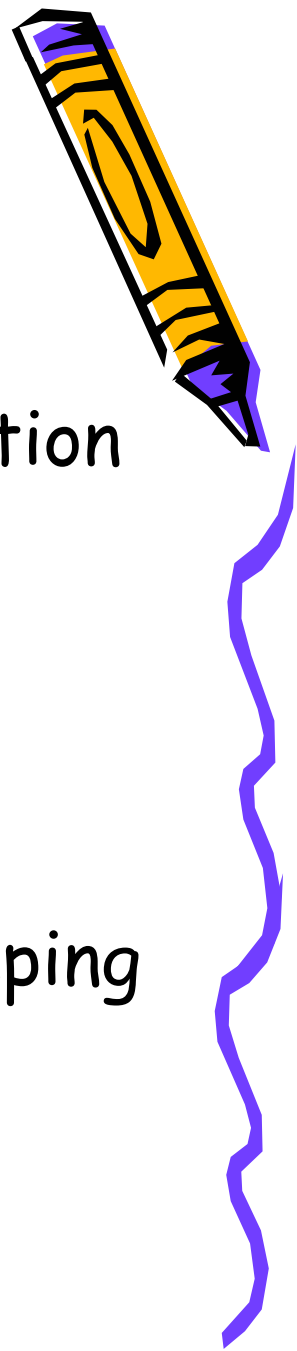




Part I- Sustaining Service-
Learning
Community and Campus
Culture



Key Characteristics

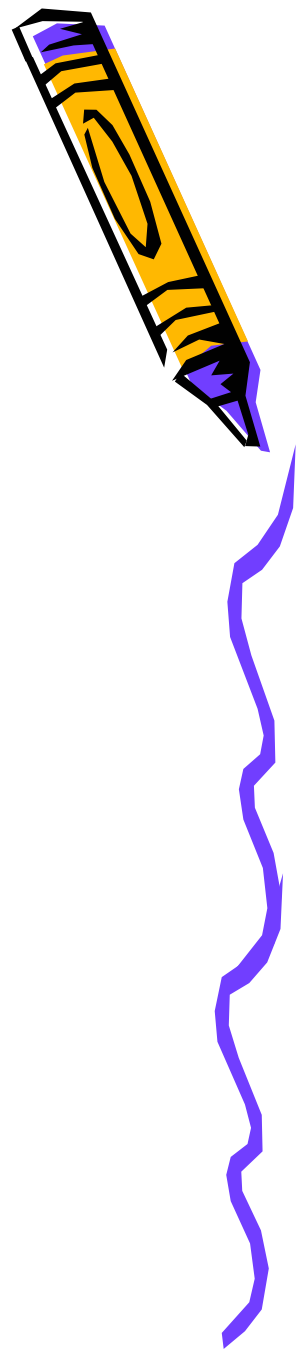


- Organizational
- Titles
- Meeting style
- Fiscal
- Time orientation
- Attire
- Schedules
- Communication style
- Politics
- Diversity
- Resources
- Record keeping
- Technology



Cultures and Campus Community Partnerships

- University Culture
- Academic culture
- Community culture
- Ethnic Culture
- Regional culture



Written Communication Styles



- Campus

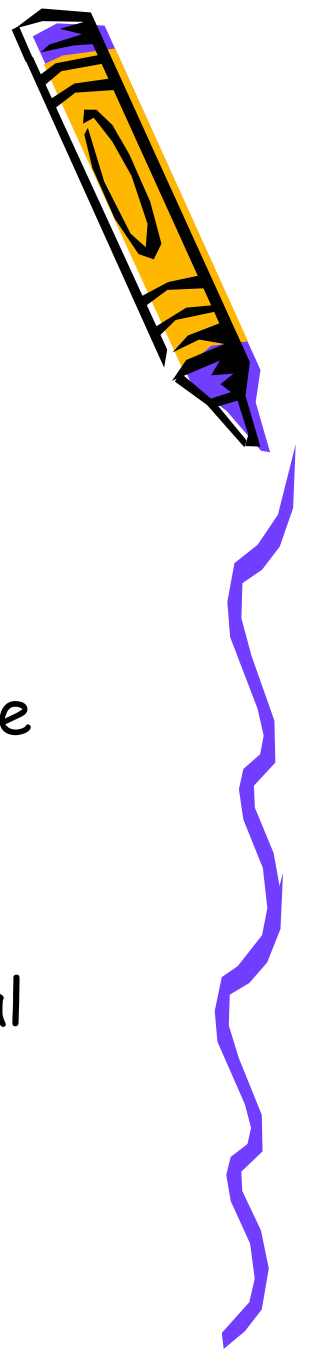
- Memos
- Agendas
- Reports
- Evaluations
- Circulated with copies to others
- Logo and Bond paper

