, CAB is pursuing the short-term goal of increasing awareness of current WSTA offerings while simultaneously advocating for an intercollegiate transportation model, not unlike Greensboro's Higher Education Area Transit.

- **Community Outreach:** The College Advisory Board has partnered with the Human Relations Commission and Youth Advisory Board on a few projects this year. The College Advisory Board feels it is important to support the outreach events that are already in place by strengthening the presence of the college community.

Specific examples include:

- Rock The Block-International Village
- Fiesta
- Student Race Relations Forum
- March for Homelessness, Sleep Out for Homeless Awareness
- Various opportunities through their College/Universities



2014-2015 OUTLINE OF GOALS

For fiscal year 2014-2015, the College Advisory Board will focus on the following goals:

1. To assist the Wake Forest University Law School in conducting mediations and find eligible cases for the mediation program;
2. To grow and solidify internship opportunities within the City of Winston-Salem;
3. To pursue the implementation of intercollegiate transit options within the City of Winston-Salem;
4. To educate students on appropriate steps to take when they feel victimized or discriminated against on campus;
5. To recruit student members from colleges/universities that have been unable to participate; and
6. To develop an end of year project for the 2014-2015 school year.

RECOMMENDATIONS TO THE CITY COUNCIL

The College Advisory Board makes the following recommendations to the City Council:

1. Expand group members, including alternates, to five members per school.
2. To gain traction on city/university partnerships, the College Advisory Board recommends that City Council reach out directly to college/university officials and appropriate local citizens to become involved in the College Advisory Board's meetings, efforts, and programs. The College Advisory Board recognizes the importance of building and maintaining effective lines of communication between city government, colleges/universities, and the community. By improving the dialogue with our diverse community groups, city government can ensure that the City of Winston-Salem fosters an environment that is conducive to an atmosphere in which the voices of college and university students, college/university officials, and local citizens can come together to form effective and useful partnerships.
3. In carrying out its goals, the College Advisory Board will increase its outreach efforts and seek input from the City Council on issues or concerns in the respective wards. We ask that the City Council support the Board's goals in this effort.
4. The College Advisory Board requests that the City Council support the Board's goal of building a stronger relationship with City officials.

The College Advisory Board appreciates the City Council's ongoing support.