

Strengthening Academic + Community Relationship Strategy Session

Three main ideas came out of our brainstorming session of needs, resources, and dreams. We identified the need for a direct and dynamic community/university learning exchanges, for a funnel to connect the community's media needs with the students needs to create non-futile content in their classes, and the need for a platform to connect and highlight civic engagement through media in Portland.

1) Big Idea: Dynamic and direct community/university learning exchange

We identified community needs for editing stations, and the need to stop reinventing the wheel with knowledge gaps built around interns who provide media services. We connected those to the University's needs to be involved in non-futile projects, to create a new culture around journalism in the 21st century, and to learn from community members themselves about how to engage with underprivileged communities, and be trained in non-violent forms of communication and reporting.

We determined that we could directly connect capacity training and community projects with academic programs using current resources we have at our disposal. We imagined points of direct community/university learning exchange through The Portland Workshop, which highlights experiences and organizations around Portland who are "making a difference," the Academic extension program, which could be used to create working relationships and a dynamic learning environment for both students and community organizations in need, and the editing lab, which could be open to different organizations around town to provide them with a learning space in exchange for creating a co-learning or teaching environment for our students.

2) Big Idea: Connect community needs to media resources at University via a simple funnel/vetting system

We identified the community needs for advanced media training, strategic communications and branding work. We connected those needs to the university's needs to have Final Project class ideas for their students, as well as campaign class ideas, and for student groups to take on clients for portfolio work. We determined that the resources of a living network of the University's professors and students, when connected to the plethora of unions and community groups in Portland, would help make this connection a positive thing for both students and community members. We decided to take action by using a Google form to have an ongoing excel sheet of community media needs to link up with students as a start to creating this bridge.

3) Big Idea: Create a platform to connect and highlight civic engagement through media.

We identified the community's needs for access to coverage, as well as an open media network list of all the folks actively working on media in Portland, as well the desire to break outside of their own echo-chambers when talking about their work.

We connected this with the university's needs to create a platform to share what the Innovations center does, as well as their desire and willingness to connect to other spaces and media groups around Portland.

We determined that the university's potential as a publication platform would be a good place to meet these needs. We imagined a scenario where the Turnbull Center housed a living list of media organizations in Portland doing good work, as a reference point for the community and itself (this could begin with the list made by the Cascade Media Convergence of partners). We also imagined the Turnbull center/Innovation center creating an online publication (to be run by students) that highlighted the work of the center as well as other media organizations around Portland doing good work. This would help facilitate a dynamic working relationship between Turnbull/Innovation center and other media organizations around Portland.

Other ideas we discussed:

An information health audit

Funding for skill-shares

The need for a community convening space and the University's desire to be more present in other media making circles that exist in Portland.

Next steps:

Create a Google form for orgs to be able to connect with students about their needs.

Come up with a pilot program for the Academic extension program that involves community needs, possibly with the homeless youth project.

Have another community/university working group meeting?