



OUTREACH AND ENGAGEMENT

EXTENDING WORLD-CLASS RESOURCES ACROSS THE STATE

OVERVIEW

The Office of Outreach and Engagement was founded four years ago with the mission of connecting University of Iowa resources with communities to enhance quality of life in Iowa, while providing a hub for community engagement on campus. Over the past four years, our programming and services have evolved to meet the needs of our campus and community partners, but this central mission has stayed the same. This past year, thousands of hours of collaboration occurred between the University of Iowa and Iowa's communities, resulting in projects, research, performances, events, and workshops that contribute to building a brighter future for our university and our state. This work would not be possible without strong partnerships between our office and UI faculty, staff, and students, and our community partners across Iowa.

In the upcoming year, we expect to provide additional offerings to support faculty and students interested in community engagement, including workshops and trainings around best practices, as well as improved methods for connecting with other community-engaged students and scholars at Iowa. We will also continue to diversify ways communities can partner with our office and university, including a simplified project and event application process. We will continue to work in our primary focus areas, also outlined in the University of Iowa's most recent Strategic Plan: community and economic development, sustainability, arts and humanities, community health and wellness, and knowledge sharing. All of these services and programming, and much more, are included in our new website, launched in November 2018.

Thank you for your continued partnership and support of community engagement at Iowa, and we look forward to working with you soon.



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Carnegie defines Community Engagement as the collaboration between institutions of higher education and their larger communities for the mutually beneficial exchange of knowledge and resources in a context of partnership and reciprocity.



“Research shows students whose institutions consistently exemplify public-spirited values not only better retain the information and skills gained through their community-engaged learning, but they continue to be more involved and engaged citizens moving forward.”

Dr. Andrew Seligsohn, president of Campus Compact.

The University of Iowa has been a member of Campus Compact, a national coalition of colleges and universities committed to the public purposes of higher education, since 2009.

Campus Compact president, Dr. Andrew Seligsohn, spoke at the Office of Outreach and Engagement year-end celebration.

outreach.uiowa.edu

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FRONT COVER:

Urban and Regional Planning graduate student Ollie Yang points out features of Mason City’s North End neighborhood to a Mason City resident during the Great River City Festival Sept. 15, 2017.

Never miss our news, activities, and events. Sign up for our monthly newsletter at outreach.uiowa.edu.

STUDENT OPPORTUNITIES

The Office of Outreach and Engagement creates opportunities for students by partnering with units on campus in community engagement and outreach projects. Students take the ideas they're learning in the classroom and apply them to real-world situations, which helps them find meaning in their work and gets them out into communities where they meet people and build relationships outside the university.

GAINING KNOWLEDGE, SKILLS, EXPERIENCE

In 2018, students from the School of Urban and Regional Planning collaborated with the East Central Intergovernmental Association (ECIA) and the Jackson County Economic Alliance to tell the story of the Grant Wood/Mississippi River Region in Jones, Jackson, and Dubuque counties. The purpose of the project—one of many completed for ECIA through the Iowa Initiative for Sustainable Communities—was to create video travelogues for the website of the Grant Wood Loop, an area known for its connection to Grant Wood and for its amazing parks and trails.

“Our overall goal was to use these stories to portray to both residents and the broader public the richness of the region, not only as a place to visit, but also as a place to live,” says Brian Dunkelberger, who is currently a second-year graduate student in the School of Urban and Regional Planning.

Six graduate and three undergraduates in urban planning, the social sciences, the humanities, the arts, public health, and education worked in teams of three to tell stories through video, using conversations with residents to bring these places to life.

Students visited places featured on the Grant Wood Loop website, filming the route and talking to people who live or work in the Grant Wood Mississippi region. They creatively captured the people and places through the videos they produced, shot, and edited.

The process of researching and working in these communities helped students gain a greater appreciation for the challenges and opportunities faced by upper Midwest communities and regions in Iowa.

View the students' videos on YouTube under Grant Wood Loop storytelling project.





Lindsay Mattock, center, assistant professor in the School of Library and Information Science, won the Faculty Excellence and Service Award from the Office of Outreach and Engagement for work with her class to digitize architectural archives in Mason City.



HANDS-ON WORK IN THE DIGITAL WORLD

“The Office of Outreach and Engagement came to me and had projects that naturally matched with the classes I teach. Our wonderful community partner, Mason City, shared their knowledge and expertise and guided the students throughout the term.”

