

Developing Campus-Community Partnerships

November 2019

Poll



How many of you are currently in a campus-community partnership?

- In a partnership
- Not in a partnership
- Other

If you are in a partnership are you a community or campus partner?

- I work for a community organization
- I work for a campus
- Other

Agenda



Welcome & Introductions

Building Effective Campus-Community
Partnerships Toolkit

Sharon Brodovsky

CICMH's Campus Community Partnerships

Cecilia Amoakohene

Sharon Brodovsky



Sharon Brodovsky is a social impact strategist with over two decades of experience as a designer, facilitator and evaluator of collaborative social strategies. Sharon consults with social sector organizations, foundations and private companies to design and develop social impact strategies, plans and evaluative tools to monitor, demonstrate and communicate impacts.

She has extensive experience with a variety of social issues including health promotion, youth employment, newcomer settlement and employment, poverty reduction and the environment and is skilled in navigating the complexity of these environments. She has experience working in and connecting with private, public and not-for-profit sector organizations and has held several senior roles in policy and strategy development, evaluation, communications and stakeholder engagement.

Sharon is a contributing consultant with Cathexis Consulting and a developmental evaluation and collective impact coach for Innoweave, a J.W. McConnell Family Foundation initiative.

Cecilia Amoakohene



Cecilia is the Community Partnership Coordinator at the Centre for Innovation in Campus Mental Health. She is the lead on the Campus/Community Partnership Project and provides organizational and project management support to campuses and community organizations participating in the project. Prior to beginning her work at the Centre for Innovation in Campus Mental Health, Cecilia worked for several years in health promotion at the University of Toronto's St, George Campus.

Our Partners



The Centre for Innovation in Campus Mental Health
is funded by the Ontario Government



Our Mission



To help Ontario's colleges and universities enhance their capacity to support student mental health and well-being

Who do we serve?

The whole campus, including:

- ✓ Student Services
- ✓ Counselling Services
- ✓ Accessibility Services
- ✓ Health Services
- ✓ Faculty
- ✓ Indigenous Student Services
- ✓ Administration
- ✓ International Student Services
- ✓ Student Leaders
- ✓ Community Partners



Strategic Priorities



Knowledge Management

Range of learning opportunities to meet your needs

[Click Here >](#)



Promotion

Sharing and promoting promising, emerging and best practices across the community

[Click Here >](#)



Engagement & Collaboration

Identifying and supporting stronger connections among campus and community partners

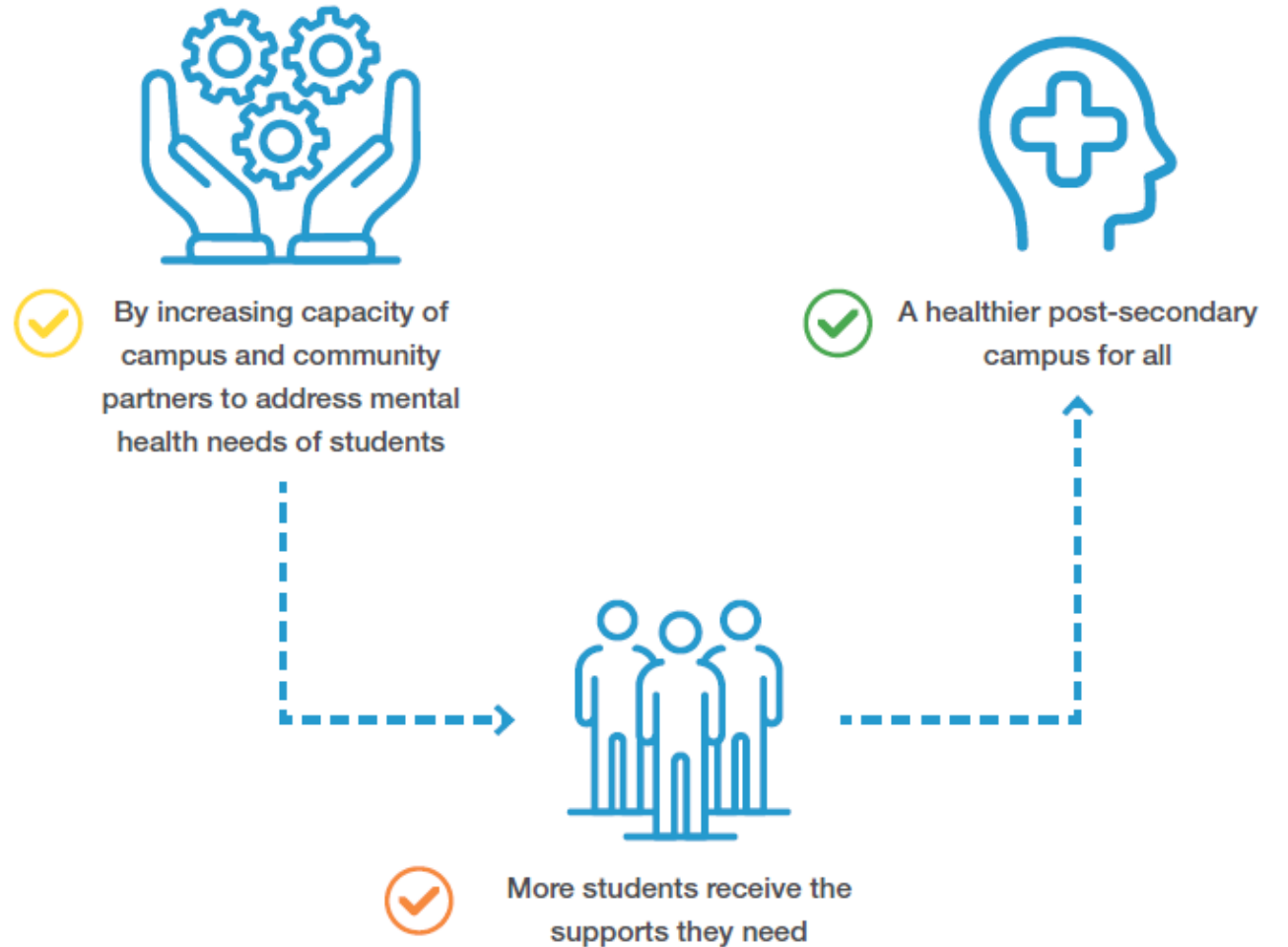
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Building Effective Campus- Community Partnerships Toolkit

