Discussion: What would the ideal community engagement support structure provide and/or accomplish?

> *(Note: This an attempt to capture comments made during the discussion, not an agreed upon set of recommendations.)*

Event planning
- Centralized list of feedback & advice, including post-event review of what worked well and what didn't
- Provide support to help people think of the things that they need to think of
- Provide an event checklist

Event scheduling
- Encourage calendar cross-checking - What's already on the schedule? How can we avoid conflicts and redundancy? How can we avoid competing against each other?
- NMU calendar automatically feeds to community calendar if you select that option.
- Improve visibility of events calendar on website, especially mobile devices

Event/program publicity
- Use a "Word On the Street" model for publicizing events, complete with sarcasm & gossipy tone
- Have a weekly ad in newspaper
- Allow for people to sign up for email communication by event type
- Provide a registration tool that can be used for free events (RegOnline is at least $5 per registration)

Other event support
- University leadership at events is good.
- Provide support to document impact.

Community relationships
- Provide a contact list of internal & external people to help connect us with someone in the community who can help or make introductions to community groups who may be potential partners.
- Provide a list of faculty/staff who serve on non-profit boards to know who can help make a connection
- Ensure that any system changes do not slow down or make cumbersome any relationships.
- Provide customer relations management (CRM) software that anyone on campus can use to input data & events (e.g., so we know who has already visited or made contact with a particular company)

- Provide a speakers bureau, including hobbies or other expertise
- Internships require individual attention
- Develop a campaign to highlight community partners & how we partner (e.g., role NMU plays in arts, entertainment, culture) (e.g., service activities)
- Provide a language support directory (could be done in CRM). Some support is already available from the Department of Languages, Literatures and International Studies.