Professor Lindsay Mattock

Assistant Professor Lindsay Mattock worked alongside 13 graduate students from her Archives and Media class to create a digital database archiving Mason City’s rich architectural heritage. In just one semester, the students built an entire database from the ground up and a website to accompany it. The resulting inventory of buildings for the City of Mason City will make it easier for city officials to update records as more buildings gain historic designation. The website gives the information a format that’s easy to access and share by people inside and outside the community. Mattock says the community collaboration felt effortless, thanks to support from the Office of Outreach and Engagement.

“It’s so refreshing to come to a place where community engagement is part of the mission of the university and very much encouraged. As a student, I found it rewarding when my work contributed to something larger and was more than an assignment,” she says.

The project—like the Archives and Media course itself—was part archives/special collections and part digital humanities. Students built and designed the database and acted as archivists. They learned how to work with real users who had real expectations and discussed the sustainability of the project. It was an extension of all the things students learn in library school, Mattock explains.

FACULTY RESOURCE

The Office of Outreach and Engagement connects University of Iowa faculty with Iowa communities to enhance teaching and research by assisting with hands-on student work. The office’s well-established community relationships, knowledge of community needs, help with logistics, and assistance preparing students enables faculty to focus on their students and their work.

100+

trips students made to visit
partnering communities





Students and faculty from the School of Urban and Regional Planning tour Terry Trueblood Recreation Area, guided by Zac Hall, parks superintendent of Iowa City. These students created a plan intended to take advantage of the natural beauty of the park, while ensuring protections against climate change.



TERRY TRUEBLOOD ADAPTATION PLAN

“Adaptation planning is important because we, as planners, are working with a dynamic environment. As our population increases and climate continues to change, viewing plans through the adaptive lens has become more important than ever.”

Gia DeBartolo, Urban and Regional Planning graduate student

Environmental Management and Policy students in professors Lucie Laurian and Scott Spak’s class were tasked with turning an underused and flood-prone section of Terry Trueblood Recreation Area in south Iowa City into an outdoor space that balances human needs and biodiversity.

“Our goal with the project is to bring nature and wilderness back into our public spaces,” says Laurian. “There is ample evidence that residents’ physical and mental health improves significantly with regular access

to and contact with nature.” The class worked with Iowa City park officials to research the space and develop low-cost, sustainable park improvements.

Students offered a new name for the space to more accurately reflect the site’s natural characteristics and potential uses. The Terry Trueblood Wetland Exploration Trail would promote resilience and ecological regeneration, connect the dots between the space’s past and present, and offer visitors “silent spaces” and “viewsheds” that will calm and intrigue.

COMMUNITY CONNECTIONS

The Office of Outreach and Engagement connects University of Iowa faculty, staff, and students to people and places across Iowa. The goal is to enrich quality of life, address issues facing our state, and create transformative teaching, research, and learning at UI.

300+ arts performances, workshops, public art projects, and cultural events were coordinated by the office.

20,000+ people attended knowledge-sharing events supported by the Office of Outreach and Engagement.

4,030 students worked on community engagement and outreach through classes and activities supported by the office.

100+ trips were made by students to visit partnering communities in Iowa.



Bob and Ann Osterhaus received the Office of Outreach and Engagement Outstanding Community Partner Award for their work leading the Layers of Maquoketa project, a partnership between the Office of Outreach and Engagement and the Layers of Maquoketa steering committee.



LAYERS OF MAQUOKETA COLLABORATION

“You can’t believe what a good feeling it is to see our community change as a result of the commitment from the University of Iowa to our community. We’ve had some hard knocks in Maquoketa and we’re rising above them.”

Bob Osterhaus, Maquoketa community partner

Several years ago, a group from Maquoketa, led by Bob and Ann Osterhaus, came to the University of Iowa to discuss a potential partnership. That initial meeting led to numerous projects, including Layers of Maquoketa, which uncovered and celebrated the community’s history, stories, landscape, culture, and more.

The project began in the summer of 2016 with meetings between the Office of Outreach and Engagement and the Layers of Maquoketa steering committee. The goal was to engage Maquoketa’s arts, civic, and cultural

organizations with residents of all ages to celebrate the city’s past, present, and future. The year-long partnership culminated in the first-ever Layers of Maquoketa Celebration in 2017 and the second celebration in May 2018. It is now an annual event.

“Partnership with the University of Iowa over the last six or seven years has been one of the most exciting things we’ve ever been involved in as a community and as individuals,” says Bob Osterhaus.



Dancers of Micronesian descent from Maquoketa performed at the first ever Layers of Maquoketa celebration in 2017. The Layers of Maquoketa steering committee and the University of Iowa won Iowa Campus Compact’s Community Partnership Award in May 2018 to honor the collaboration on the project.



