

# CITY OF WINSTON-SALEM COLLEGE ADVISORY BOARD



## ANNUAL REPORT



**Winston-Salem**

**Fiscal Year 2012-2013**



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## **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 2012-2013 MEMBERSHIP ROSTER

<u>First Name</u>	<u>Last Name</u>	<u>College/University</u>
Christopher	Reyes	FTCC
Donna	Reynolds	FTCC
Sharon	Nyerere	FTCC
Therese (China)	Lozada	FTCC
Javar	Jones	Wake Forest
Xizi	Liao	Wake Forest
Taylor Anne	Adams	Wake Forest
David	Samsel	Wake Forest
Christopher (Chris)	Iskander	Wake Forest
David	Butler	WSSU
Eboni	Graham	WSSU
Amanda	Bottoms	WSSU
Ebonee	Funderburk	WSSU

### 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-Neighborhood Mediation Launched
October – Recreation and Parks Presentation: Tim Grant	February –Black History Month Showcase of Song
November-December –Transportation and Homelessness Presentation: Matthew Burczyk	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.

## 2012-2013 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.
- **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
- Student Race Relations Forum
- March for Homelessness
- Youth Advisory Council State Youth Conference
- Black History Month Showcase of Song
- Trust Talks



## **2013-2014 OUTLINE OF GOALS**

For fiscal year 2013-2014, 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 educate students on appropriate steps to take when they feel victimized or discriminated against on campus;
4. To recruit student members from colleges/universities that have been unable to participate;
5. To develop an end of year project for the 2013-2014 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 5 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 for 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 their 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 support, which will strengthen the College Advisory Board's efforts in working on behalf of all the citizens in Winston-Salem.