

# Neighborhood and Community Relations

---

STRATEGIC FRAMEWORK

Northwestern

# University Commitment

The City of Evanston and Northwestern University are inextricably linked. Both the Evanston community and the University are storied institutions with a rich history of success and strength. Together, we can continue to build and sustain a community of impact for generations to come. We are committed to this journey of transparency, engagement, and partnership.



“ Northwestern is fortunate to be located in Evanston, one of the best college towns in the country. By working together, Northwestern, the city, the school districts, and many other organizations help make Evanston a strong community and a wonderful home for the University.”

—President Morton Schapiro

# Welcome from the Executive Director



As the Executive Director of Neighborhood and Community Relations, I serve as the University's primary liaison to the Evanston community. Reporting to the Executive Vice President, my role is to be a key strategic advisor to senior leadership and create opportunities for the University to build strong, supportive partnerships with Evanston residents, community organizations, schools, civic and business groups, and local government.

One of the best things about my role is the opportunity to meet so many great members of the Evanston community. From strategizing with local business leaders about how to leverage Northwestern's economic impact to engaging with those that run the incredible nonprofits in our community, I enjoy being the connection between Northwestern University and Evanston. By helping to connect people and organizations to the variety of resources provided by the University, we create a stronger, more unified community that benefits all of its members.

**I look forward to hearing from you and learning how Neighborhood and Community Relations can best assist you or your organization.**

*–Alan Anderson*

# Mission of Neighborhood and Community Relations

Northwestern is committed to becoming a national model for how a major research university engages with the city in which it resides. The University equally commits to building strong, transparent, and strategic partnerships that enhance the impact of both the University and the Evanston community through collaborative initiatives and efforts. Neighborhood and Community Relations priorities will focus on three pillars:



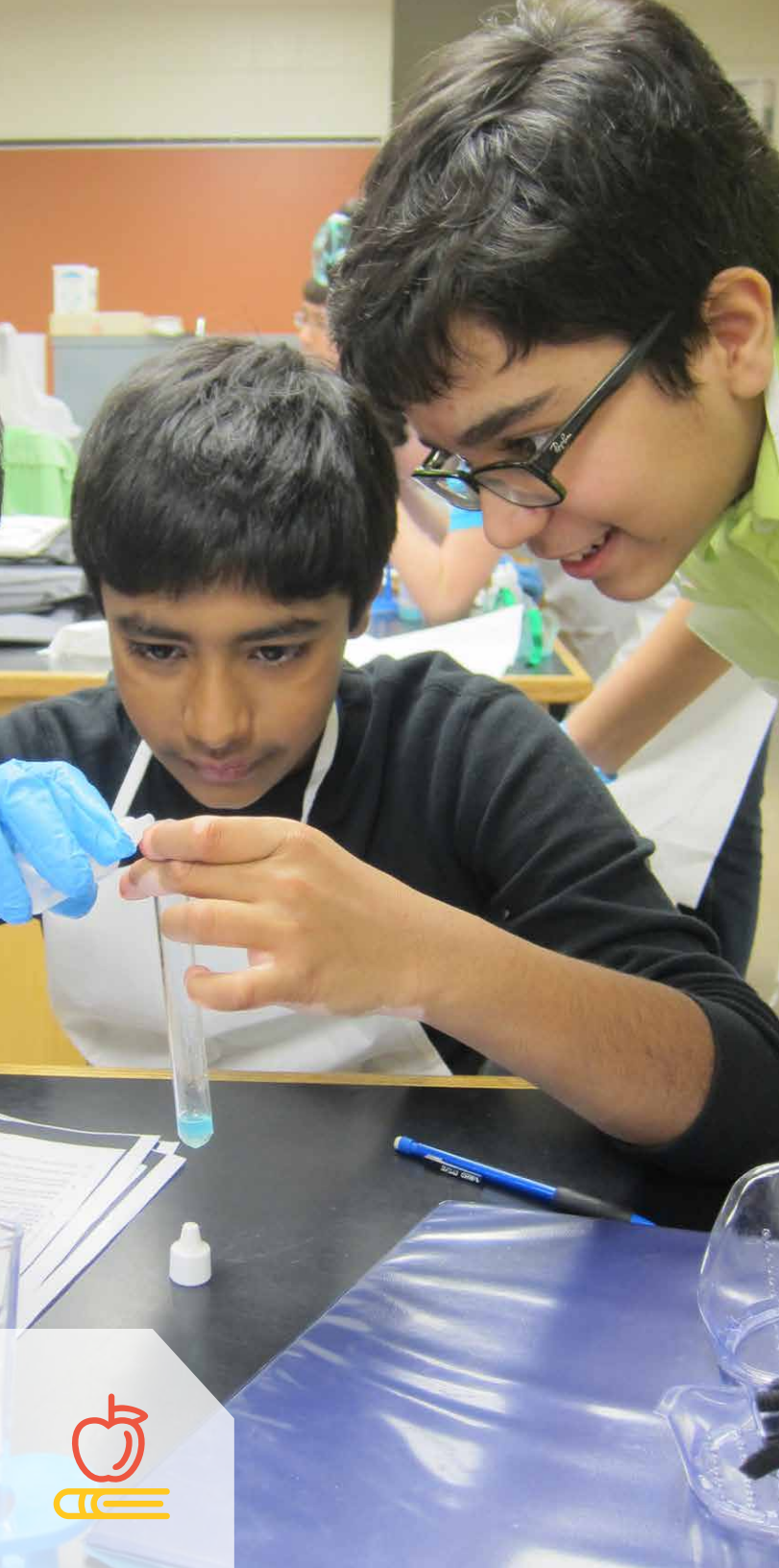
Education, Child,  
and Youth Development