Law students traveled to Des Moines for Hawkeye Caucus to engage lawmakers about land banks, which have been effective for addressing blighted properties and increase affordable housing in other states, but do not yet exist in Iowa.

IMPACTING IOWA

STRENGTHENING ECONOMIC DEVELOPMENT

The Office of Outreach and Engagement partners with communities to identify innovative strategies for sustainable development, which communities welcome as they deal with increasingly complex issues. Most face rapidly shifting demographics and escalated economic challenges, leading them to become more creative and broad-minded about how to grow their local economies and enhance quality of life. Projects we've offered for tackling such issues include pocket neighborhood designs and land-banking studies. Through these projects, students apply their knowledge to a wide range of real-world challenges facing many Iowa communities, including affordable housing, brownfield redevelopment, providing public amenities, and supporting businesses. We also explore the qualities that make our partnering communities special, leveraging local assets to develop and market their unique brand.



Second-year graduate students from the School of Urban and Regional Planning meet with community leaders in Clinton to gather information for an economic development plan they created for the City of Clinton and surrounding micropolitan area.

CEDAR COUNTY

Creating Plans to Lead Future Growth

Some of Iowa's best farmland resides in Cedar County, home to less than 20,000 people. Residents and leaders want to preserve their architectural heritage and landscape as the county grows and develops.

"Cedar County was overdue for a long-range comprehensive plan, and thanks to the partnerships with ECIA and the University of Iowa, we have a vision for the future of Cedar County and tools to help guide us there," says Dawn Smith, chair of the Cedar County Board of Supervisors.

Completing a comprehensive plan for a community typically takes 18 months. Faculty and students in the School of Urban and Regional Planning were able to create a plan in half that time. In addition, the group completed a community visioning plan, which has helped Cedar County earn the Iowa Great Places designation.

The UI team met dozens of times with Cedar County residents and stakeholders to develop plans with innovative strategies balancing growth and development with agricultural

preservation and natural conservation.

"The planning team from the University of Iowa were thorough and thoughtful in their work of engaging citizen and leadership stakeholders. It has substantially aided buy-in of a community-based, sustainable development strategy in Cedar County," says Rod Ness, executive director for the Cedar County Economic Development Organization. "Their work is allowing us to quickly move forward on substantive projects benefiting all of our communities."



Urban and Regional Planning graduate students meet with Cedar County residents during a public open house in Tipton to share their recommendations for the Cedar County comprehensive plan.



SAMPLING OF STUDENT WORK

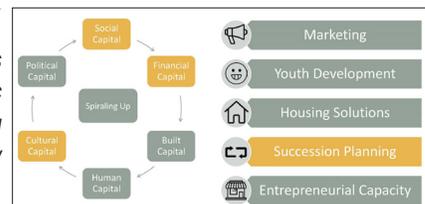


MASON CITY COMMUNITY MOBILE APP DEVELOPMENT

Using graphic designs from students in the School of Art and Art History, Kaisha Billings built a community-based mobile app for Mason City during her senior year at Iowa.

JACKSON COUNTY

Urban and Regional Planning graduate students made recommendations on a variety of economic development topics in their plan to attract young families to Jackson County





➔ Engineering students talk with Dennis Lyons, Delaware County sanitarian, about onsite system upgrades for wastewater treatment at Lake Delhi. The topography of the area presented a challenge for the engineering students examining wastewater solutions.

IMPACTING IOWA

IMPROVING ENVIRONMENTAL SUSTAINABILITY

Communities seeking expertise and guidance on how to better protect the environment and improve the way they use resources are partnering with the Office of Outreach and Engagement in order to connect with university resources. Projects range from water-quality mitigation to recycling programs, developing a process for handling brownfields to wastewater treatment. We work to match community needs with the appropriate department, college, or professor in areas such as engineering, environmental sciences, geography, Iowa Flood Center, and urban and regional planning. Likewise, faculty and staff may request our help finding community projects for a class that can provide planning, research, and recommendations related to protecting and conserving natural resources.



➔ Civil and Environmental Engineering student Jason Ruffatti is interviewed by media about the work he and classmates did analyzing wastewater treatment alternatives for Lake Delhi homeowners. "I think students should absolutely do more of this kind of work because most real-world problems are extremely nuanced like this one," Ruffatti says.

SPEARHEADING ACADEMIC INNOVATION

Professor Paul Hanley Multiplies Impact with Capstone Course

Associate Professor Paul Hanley structures his Project Design and Management capstone course around community-based projects to emulate the experiences students will have as engineering professionals and to give back to the state of Iowa.