- Community

- By word of mouth
- Seldom write notice of meetings
- Seldom written reports
- Minutes not stored
- Lined paper or simplest format and plain paper



Communication Patterns



Campus

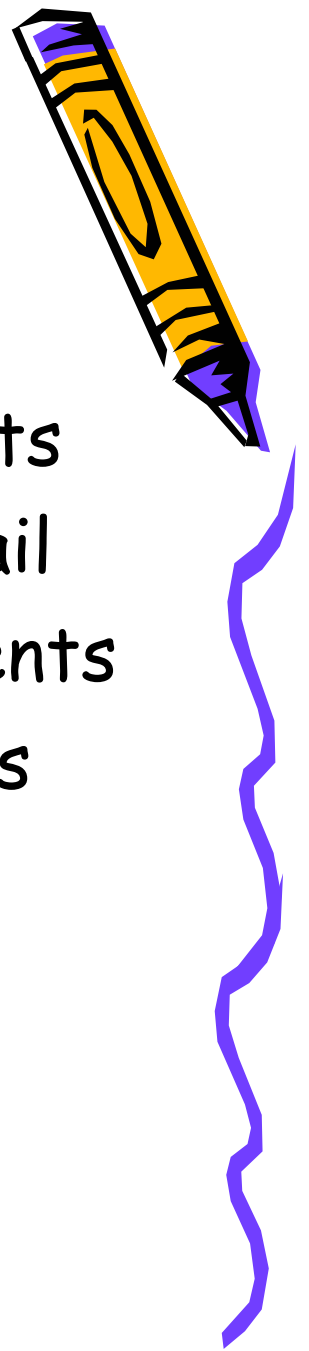
- Academic Higher Education jargon
- Talk fast
- Serious
- Direct
- Eye to Eye contact
- Hand Shakes

Community

- Community slang
- 8th grade or lower literacy for some
- Speech pace maybe different
- Humor and joking
- Less eye contact
- Hugs or no physical contact



Campus Organization



- More complex
- President/Chancellor
- Provost
- Deans
- Chairs
- Project directors
- Office assistants
- Voice mail, e-mail
- Grant departments
- Business Affairs
 - Purchasing
 - Controller





Community Organizations

- Leaders on first name basis but also use titles of leaders
- Few support staff
- Answer their own phone and make their own appointments
- Education elementary and high school often, some college.
- Informal leaders are often intelligent and very **wise** - don't let their language and laid back behavior fool you.



