Theme 3: Strengthening Community Engagement

**Theme 3: Strengthening Community Engagement** responds to the *Pro Futuris* aspiration of informed engagement and committed constituents. Fulfilling Baylor’s mission of *Pro Ecclesia and Pro Texana* requires that we become more intentional about assessing and coordinating our communication efforts among faculty, staff, students, alumni, and friends in order to continue building cohesive local, national, and global networks. Such work will not only enrich the educational experience of students residing at Baylor and in Waco, but also will enable us to serve Central Texas neighbors and cultivate alumni and friends for years to come.

**Acts of Determination**

1. **Improving Campus Event Coordination and Promotion**
2. **Improving Waco and Central Texas Community Outreach**
3. **Engaging with University Efforts on Global Education**
Theme 3 -- Act of Determination 1: Improving Campus Event Coordination and Promotion

**ACTION STEPS:**

1.1 By Fall 2014 the Dean, in consultation with the Theme 3 committee, will create the position of Events Coordinator. This individual will interact with Baylor’s Office of Marketing and Communications and with key individuals responsible for major activities and events in Arts & Sciences with the goal of improving coordination and publicity.

**ACCOMPLISHMENT**
- Developed a description of the duties and skill set for the Events Coordinator position that ideally will be a full-time staff position.

**NEXT STEPS**
- Finalize the job title for the Events Coordinator position.
- Finalize the job description and submit the position request for the fall review.
- Once the position is approved, begin the job search and conduct interviews early in 2016, with a view to hiring during the Spring of 2016.

1.2 By Fall 2014, in consultation with the Events Coordinator, the Dean will form a Council for Informed Engagement. Council duties should include collecting data across Arts & Sciences concerning projects and programs involved in Informed Engagement and promoting Informed Engagement across Arts & Sciences.

**ACCOMPLISHMENTS**
- Dean Nordt appointed a Council for Informed Engagement.
- The council created an initial job description for the Events Coordinator (see Appendix 3.1).
- Reviewed best practices used in Modern Languages and Cultures (MLC).

**NEXT STEPS**
- Collect information about programs/events, best practices, and current community collaborations.
- Generate a list of community leaders who might make presentations to the council during the fall of 2015.
- Finalize a scope of responsibilities for the council.

1.3 The Events Coordinator will create a work plan on campus activities to be submitted annually to the Dean’s Office and will work with the Director of Marketing and Communications of Arts & Sciences to:
- Enhance message delivery by improving print media such as brochures and magazines as well as electronic media such as the Arts & Sciences website, e-newsletters, and social media platforms; and
- Enhance communication with alumni by providing updates on events and initiatives and resources for lifelong learning.

1.4 The Events Coordinator will present a work plan to the Council of Chairs.
Theme 3 -- Act of Determination 2: Improving Waco and Central Texas Community Outreach

**ACTION STEPS:**

2.1 The Dean will appoint one of the council members to the University Community Engagement Council.

**NEXT STEPS**

- In fall of 2015, after consulting with CFIE chair and university Senior Director for Informed Engagement and Continuous Improvement, the Dean will appoint one CFIE member to serve on the University Community Engagement Council to enhance collaboration and to avoid duplication of efforts.
- In December 2015, the CFIE will recommend a list of possible community collaborations to the Dean for approval.

2.2 By Spring 2015, under the leadership of the Events Coordinator, the Council for Informed Engagement will meet with community leaders involved in education, service, and research to begin to develop collaborations.

2.3 By Spring 2015 the Arts & Sciences Council for Informed Engagement will provide a report to the Council of Chairs on activities related to Waco and Central Texas community outreach.

Theme 3 -- Act of Determination 3: Engaging with University Efforts on Global Education

**ACTION STEPS:**

3.1 By Fall 2015 the Council for Informed Engagement, after reviewing the final report of the Baylor Global Engagement Taskforce, will work with the Vice Provost for Global Engagement to create and implement strategic acts of determination resulting from the Provost’s approval of recommendations.

3.2 The Arts & Sciences Council for Informed Engagement will provide a report of its recommendations to the Council of Chairs during Fall 2015.