"I want our students and faculty to create and return to the State of Iowa tenable benefits by completing useful projects that will eventually inform policy and funding decisions about infrastructure, assist with final engineering designs, and for some the construction of a

community improvement," Hanley says. Last year, 48 undergraduate students worked on 16 projects in 16 rural Iowa communities through this course.

"This is the only course that brings together all their coursework and internship experiences and focuses it on one semester-long applied project. They learn people skills by working one-on-one with clients outside the university, they increase their presentation skills by translating technical designs into useful products for nonengineers in their client's

community, and they gain confidence in their science and engineering skills," Hanley says.

Students take responsibility for meeting with clients, learning their needs, and presenting them with options. They complete engineering and related analysis and present results to the faculty and community client. The process reinforces and refines Hanley's own engineering design skills, while helping him stay current with appropriate rules, regulations, standards, and guidelines.



➔ Professor Paul Hanley has partnered with the Office of Outreach and Engagement on real-world projects for the last three years. "This is the students' first experience working with clients who are not engineers, but who can express a desired project outcome or problem that they need corrected," he says.

SAMPLING OF STUDENT WORK



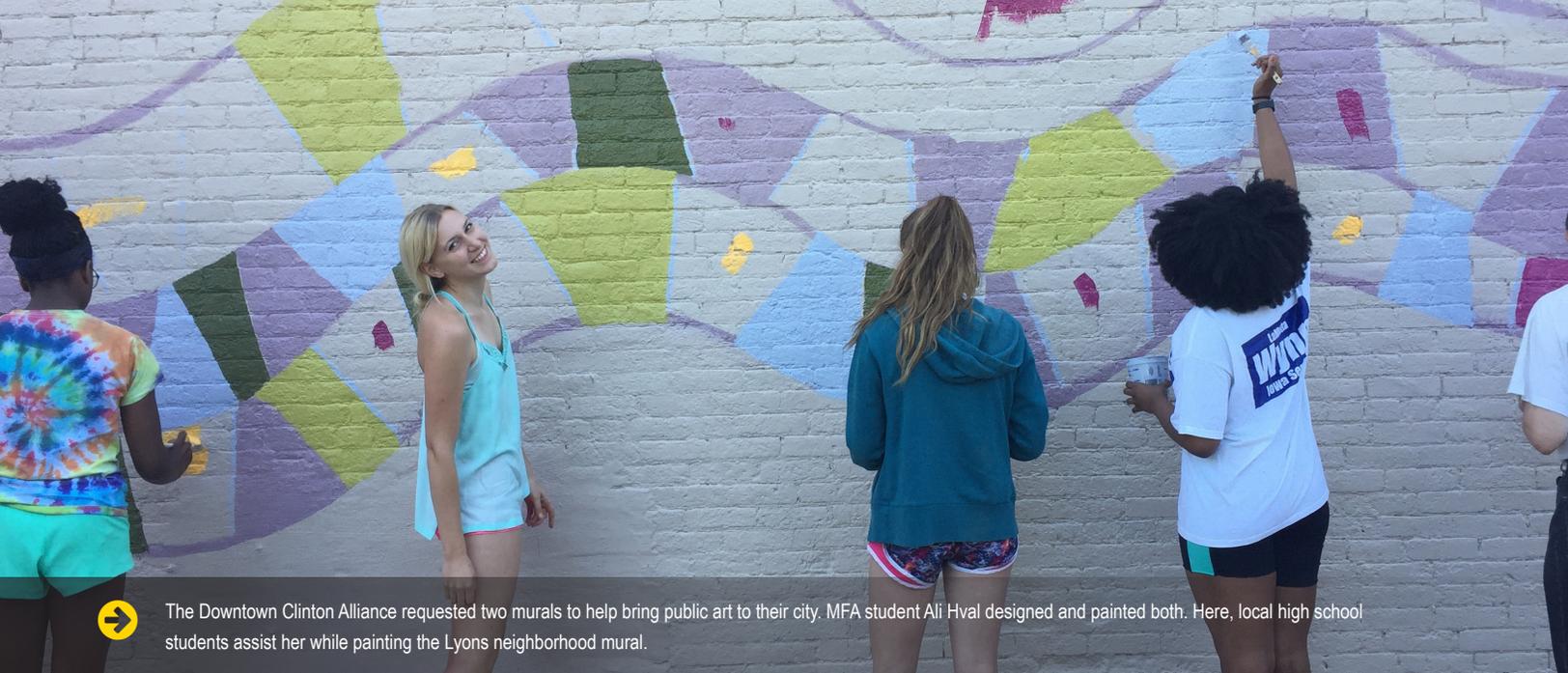
PENNSYLVANIA AVE DESIGN ALTERNATIVES

Civil and Environmental Engineering students created complete street designs for Pennsylvania Avenue in Mason City, focusing on Mason City's commitment to multimodal transportation methods. Their design builds on the existing network of bicycle routes and increases connectivity.