Economic and Community  
Development



Health and  
Public Safety



## Education, Child, and Youth Development

To support and sustain a community where working together thoughtfully on strategies that enhance access to the tools, resources, and human capital necessary to ensure children from birth through young adulthood have the access to complete their desired educational outcome, thereby reaching their full potential as citizens of this community. In addition, the University will continue to create opportunities for life-long learners that augment their knowledge, skills, and abilities.



# Economic and Community Development

To be a catalyst for economic growth and sustainability through strategic partnerships which create meaningful employment and opportunities for businesses to thrive and grow both with the University and the community overall. The University is working to maximize its impact as a major economic anchor for Evanston and the region.





## Health and Public Safety

To support the safety of the campus and neighborhoods throughout the Evanston community where proactive and productive collaboration and conversation by all members of the community drive results which improve our University and the city. The University wants to be the place where everyone is provided with the supportive resources to live, work, learn, play, and thrive. The University wants also to be a place that is inclusive, open, and welcoming to people from all walks of life.



An aerial photograph of a city street at dusk, overlaid with a semi-transparent blue filter. The street is lined with trees and buildings, with some lights visible. The overall scene is dimly lit, suggesting the transition from day to night.

# Signature Partnerships

For each of the priority areas, the University aspires to develop and nurture both existing and innovative signature partnership opportunities with a focus on mutual impact and the broadest benefit to the community. The following pages outline examples of both historic and newly emerging partnerships.



# Education, Child, and Youth Development

1

**Dance Marathon** – In one of the largest student-run philanthropic efforts in the country, Northwestern students in partnership with the Evanston Community Foundation have awarded nearly 300 grants totaling upwards of \$1 million to positively impact educational and youth development progress in the Evanston community.

2

**MetaMedia** – To provide a youth space that fosters creative opportunities and connected learning, the McGaw YMCA, Youth and Opportunity United (Y.O.U.), and Northwestern came together to create MetaMedia. This space is a combination of youth interests and production-centered learning experiences with instructional adults who support learning in a collaborative and critical way.

