



2020 CONFERENCE PROPOSAL



CONNECTING CAMPUS & DOWNTOWN - PHYSICAL & PROGRAMMING

Abstract: Connecting campus and community can be physical (streets/corridors/transportation) or programming (events, internships and community service).

At the University of North Dakota and in Grand Forks they are both!

See how it's possible to mutually plan (and even cost-share) major reconstruction road projects, develop vibrant "P3" mixed-use opportunities, operate shared transit and bike share systems, as well as host programming to promote experiential learning, workforce development and entrepreneurial opportunities in campus and downtown facilities.

Description of Format and outline of Content and Key Message: Two-person presentation uses dynamic visual content (video and digital slides); 25% of the time reserved for Q&A.

Key message: We are better when we are connected. There are many combinations of physical construction projects, buildings and facilities, as well as programming that connect students/faculty with the community's heart.

Partnered physical construction projects: University Avenue reconstruction, streetscape, & rezoning for mixed-use development. City Purchase of a Downtown Building- revovation & repurposing for co-locating of community partners including UND. City proposed tenant in the Nistler College of Business & Administration on campus.

Transportation: City/UND shuttle transit merger, Altru GrandRides Bike Share, pedestrian-focused planning of University Avenue from campus to downtown.

Programming: Downtown Herald Building and Nistler College of Business & Public Administration for collaborative Space usage, for classroom, Internship and experiential learning opportunities. Joint planning – Vibrancy District plans; P3 mixed-use coordination (Memorial Union, campus, downtown).

Track Number: Track 2 - Sustainability and Resilience

CONNECTING CAMPUS & DOWNTOWN - PHYSICAL & PROGRAMING

Learning Outcomes:

- Examples of how to collaborate on road construction and improvement projects that connect campus with the community.
- How to cross-program educational and experiential learning opportunities in facilities on campus and downtown to encourage connection.
- Examples of transportation options such as merged transit operation, bike share and pedestrian pathways.

Examples of joint planning on P3 projects that increase amenities in both the campus and downtown without causing competition.

What are several Takeaways attendees could utilize when they return back to their campus? Real-life examples of road construction projects, campus and downtown master plan coordination, transportation system integration and experiential learning opportunities that create both physical and social connections.

Student Enrollment Size and Population of Community: UND Enrollment (13,600) - City of Grand Forks (60,000)

Is there a product that needs to be purchased ? No

Mobile Session? No

Questions or Comments? No

Speaker Bio 1: *Meloney Linder, Vice President for Marketing & Communications, University of North Dakota*

Meloney Linder is an accomplished higher education administrator with broad experience in marketing and communications, as well as brand and operations recognized for making a positive organizational impact. With more than 26 years of experience in corporate communications, marketing and brand management for private and public entities, including higher education, she has a proven history of building strong teams and improving performance.

Speaker Bio 2: *Pete Haga, Community/Government Relations Officer, City of Grand Forks, ND*

Pete Haga was born in Grand Forks, N.D., and received a bachelor of arts degree from the University of Minnesota, Minneapolis. He is married to Jessica and has three children, Mason, Morgan and Emma. As Grand Forks Mayor Michael R. Brown's community/government relations officer, Haga coordinates communication for the City, acts as liaison with governmental and community organizations, and supports initiatives involving welcoming and inclusion, "town/gown" partnerships with the University of North Dakota and youth leadership.

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Name of Organization: City of Grand Forks, ND



2020 CONFERENCE PROPOSAL



ENHANCED STUDENT EXPERIENCE & WORKFORCE RETENTION

Abstract: When University leadership and city administrators work with Student Government, amazing things can happen. Through collaboration with leaders, students at the University of North Dakota created an Enrichment Committee that actively engages students with opportunities throughout the city. Opportunities include internships, new events, volunteering, and professional experiences. These engaging activities add value to our community by bringing new talent into jobs and events, and also add to the value of a student's education

Key message: Creating and operating a Community Campus Enrichment Committee, running a social media campaign to promote opportunities to engage in social, volunteering, professional experiences, focusing on a ONE CAMPUS initiative, holding joint meetings between Student Government and City Council and implementing the community's and school's first "Joint Liaison" are tangible actions that increase engagement throughout the community and add to the overall experience and value of a student's education.

Description of Format and outline of Content and Key Message: This University student-led presentation will demonstrate how leadership by students can affect real impact, especially in the area of improving student engagement and the overall student experience.

Track Number: Track 3 - Innovation and Economic Vitality

ENHANCED STUDENT EXPERIENCE & WORKFORCE RETENTION

Learning Outcomes:

- How to collaborative with student groups and create opportunities for both students and residents
- Add value to your town by growing student participation in local events
- Create joint-policies that benefit students and residents

What are several Takeaways attendees could utilize when they return back to their campus?

