Collaborative Framework for University/Community Engagement:
Stakeholder Forum Model at the University of San Francisco

As the city’s first university, the University of San Francisco (USF) has a 157-year commitment to education and takes seriously its responsibility to be a convener of discussions that matter to the city and its community members. By leveraging the community’s capacity for change and USF’s mission and commitment to social justice our hope is to use the Stakeholder Community Forum (SCF) model to advance and strengthen the work of key stakeholders and leaders within our communities.

The Stakeholder Community Forum is part of an institutional initiative at USF, developed with key community partner agencies and organizations through the Office of Diversity Engagement and Community Outreach. The office is committed to building organizational capacity through intercultural engagement, inclusive dialogues, learning experiences, and programs within and beyond the University of San Francisco campus. Forum topics are determined in consultation with key community partners, some examples of topics are: pathways to success for urban communities with a focus on housing, reframing the achievement gap, addressing high school retention and drop-out rates, etc.

**SCF Planning Committee:**
Mary Wardell-Ghirarduzzi, USF’s Vice Provost for Diversity Engagement & Community Outreach serves as planning committee chair, and works closely with key community partners and stakeholders to identify a group of 10 – 12 high capacity leaders from the San Francisco Bay Area who can serve on the Forum’s planning committee. Planning committee members should reflect a diversity of perspectives and leadership models from both the public and private sectors, from local government to community-based organizations, and from multiple Departments/Schools at the University of San Francisco.

For example, see the below list of planning committee members for the first *Stakeholder Community Forum: Pathways to Success for Urban Communities with a Focus on Housing* held on November 4th, 2013:
<table>
<thead>
<tr>
<th>Name</th>
<th>Title &amp; Organization</th>
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</thead>
<tbody>
<tr>
<td>Ophelia Basgal</td>
<td>Regional Administrator for HUD</td>
</tr>
<tr>
<td>Richard Carranza</td>
<td>Superintendent, SFUSD</td>
</tr>
<tr>
<td>Corey Cook</td>
<td>Director of the Leo T. McCarthy Center, USF</td>
</tr>
<tr>
<td>Brenda Harris</td>
<td>Education Programs Consultant, California Department of Education</td>
</tr>
<tr>
<td>Lihmeei Leu</td>
<td>Representing City Administrator, City and County of San Francisco</td>
</tr>
<tr>
<td>Kevin Kumashiro</td>
<td>Dean of the School of Education, USF</td>
</tr>
<tr>
<td>Hydra Mendoza-McDonnell</td>
<td>Mayor’s Education Advisor, City of San Francisco</td>
</tr>
<tr>
<td>Toni Rucker</td>
<td>Director of Health, Equity, Cultural Competency, and Workforce Development, SFDPH</td>
</tr>
<tr>
<td>John Trasviña</td>
<td>Dean of the School of Law, USF</td>
</tr>
<tr>
<td>Mary Wardell-Ghirarduzzi</td>
<td>Work Group Chair and Vice Provost for Diversity Engagement &amp; Community Outreach, USF</td>
</tr>
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Planning committee members are expected to:

- Assist with the development of program content and determining event goals. Including determining desired attendee numbers, potential speakers, prompts for speakers, and a program outline.
- Leverage their network or their organization’s contact lists, to assist in the development of a collaborative list of invitees that represents stakeholders and leaders from around the SF/Bay Area.
- Follow up directly with their invitees or contacts by sending personalized invitation messages, in order to bolster registration numbers.
- Provide advisement, feedback and edits to any Forum related materials or content as requested by the committee chair.
- Provide staff or resources as needed to support the development of the Forum.

Planning Process:
The planning process can take place over a period of 3 – 6 months prior to when the Forum will be held. The Office of Diversity Engagement & Community Outreach will convene a series of three planning meetings onsite at USF in the months prior to the event (one meeting per month is recommended). Additionally, the Vice Provost Wardell-Ghirarduzzi conducts 1 – 2 check-in phone calls with individual committee members throughout the planning stages to discuss progress and any areas needing additional support.

In collaboration with the USF Office of Marketing and Communications (OCM), a robust marketing plan and strategy is developed:

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• In collaboration with the Office of Diversity Engagement and Community Outreach staff, OCM oversees the creation of all marketing collateral to be distributed to the planning committee members. This includes a poster, flyer, email invitation, logo and program for the Forum. All marketing collateral distributed for the Forum will reflect the materials created by OCM at USF.
• 1 – 2 months prior to the Forum, an email blast is sent out to all invitees by USF and all other planning committee member’s organizations.
• A reminder email is sent out again two weeks prior to the event.
• Registration for the Forum closes one week before the event. Registration is overseen by the Office of Diversity Engagement and Community Outreach.
• Any press outreach and communications to the media on behalf of the Forum should be streamlined through the OCM.

Event Details:
The Office of Diversity Engagement and Community Outreach will coordinate all event planning and set-up with the USF Events Management team on campus, including:
• Room reservations
• Equipment and furniture set-up (including microphones, A/V, etc.)
• Signage
• Parking
• Food and beverage services (ordered through Bon Appetite Catering Service)

Cost & Fees:
All costs associated with staffing, room rentals, meetings and set-up at USF will be waived. The only items that will incur additional costs and fees are the food/beverage services and parking for Forum attendees.