3

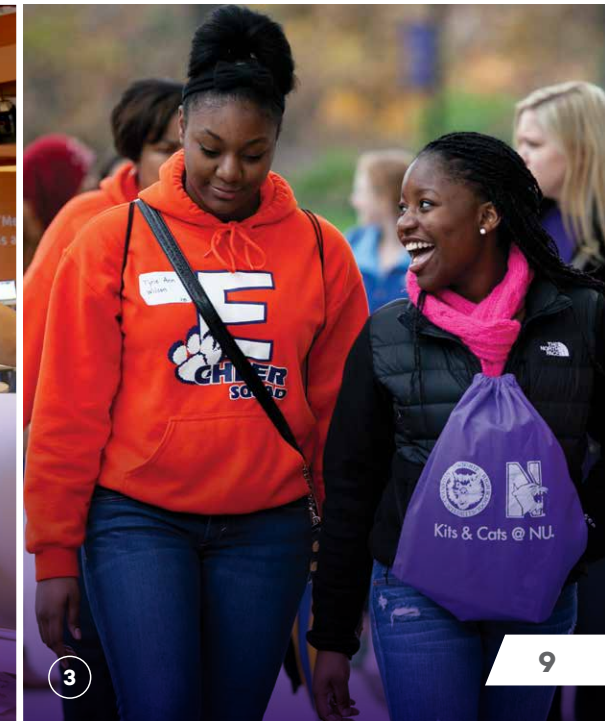
**Evanston Township High School (ETHS) Partnership Office** – Evanston Township High School District 202 and Northwestern created a partnership office within ETHS with the vision of facilitating all connections between the University and High School. Some of the signature offerings include Kits n' Cats, Wildkit Tutors, and the Advancement Via Individual Determination (AVID) Senior College Experience.