Why Partner

The need for mental health services and support is increasing and campus and community partners are struggling to meet demand



Positive Outcomes



Working together, more can be done to improve the mental health and wellness of students

- ✓ Increased number of students served
- ✓ Decreased wait lists
- ✓ Improved referral to community agencies
- ✓ Increased service options on and off campus
- ✓ Improved transitions for students needing support

We can create a healthier campus for all and workforce of tomorrow

Toolkit



- Types of campus/community partnerships
- Steps to building a collaborative partnership
- Elements of an effective partnership
- Benefits and risks of partnerships
- Tips for successful partnerships
- Supports from the Centre for Innovation in Campus Mental Health
- Additional resources, case studies and MOU samples

<https://campusmentalhealth.ca/toolkits/campus-community-partnerships/>

Poll



Which types of campus-community activities do you currently have or would consider exploring?

- Crisis support advice
- Peer support training or development of programs (e.g. Mental Health First Aid) for students (student council, residence dons, etc.)
- Establishing a campus/agency referral process
- On/off-campus clinics during peak stress times
- Other

Steps to building a collaborative partnership



Step 1:
Determine the need & readiness



Step 3:
Assess resources needed



Step 2:
Recruit the right people &
organizations



Step 4:
Determine structure of the
collaborative partnership

Steps to building a collaborative partnership



Step 5:
Develop a communication
strategy



Step 8:
Create an open environment



Step 6:
Agree on and develop an
action plan



Step 9:
Celebrate successes



Step 7:
Identify risk factors for the
collaboration

Elements of Effective Partnerships



Adequate resources (funds, staff, materials and time) to invest in the partnership



Effective operations to develop and manage projects & programs as well as maintain partner engagement



Skilled leadership to guide partnership and project activities



Engaged partners (including students) who have the skills, resources, and commitment to support the project and partnership

Effective Operations



Effective operations to develop and manage collaborative projects or programs as well as maintain partner engagement

- ✓ Shared vision and purpose
- ✓ Clear and attainable goals and objectives
- ✓ Plan effectively and efficiently
- ✓ Strong leadership and coordination
- ✓ Administrative structures, governance, membership and decision-making processes
- ✓ Mechanisms to solve problems and resolve conflicts
- ✓ Adept in garnering resources and allocating them fairly
- ✓ Commitment to evaluate processes and outcomes of project for continuous learning
- ✓ Document accomplishments and celebrate milestones