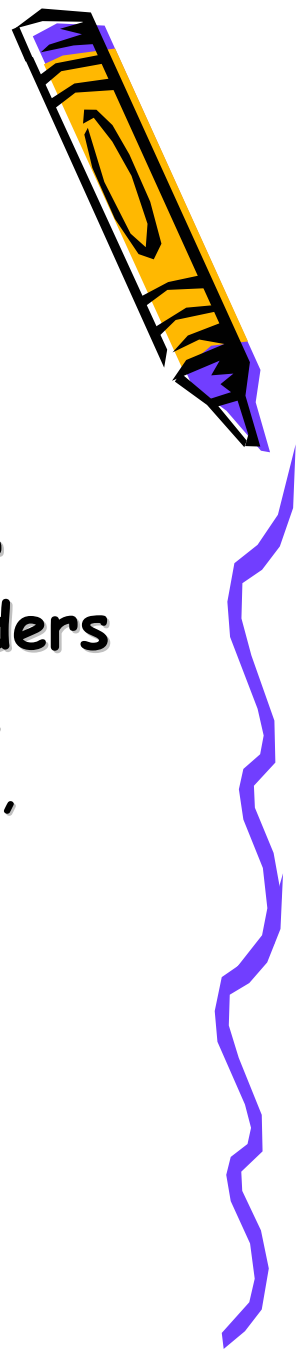
Titles

- **Campus**

- Academic- Doctor, Professor etc.
- Formal
- Higher Degrees
- Highly educated

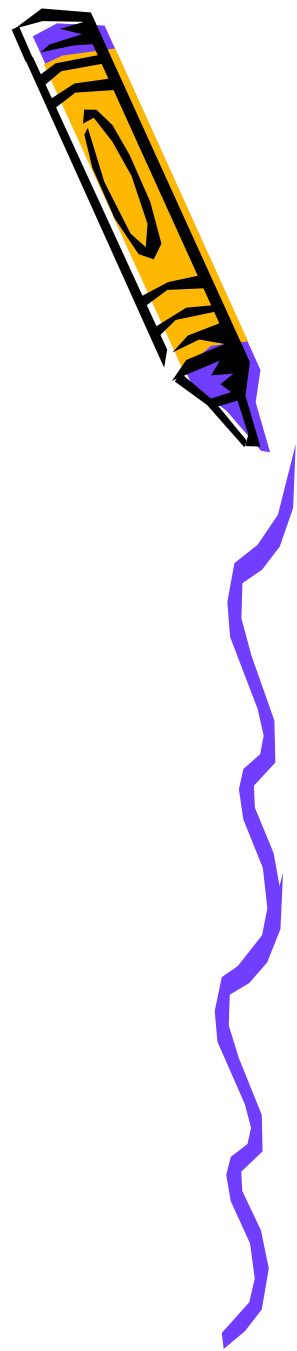
- **Community**

- Titles used for elders and leaders
 - Mayor, Sister,
 - Brother, Elder, Deacon, etc
 - Reverend etc.
 - Ms Jane



Campus Communication

- By e-mail
- Memos
- Telephone
- Via office assistant
- Written correspondence preferred
- Written and formal agreements
- Social discourse minimal



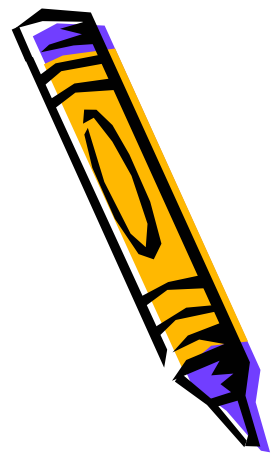
Fiscal Matters



- **Campus**
 - Highly organized structure
 - Receipts and frequent reports
 - Centralized dispersing with documentation
 - Entire organization a larger budget
 - Multiple layers of approval for expenditures
- **Community**
 - One fiscal officer
 - Easier to make decision
 - Limited written reports
 - Shorter turnaround time with payment
 - Smaller budgets than campus
 - Often rely on grants for resources



Attire & Roles



Campus

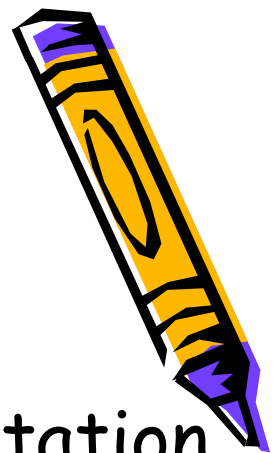
- With palm pilots and lap-tops
- Business attire
- Academic Focus on scholarship and publication, service and teaching
- Tenure, promotion, retention issues

Community

- Limited technology
- Casual attire
- Often elected official or by a board of directors
- Limited concern for publication and evaluation



Campus Time Orientation and Schedules

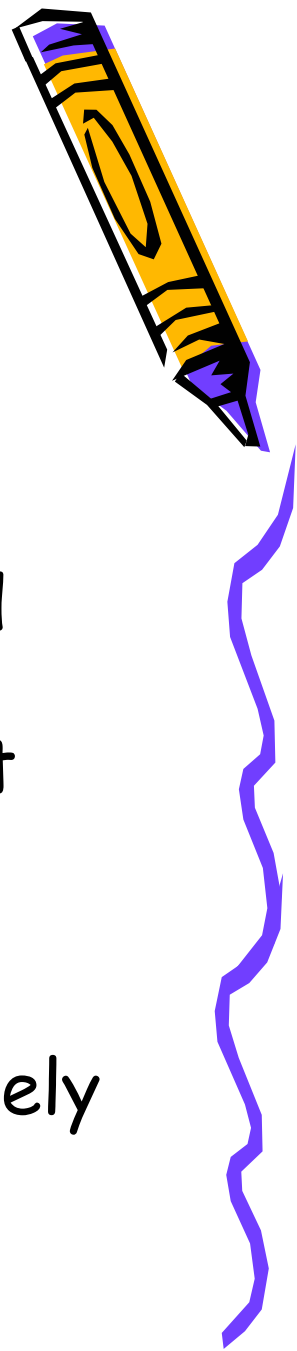


- Schedules
 - Student academic schedule
 - Faculty schedule
 - Administrative schedule
 - Holiday Schedule
 - Monday to Friday
- Time Orientation
 - Prompt
 - Strategic Planning
 - Future oriented
 - Creating legacy



Community Time orientation and meeting structure

- Designated time -is an estimate
- Everyone knows and accepts lateness
- Rural African Americans may begin/end meeting with prayer
- Beginning of meetings may be somewhat social
- May not prefer Roberts Rules and structure
- May not process disagreement effectively



Campus and Community Diversity



- Gender

- Usually White males
- Social discourse differs- sports, etc.
- Females- roles and responsibilities may differ (recording and refreshments, etc.)