- Concrete action steps from joint meetings to social media campaigns to establishing joint city/university positions that help engage students and improve their educational experience.
- Personal, firsthand stories about leadership, internships and other engagement by student leaders produce real benefits for the institution and the community.
- Inspiration to work with and support student leaders in your organization.

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Mobile Session? No

Questions or Comments? No

Speaker Bio 1: *Gracie Lian, University of North Dakota Student Body President*

Gracie Lian is in her third year of study at the University of North Dakota pursuing degrees in Political Science and English. She is the 2019-2020 Student Body president and has been involved in Student Government since her freshman year. As a Grand Forks native, strengthening relationships and providing opportunities for collaboration between the City of Grand Forks and UND has been one of the main goals Lian's administration.

Speaker Bio 2: *Matthew Ternus, University of North Dakota Student Body Vice President*

Matthew Ternus is a junior at the University of North Dakota studying Secondary Education and Political Science. He serves as the 2019-2020 Student Body vice president. Throughout his career at the University, Ternus has strived to develop new programs and initiatives, such as pre-athletic rousers, to provide everyone in the community with a vibrant and exciting experience.

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Name of Organization: University of North Dakota Student Government



2020 CONFERENCE PROPOSAL



EVERYONE HAS A SEAT AT THE TABLE

Abstract: The city of Grand Forks, University of North Dakota, Economic Development Council, and local businesses and nonprofit organizations came together to outline ways to make Grand Forks the place people want to live, work, study and play; creating short-term, midterm and long-term goals.

The collaboration and shared goals developed by the city and university improved how projects get done and led to outcomes making the whole community a great place to live, work and play.


Description of Format and outline of Content and Key Message: A 90-minute presentation using interactive activities and digital content.

This interactive session will showcase collaboration by modeling the “Longest Table Grand Forks” event, where more than 800 members from across the community met at one table to discuss ideas, challenges and opportunities to make their community better. Participants will get an overview of the collaborative projects going on in the community and then participate in an interactive “table conversation” that will showcase the power of diverse people and perspectives gathering to improve their community.


Track Number: Track 5 - Communication & Engagement

EVERYONE HAS A SEAT AT THE TABLE

Learning Outcomes:

- Learn Essential elements for success:
- Gain support from top leadership, bringing key organizations and representatives around the table to develop SMART (strategic, measurable, achievable, realistic and timely) goals, together. 

What are several Takeaways attendees could utilize when they return back to their campus?

- Demonstrating the difference between cooperation and collaboration between organizations in your community and learning how to leverage relationships and construct mutually beneficial goals to affect true collaboration.
- A “Longest Table - Your Town” ybook to help begin planning a replica of “Longest Table Grand Forks.”
- How to use an annual event to bring people together from across the community and to inspire action to make improvements but also create a greater feeling of community between students and rooted residents.

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Speaker Bio 2: *Pete Haga, Community/Government Relations Officer, City of Grand Forks, ND*

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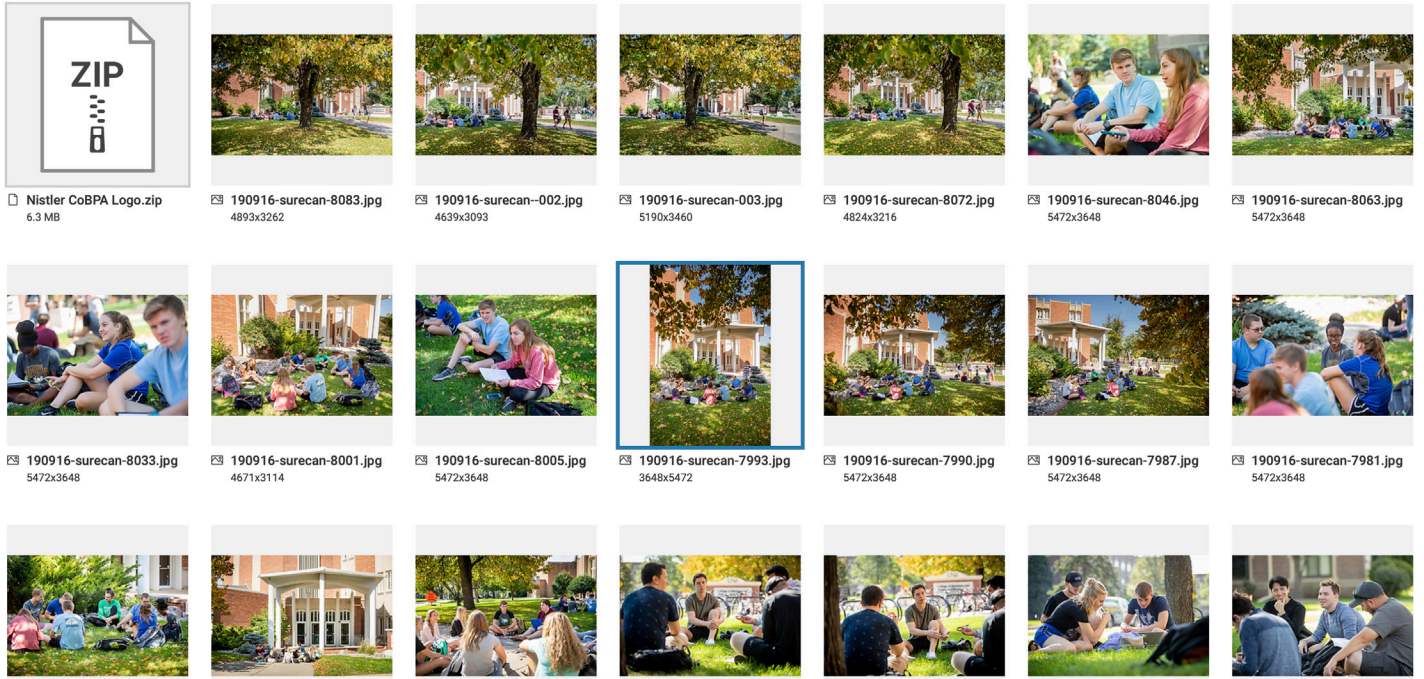
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Division of Marketing & Communications

