

College Town Progress Report

2015-2016

Weber State University and Ogden City



College Town Vision:

Our community is known as a unique and vibrant place where Ogden City and Weber State University mutually pursue economic, educational, recreational, social and cultural initiatives. This effort creates pride and tradition that bind college and town together.

College Town Annual Progress Report

This report identifies the progress of many College Town Initiative partnerships and programs from August 2015 – August 2016 and highlights opportunities for growth. It also highlights areas in which bonds between WSU and other community entities were strengthened.

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Report compiled by Shane Farver, Chief of Staff, WSU President’s Office

Overall Signs of Progress

Resolution on Campus Compact Action Statement

In June, the Ogden City Council and Mayor Mike Caldwell signed a resolution that will solidify a joint effort to produce a community action plan. Campus Compact's Civic Action Statement, signed by Weber State University President Charles A. Wight in February, affirms a university's commitment to civic engagement. City officials, however, had never before signed a resolution in support of that statement. Ogden was the first in the nation to do so, but it's more than just ink on paper. The resolution has led to the establishment of a working group between Weber State, Ogden City, and other community anchor institutions and allies. The group's efforts will culminate in a shared action plan that will be published on Campus Compact's website in 2017. Campus Compact is a national group dedicated to strengthening the bonds between universities and communities.

College Town Advisory Committee Report

Following the inaugural College Town Advisory Committee meeting, College Town Initiative members generated a summary report that outlined breakout group discussions. Topics included engaging the campus community and Ogden community, educational partnerships, shared purpose and collaboration, purple pride, marketing and communication, events and conferences, and other topics. The information generated will be taken into consideration as the College Town Initiative moves forward.

Ogden/Weber State Co-Branding

In March, Ogden City officials and employees, WSU representatives, and other community stakeholders took part in an extensive city rebranding initiative that resulted in a new brand promise and direction. Following the initial effort, WSU, Visit Ogden and Ogden City representatives brainstormed about how the university and Ogden brands can best dovetail. Conversations are ongoing.

Harrison Boulevard Banners

Ogden City installed several “Home of the Wildcats” banners that lined light poles along the south end of Harrison Boulevard that led to the Ogden campus. The banners provided a vibrant college-town corridor for those traveling to Weber State. Unfortunately, an unusually strong windstorm ripped them down, but the city and university are pursuing an effort to replace them.



Ogden City Recognitions of WSU

The Ogden City Council and Mayor Mike Caldwell have formally recognized the following WSU groups and initiatives during the past year:

- WSU men’s basketball team
- WSU women’s basketball team
- WSU student-athlete Jamie Stokes
- WSU cross country team
- Homecoming royalty (Edward B. and Carol Cope Freestone, Amina Khan and Parker Shaw)
- Native Heritage Month (in conjunction Native Symposium on campus)
- Martin Luther King Jr. Day of Service (in conjunction with WSU event)
- Juneteenth Freedom Day (in conjunction with WSU event)
- WSU series on waste

Recreational, Social, Cultural

Athletics

The 2015-16 WSU athletics season was capped off with former Weber State forward Joel Bolomboy being drafted by the Utah Jazz, the second NBA draft pick of a Weber State player in four years. Bolomboy officially signed a Jazz contract on Aug. 19, 2016.

In addition, for the first time in 13 years, WSU Athletics teams celebrated four regular-season titles. Those titles include women's cross-country, men's basketball, men's tennis and women's softball.

In addition, Weber State won three Big Sky Tournament titles in men's basketball, men's tennis and softball. Four teams — women's cross country, men's basketball, men's tennis and softball — advanced to the NCAA Tournament. Nine WSU student-athletes were named Big Sky most valuable players or won Big Sky individual championships. Nearly 60 Wildcats earned Big Sky All-Conference honors.

Besides those accolades, WSU women's basketball had the most wins in team history, with 23 wins. Weber State's Spirit Squad finished second in the nation in cheering and sixth in dance.

Weber State football also finished its first winning season since 2010. WSU student athletes were also recognized with the Big Sky Conference's 2016 Student Athlete Advisory Committee (SAAC) Cup,



which lauded the Wildcats for their community service. WSU student-athletes logged 7,174 volunteer hours and collected 9,652 Box Tops for Education and donated them to support local schools.

Finally, Big Sky Conference officials elected to change the name of the Big Sky Women's Golf Coach of the Year award to bear the name of Weber State's late director of golf. Jeff "Smitty" Smith, who was also posthumously named Big Sky Women's Golf Coach of the Year, died in February following a battle with leukemia. He is the first Big Sky coach to have an award named after him.

Diversity Connections Initiative

The collaborative group formed with representatives from Ogden, WSU, the Ogden-Weber Tech College and the surrounding community is expected to realize the culmination of its efforts from the past three years on Sept. 13, 2016, with the establishment of a diversity charter and the Ogden Diversity Commission. The overarching goal of this effort is to ensure that Ogden is truly welcoming and inclusive.

