

American University Neighborhood Partnership Engagement and Communications Working Group Summary

October 1, 2019

Key Discussion Points:

- AU Community Relations and Engagement
- Review 2021 Campus Plan Timeline

Summary: The second Engagement and Communications Working Group began with a review of the Partnership Ground Rules document. Next the group examined AU's current and planned outreach structure, this includes a Listserv to distribute a monthly "AU in the Neighborhood" newsletter, increased engagement with nearby ANCs, new social media content, and a website update with information on the current campus planning process. There was a broad discussion about how AU can better advertise itself as a resource and amenity to the community within which the university sits.

The second topic of discussion was a review of the 2021 Campus Plan timeline. Reviewing the timeline was done in order to better align the priorities of this working group with the broader work being done in the Partnership and to inform participants of anticipated milestones. The importance of keeping community members aware of the campus plan process was emphasized. The meeting wrapped up by looking at the next Fall meeting dates.