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2020 CONFERENCE PROPOSAL



TELLING OUR SHARED STORY

Abstract: Our goal was the same: Share our community's story. But the University and the city independently were chasing this goal. We wondered, why not pool the resources of both teams for the mutual benefit of all?

So we did.

Now, the stories of citizens and students are woven together in the work we create. Join us to learn how you can create a plan in your community to capture and deliver shared assets to strengthen your storytelling.

Description of Format and outline of Content and Key Message: Three-person panel comprised of communications professionals from the city and university will share real stories of partnership and collaboration with an interactive presentation.

Our city and university communication teams have partnered to share visual assets, like photos and videos, to improve the quality of storytelling. By leveraging the assets of both teams, we are able to have a greater impact on our websites, calendars, and social media channels.

Track Number: Track 5 - Communication & Engagement

Learning Outcomes: Facilitate open communication regarding shared assets and let go of ownership to benefit both entities.

- Identify areas of opportunity (website, social, etc.).
- Create a plan to capture, deliver and use shared assets.

TELLING OUR SHARED STORY

What are several Takeaways attendees could utilize when they return back to their campus?

- Hear directly from communications professionals how to communicate across organizations to find shared goals, values and action steps.
- Create shareable online digital asset banks that not only give access to exceptional content but doing so in a way that reinforces (or protects) your individual and shared brands.
- Concrete examples of single-time efforts (such as conference proposals), multi-use digital content and ongoing brand management assets and policies.
- How to use tools that improve collaboration, such as project management software, digital asset management software, Dropbox, and Google Docs.

Student Enrollment Size and Population of Community: UND Enrollment (13,600) - City of Grand Forks (60,000)

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Mobile Session? No

Questions or Comments? No

Speaker Bio 1: *Greta Silewski, Digital Storyteller/Communications Specialist, City of Grand Forks*

Greta Silewski is a Grand Forks native and UND graduate. Her role is to bring to life the services and the people who proudly deliver them, focusing on digital communications such as video content creation, strategic brand promotion, graphic design and social media management. Silewski previously worked in various marketing and communication positions within the public, private and nonprofit sectors. She even dabbled in higher-ed teaching. Above all, her greatest accomplishments are being a wife and a foster mom to her three children.

Speaker Bio 2: *Shawna Schill, Senior Photographer, University of North Dakota*

Shawna Schill is an award-winning photographer and native North Dakotan. She currently serves as the senior photographer at the University of North Dakota. Schill has worked as a photographer for almost 20 years, with eight of those years in higher education. She loves collaboration with her creative team and feels she does her best work when many brains come together to creatively solve problems. She lives in Grand Forks, N.D., with her nice husband, Matt, and her evil cat, Boo.

Speaker Bio 3: *Matt Schill, Senior Videographer, University of North Dakota*

Matt Schill, senior videographer for the University of North Dakota, supports the University's marketing and communications efforts by executing strategies across digital and traditional platforms. He recently served as the web specialist at UND, assisting with the redesign of the University website UND.edu, and as assistant athletics director for digital media and video production for UND athletics, where he created Emmy-nominated video content and managed the department's website, UNDsports.com, and social media accounts.

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