Conversation on Race

On July 29, Weber State hosted a town hall conversation on race in order to discuss recent police and civilian shootings. WSU Chief Diversity Officer Adrienne Andrews facilitated the discussion and helped coordinate the event along with Reverend Monica Hall and WSU alumna and local business owner Alicia Washington. WSU President Charles A. Wight, police and community leaders took part in the event.

Peruvian Ambassador Visit

The university and city hosted a March visit from the Peruvian ambassador to the U.S., His Excellency Dr. Luis Miguel Castilla. The ambassador gave an on-campus presentation about the Peruvian economy to WSU faculty and staff, government representatives, students and others. The signing of a memorandum of understanding



between Ogden, WSU and Peru that affirmed dedication to collaboration followed the ambassador's presentation.

Better Together E-Newsletter

The President's Office at WSU began publication of *Better Together*, an e-newsletter that details Weber State's relationship with its community. The publication, sent to city leaders, keeps them in the loop in hopes of inspiring them to join the College Town Initiative along with Ogden City.

Wildcat Choice Award

The Weber State University Student Association continued its tradition of recognizing businesses with its Wildcat Choice Award. In 2015-16, the Sonora Grill received the award.

These awards, which recognize businesses that support students, are designed to surprise business owners. Typically a city representative schedules a decoy meeting with the owner, and then student body officers and leaders, the Spirit Squad, Waldo, President Charles Wight, Mayor Mike Caldwell and City Council Members converge at their front door. The owner receives a plaque and Weber State merchandise.

Pioneer Days Shuttle Support

University buses provided shuttle support for residents attending the Ogden Pioneer Days Rodeo. The service was well used, according to Weber State University personnel.

Educational

American Democracy Project

The American Democracy Project is a multi-campus initiative focused on public higher education's role in preparing the next generation of informed, engaged citizens for our democracy. WSU provides a series of presentations and gatherings on campus to help students learn more about democracy.

Talk of The Town Meetings – The Ogden City Council continued its collaboration with the American Democracy Project to discuss local issues with students on campus each semester. The two issues discussed during the 2015-16 academic year were homelessness, and internship and career opportunities.

Deliberative Democracy Day – Each year, WSU hosts Deliberative Democracy Day to promote decision-making through deliberation on important political issues. This year, the topic was reducing friction between law enforcement and the community. The event was held in coordination with the Ogden City Police Department.

Debate Team

WSU's nationally recognized debate team continued its effort of debating important, timely topics before the Ogden City Council. The two topics debated during the last year were the role of police and equitable use of public space. City topics will continue to be debated on a regular basis.

Weber Speaks

The Weber Speaks program, designed to provide students with experience in public speaking and communication, continued its involvement with the community. Up to six students are periodically invited to make a short persuasive speech at a city council meeting.

Ogden, Clearfield and Layton have participated in the program. In Ogden, students addressed the creation of inclusive communities and transportation opportunities. Clearfield and Layton council members

heard presentations regarding WSU's Children's Adaptive Physical Education Society, a WSU organization that enables children with disabilities to discover new abilities.

DATC Education Partner of the Year Award

The Davis Applied Technology College recognized Weber State as its 2016 Education Partner of the Year. WSU has a strong partnership with area ATCs through offering students a path to vocational skills, then degrees.

The Weber State entities with the strongest ATC collaborations are the College of Engineering, Applied Science and Technology and the Dr. Ezekiel R. Dumke College of Health Professions.



Presentations about College Town

College Town Initiative committee members gave a number of presentations in order to further the initiative's ethos of college and town working together.

College Town representatives gave presentations to the following organizations:

- College Town Advisory Committee
- Newgate Mall Retail Association
- Weber State University Retired Faculty & Staff

Ogden and Weber State representatives, including WSU President Charles A. Wight, also plan to present on the College Town Initiative to Coalition of Urban and Metropolitan Universities members in October 2016.

Economic

Ogden/Weber Chamber College Town Dinner

On Feb. 5, the Ogden/Weber Chamber of Commerce hosted its 99th annual dinner and had “Celebrating College Town” as the event’s focal point. The annual dinner is a formal event that hosts more than 700 guests to celebrate the incoming slate of Ogden-Weber Chamber Board Officers and numerous award recipients.

The Ogden Eccles Conference Center displayed Weber State and Ogden-Weber Tech College décor throughout, including a flag recognizing the College Town Initiative’s 2015 Larry Abernathy Award. The award, presented at the 2015 International Town & Gown Association Conference, recognizes strong college-town relationships. Purple and red (for OWATC) beverages were also provided, and the proceeds for these beverages went toward scholarship funds at each school. Each table featured either purple or red tablecloths, napkins, etc.

A WSU choir provided entertainment.

1 Million Cups

In July, Weber State and Ogden’s Small Business Development Center partnered with Startup Ogden to roll out national program that allows entrepreneurs from local startups to receive community feedback.

The program, 1 Million Cups (1MC) began in 2012 and was developed by the Kauffman Foundation of Kansas. It provides coffee and structure to help entrepreneurs find community-generated solutions to their problems. Two local startups can pitch their business models on the first Wednesday of each month at Weber State Downtown.

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Web link to college town materials: <http://goo.gl/1GoxTM>