- Ethnicity

- Often limited ethnic diversity
- Campus usually English speaking only
- Same language and values
- Academic jargon and vocabulary differ



Record keeping



- Campus

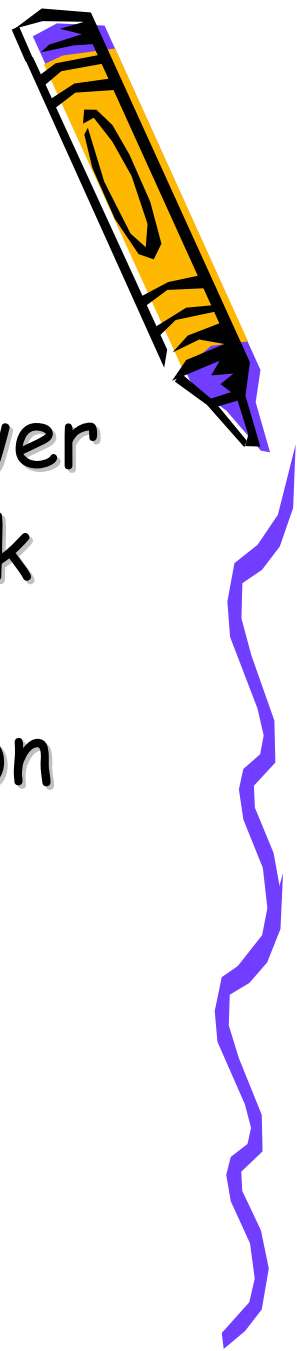
- Crucial for accreditation
- For evaluation of project for funders
- Minutes of meetings
- Someone to file and retrieve records

- Community

- not consistent
- Some write Nothing down.
- Difficult to retrieve documents
- Everything is in the "Head" of leaders
- Difficult making copies



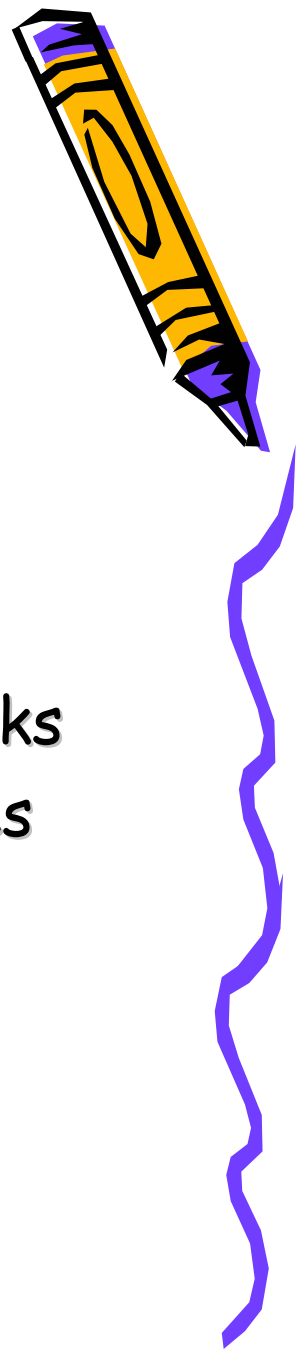
Common Issues in the University Environment?



- It takes a long time to get an answer
- It takes along time to have a check processed
- Many people are involved in decision making, faculty, curriculum committee, directors, deans, presidents



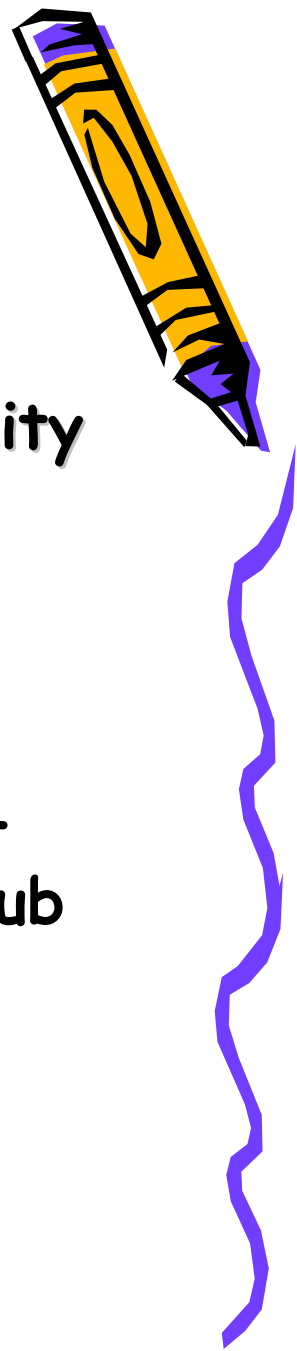
How Does The Academic Environment Communicate With Itself?