1



2



3

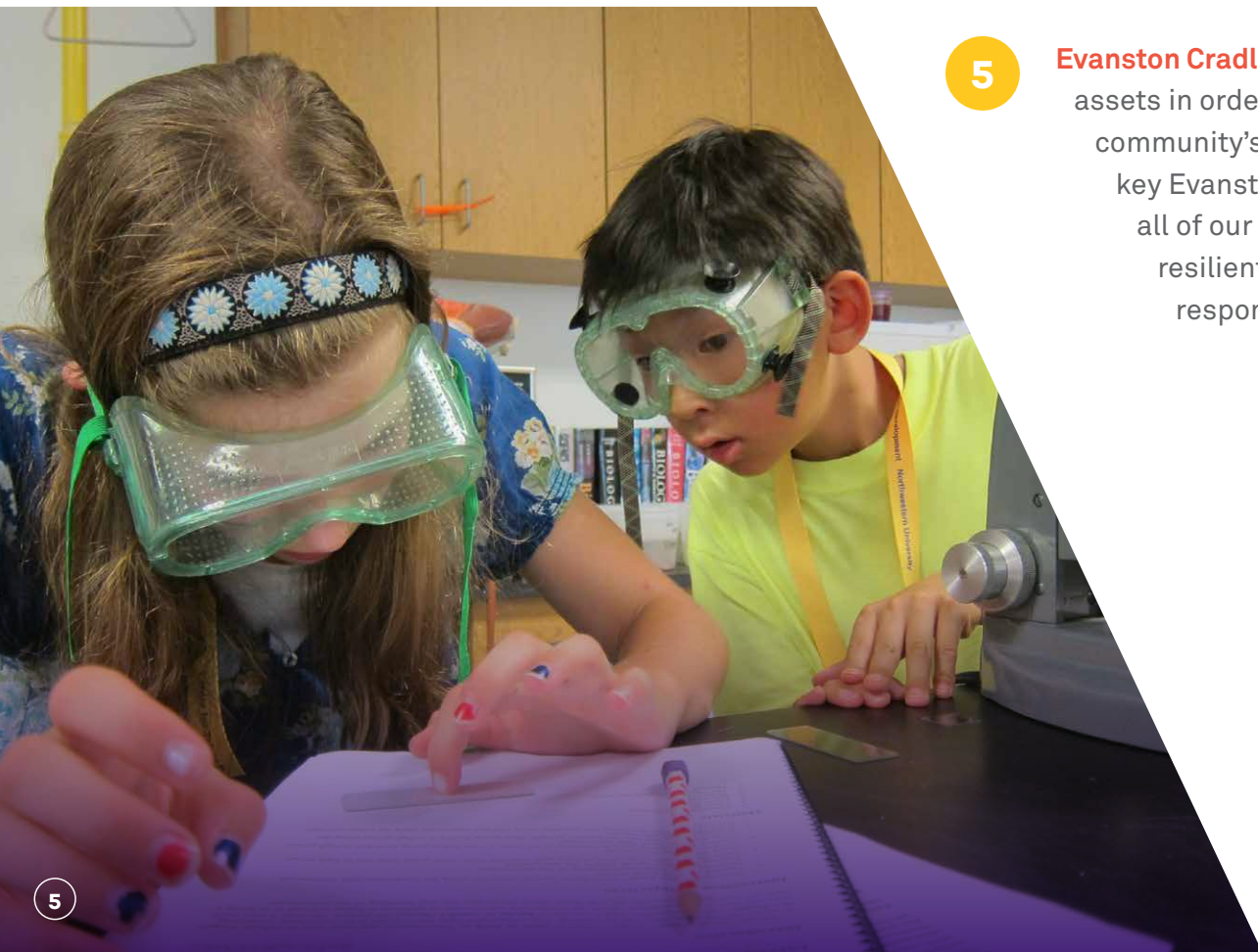
9

Education, Child,  
and Youth Development



4

**4** **EvanSTEM** – Northwestern, in partnership with the City of Evanston, Evanston Public Library, Evanston/Skokie School District 65, Evanston Township High School District 202, McGaw YMCA, Family Focus, and Youth and Opportunity United (Y.O.U.) helped launch EvanSTEM, a program that seeks to improve access and engagement for students who have traditionally underperformed or have been underrepresented in science, technology, engineering and mathematics (STEM) programs.



5

**5** **Evanston Cradle to Career** – To mobilize the efforts of our community assets in order to make a lasting difference in the lives of our community’s children, youth, and families, Northwestern, with key Evanston stakeholders, supports this initiative to ensure all of our Evanston children have the opportunity to grow into resilient, educated, healthy, self-sufficient, and socially responsible adults.

# Economic and Community Development



1

1

**Mayor's Summer Youth Employment Program** – Under the leadership of Evanston Mayor Elizabeth Tisdahl, this initiative between the City of Evanston and Northwestern provides summer jobs and professional mentoring for youth and young adults to support various projects at the University.



2

2

**Evanston MashUp** – Northwestern, in partnership with numerous local community leaders from the private, public, and not-for-profit sector, hosts an elegant mixer event to celebrate all things Evanston. This event brings hundreds of guests together under a beachfront tent to raise funds that support local businesses, honor leaders of the community, enjoy food, hear music, and celebrate the unique essence of the Evanston community.

3

**Good Neighbor Fund** – Starting in 2015, Northwestern will donate \$1 million annually to the City of Evanston for five years. Evanston Mayor Elizabeth Tisdahl and Northwestern University President Morton Schapiro will develop a list of projects and services to be funded and implemented.

**The 2015 funded projects include:**

- Sheridan Road improvement project
- Support for Evanston Fire Department paramedics
- Support for at-risk youth job training programs
- Support for the Evanston community's Youth and Young Adult Division
- Support Mayor's discretionary fund to assist families impacted by violent crime

4

**Northwestern/Evanston Skilled Trades Training Program** – Northwestern, in partnership with the City of Evanston, recently hired six young adults from Evanston as part of a one-year skilled trades apprenticeship program in the University's Facilities Management Unit. In addition to technical training, this program provides joint City of Evanston and Northwestern advising to best prepare them for full-time careers at the University and elsewhere. This is anticipated to be an annual program.