Skilled Leadership



Skilled leadership to guide
partnership and project activities

- ✓ Appropriate time to devote to partnership
- ✓ Knowledgeable about content area
- ✓ Flexible in accepting different viewpoints
- ✓ Promote equity and collaboration among members
- ✓ Competent in negotiating, solving problems and resolving conflicts
- ✓ Open and effective communications and meetings
- ✓ Value members' input and recognize their contributions
- ✓ Demonstrate sense of humor

Engaged Partners



Engaged partners including students who also have the skills, resources, and commitment to support the project and partnership

- ✓ Share commitment to the project and vision
- ✓ See partnership as being in their self interest
- ✓ Share a stake in both process and outcome
- ✓ Have clear roles and responsibilities
- ✓ Efficient use of skills, interests and resources
- ✓ Actively involved in planning, implementation and evaluation activities
- ✓ Assume lead responsibility for tasks and share workload
- ✓ Develop trust and inter-personal connections
- ✓ Communicate well with each other
- ✓ Accept & acknowledge conflict will occur from time to time
- ✓ Flexible and open to different approaches to how decisions are made, or work done

Benefits & Risks



Benefits

- ✓ Greater impact
- ✓ Greater reach
- ✓ Professional development of key personnel
- ✓ Better access to information & different networks
- ✓ Improved operational efficiency
- ✓ More appropriate & effective products & services
- ✓ Greater innovation
- ✓ Enhanced credibility
- ✓ Increased access to resources
- ✓ New opportunities and pathways for products, services and partnerships

Risks

- ⊗ Reputation impact
- ⊗ Loss of autonomy/decision making
- ⊗ Conflicts of interest
- ⊗ Burden of resource commitments
- ⊗ Implementation and coordination challenges
- ⊗ Reduced independence decision making
- ⊗ Loss of competitive advantage in obtaining funding or providing services
- ⊗ Insufficient influence in the partnership's activities
- ⊗ Frustration with the collaborative process
- ⊗ Unbalanced credit for contributions to the partnership

Tips for Successful Partnerships



Do your research to learn about the organization or person before you approach a new relationships or if reconnecting



If trouble identifying or making a connection, ask others to make an introduction



Set up an exploration meeting to learn more about each other



Start small & take time to get to know each other's organizations



Keep colleagues & leadership information – help to smooth out bumps & celebrate successes



People leave – relationships should be deeper & broader than one person in organization



Be open, flexible and patient



If its not working, talk about it. If really not working don't be afraid to take a pause or part ways

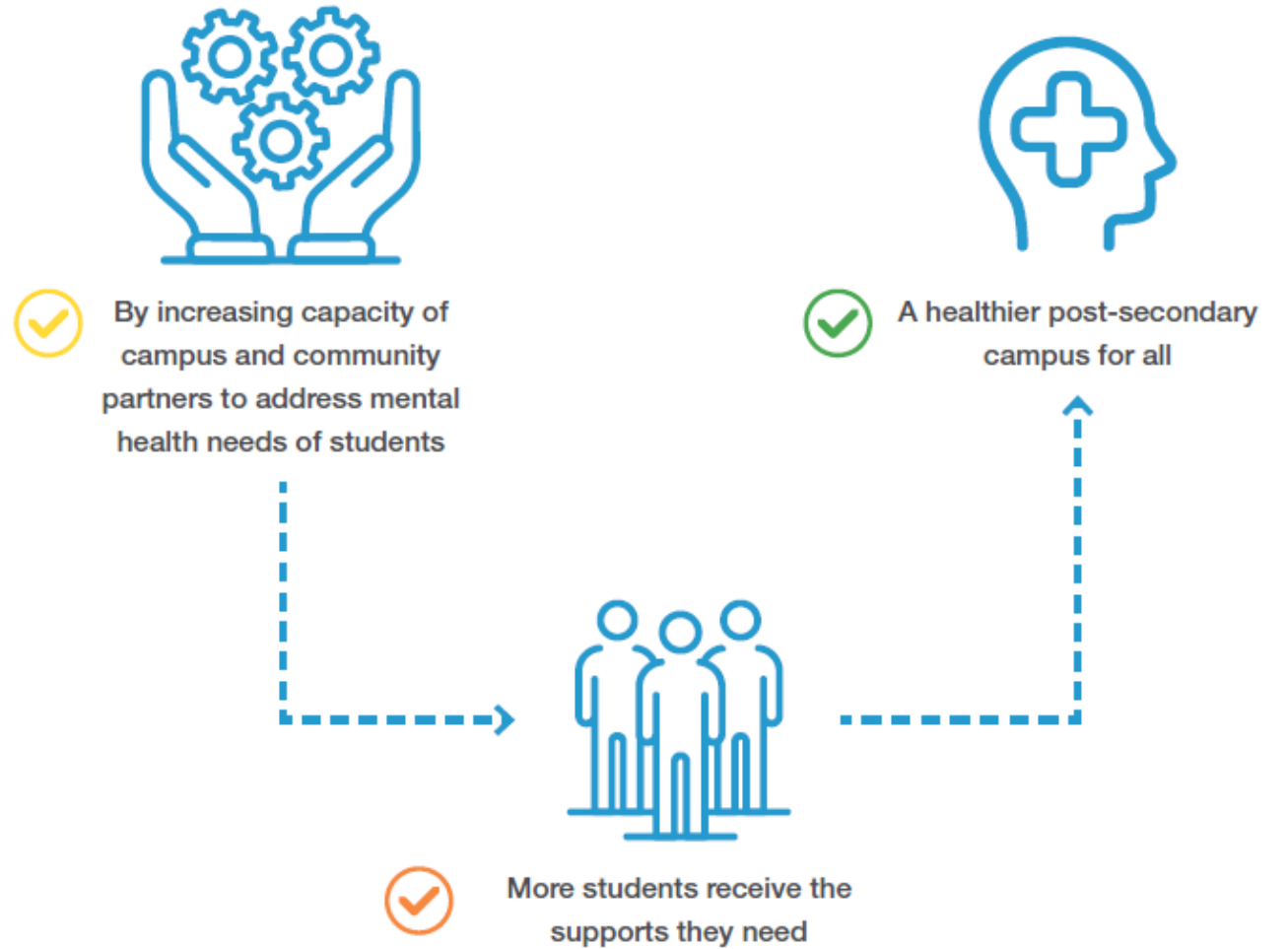
Have Fun!!