- Written
 - Memos
 - Agendas
 - Reports
 - Evaluations
 - Circulated with copies to others
 - Logo and Bond paper
- Technology
 - e-mail
 - List serves
 - CD's and zip disks
 - Teleconferences



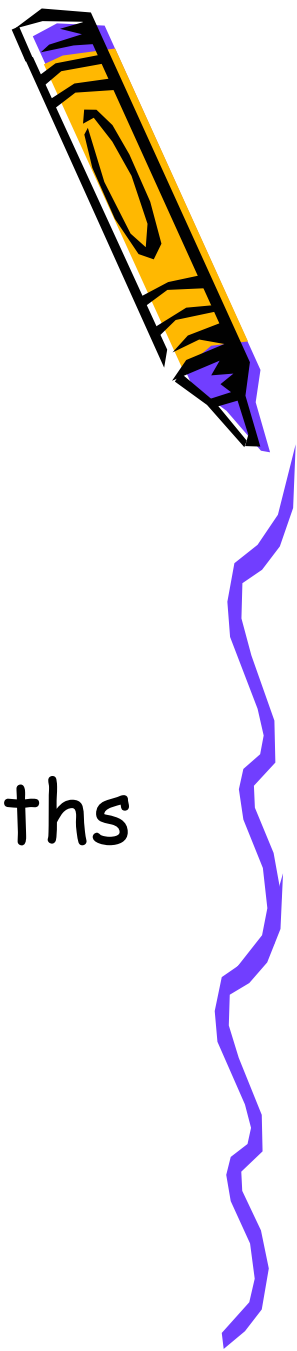
Community Communication Patterns



- Gate Keepers
- Word of mouth
- Telephone calls
- Faith-based meetings
- Neighbors
- Newsletters, i.e. Faith-based organization, clubs
- Local water bills
- Bulletin boards, city hall
- Post office,
- Laundry rooms,
- Small stores
- Announcements at social and civic club meetings



How Does The Campus Describe The Community?



- Underserved
- Vulnerable populations
- Need our help to improve
- Focus on needs rather than strengths
- "Those People"
- "Minority" rather than "Ethnics"



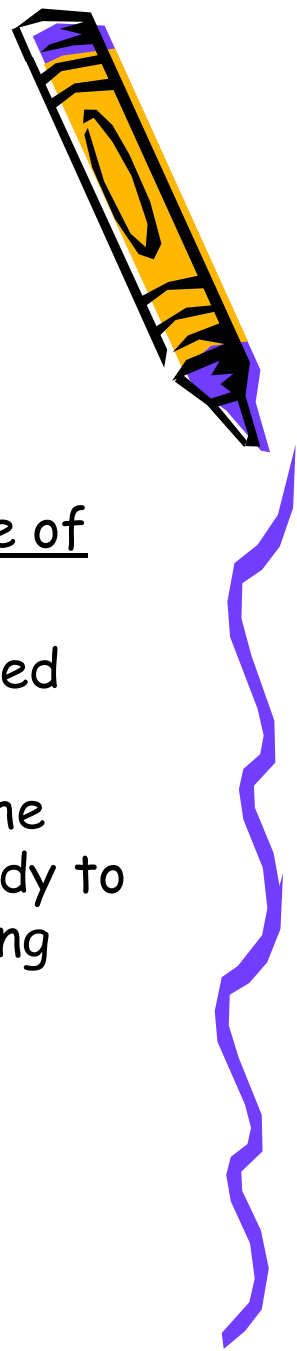
How Might the Community Describe the Campus?



- "Big Guns"
- Big Shots
- Professors
- Lots of information
- Partners
- A "marriage"
- A resource
- Helpers
- Teachers
- The University



Definitions of Health



- **Campus**

- Health is holistic

- Physical
- Emotional
- Spiritual
- Environment
- Family
- Community/Social
- Financial

- **Community**

Health is the absence of disease

- Health care provided by physicians only
- "We need to see the doctor not somebody to tell us to stop eating pork chops!"