# Health and Public Safety

- 1** **Problem Solving Team** – Northwestern University Police Department, the Evanston Police Department Problem Solving Team, and the University’s Division of Student Affairs partner to build strong neighborhoods with residents off campus who are and are not affiliated with the University. The community-policing team works proactively to manage relationships within the various neighborhoods intersecting with the University.
  
- 2** **Public Safety Partnership** – The Evanston Police Department, Evanston Fire Department, and the Northwestern University Police Department collaborate on managing public-safety related matters to ensure care for all residents is delivered in a coordinated and effective manner.



1



2



3

**Community Emergency Response Team (CERT)** – In partnership with Evanston’s Police Department and Fire Department, Northwestern’s Police Department trains a volunteer group of CERT participants in basic disaster response skills such as fire safety/suppression, light search and rescue, disaster psychology and team organization, CPR/AED, Active Shooter and Extreme Violence Awareness, and disaster preparedness. These CERT volunteers provide supplemental public safety support at large events on campus and in the community.



4

**Age Friendly Evanston** – Aligned with the World Health Organization’s “Age Friendly Cities” project, Northwestern is partnering with the City of Evanston to improve the eight indicators of an age friendly city based on the views of older adults, informal caregivers, and service providers. These eight aspects of city life to evaluate the age friendliness of a city are outdoor spaces and buildings, transportation, housing, social participation, respect and social inclusion, civic participation and employment, communication and information, and community support and health services.

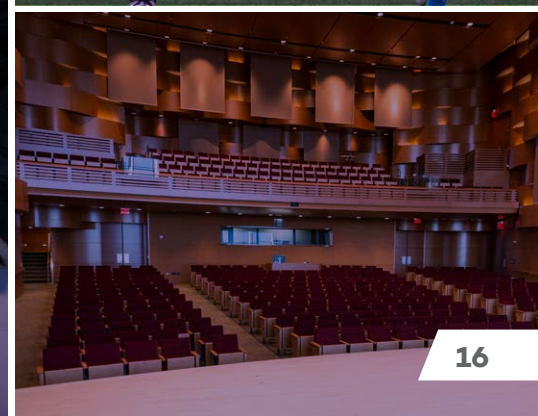
# Signature Partners

The University will undertake this work in close collaboration with supportive partners including:

- 1 PUBLIC SECTOR PARTNERS** – Working with the Mayor, City Council, City Manager, Police Department, Fire Department, and School Districts to proactively develop areas of partnership and create opportunities for collaboration to meet the needs of the University and the Evanston community.
- 2 COMMUNITY PARTNERS** – Working with the not-for-profit organizations of all sizes and the charitable giving organizations to develop strategies that enhance collaboration to accelerate and magnify the impact of the investments made by the University and its giving partners.
- 3 BUSINESS PARTNERS** – Working with all of the business partners, from emerging business owners to large scale operational leaders, to identify and build ways to drive improvements in education and economic sustainability.
- 4 CAMPUS PARTNERS** – Working with the Board of Trustees, faculty, staff, students, and alumni enable the institution to strategically partner with all of the community key stakeholders to drive meaningful change both for the University and the Evanston community.



Northwestern University strives to consistently demonstrate strong commitment to the Evanston community, and the University is excited to continue these existing efforts and establish new ones in the future. The University believes that through open access to campus resources, financial investments, and people, we will create a better future for our neighborhood and community.





# Northwestern

---

## NEIGHBORHOOD AND COMMUNITY RELATIONS

**Alan Anderson, *Executive Director***

alan.anderson@northwestern.edu

847-467-5762

1603 Orrington Ave, Suite 1730, Evanston, IL 60208

[www.northwestern.edu/communityrelations](http://www.northwestern.edu/communityrelations)