CICMH's Campus Community Partnership Project

Why Partner

The need for mental health services and support is increasing and campus and community partners are struggling to meet demand



Supports from CICMH

- ✓ Identifying potential community or campus partnerships
- ✓ Facilitating introductions with contacts and set up meetings
- ✓ Helping to define mutual goals within the partnership
- ✓ Facilitating the creation of partnership documents (e.g. MOUs)
- ✓ Providing resources to help develop programs or services (materials, tool kits, handbooks, research, etc.)
- ✓ Providing resources to support developing and strengthening more effective partnerships
- ✓ Facilitating communications and knowledge sharing with other agencies with experience in a proposed project area

Needs Assessment Results

- How can CICMH support you and your team around campus/community partnerships?
 - Identifying potential campus/community partnerships – **66.20%**
 - Facilitate introductions with campus and community partners – **61.97%**
 - Resources to support developing and strengthening effective partnerships – **61.97%**
 - Resources to help develop programs or services **71.83%**
- In order to better support you, what activities should be priorities for CICMH as it develops its future plans?
 - Identifying, facilitating and supporting more and stronger connections among campus and community partners – **70.13%**

New Partnerships

Since summer 2019

- Email reach-outs to **every Ontario campus (44)**
- Telephone or in-person meetings with over **85%** of campuses

Projects we're currently supporting

- In development → **17**
- Newly formed → **11**

Potential reach of these projects → **1905 students**

New Partnerships

Where are these projects happening?

Examples

- Loyalist College and Counselling Services of Belleville and District
- University of Windsor and CMHA Windsor Essex
- A tri-campus partnership involving CMHA and a hospital.

Case study



LOFT Community Services and Ryerson University

Poll



What types of supports would you be most interested in?

- Identifying potential community or campus partnerships
- Facilitating introductions with contacts and set up meetings
- Providing resources to help develop programs or services (materials, tool kits, handbooks, research, etc.)
- Facilitating communications and knowledge sharing with other agencies with experience in a proposed project area
- Other

Resources



[Health Nexus: Activities and Resources for Successful Partnerships.](#)

[National Collaborating Centre for Methods and Tools: Partnership development tools](#)

[Participating Effectively as a Collaborative Partner, A United Way Toronto Toolkit](#)

[Partnership Self-Assessment Tool](#)

[Public Health Agency of Canada, Canadian Best Practices Portal: Partnerships, Collaboration and Advocacy](#)

[Tamarack Institute: Building Bridges for Collaborative Success](#)

Toolkit



<https://campusmentalhealth.ca/toolkits/campus-community-partnerships/>



Questions?

Discussion

Get In Touch



180 Dundas St. West, Suite 2301
Toronto, ON M5G 1Z8



416.977.5580



info.@campusmentalhealth.ca
camoakohene@campusmentalhealth.ca