TERRY TRUEBLOOD ADAPTATION PLAN

Environmental Management and Policy students presented their plan to turn the greenspace at Terry Trueblood Recreation Area into a sustainable wilderness sanctuary for residents to roam and explore. Media covered the presentation.



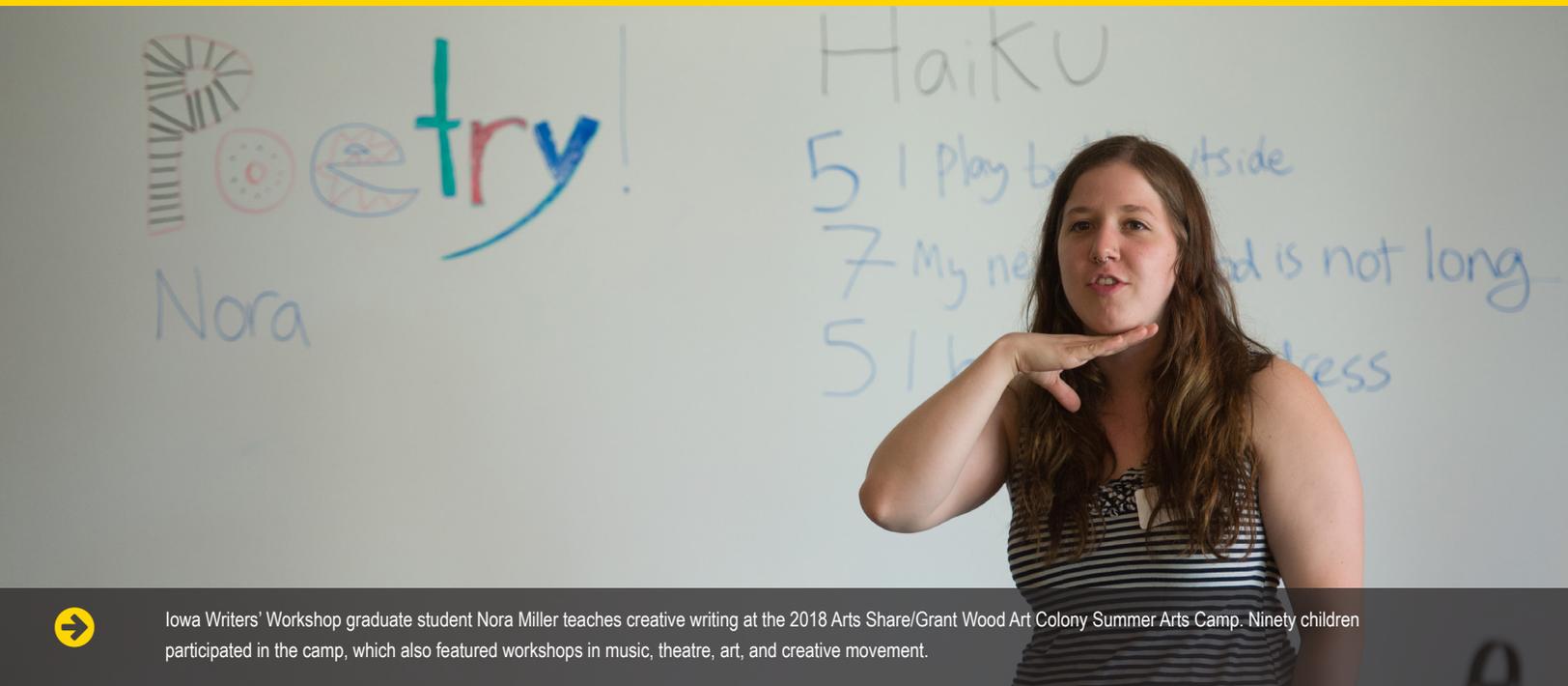


 The Downtown Clinton Alliance requested two murals to help bring public art to their city. MFA student Ali Hval designed and painted both. Here, local high school students assist her while painting the Lyons neighborhood mural.

IMPACTING IOWA

INCREASING ACCESS TO ARTS & CULTURE

The University of Iowa's rich arts and cultural resources offer an incredible asset to the entire state. However connecting those resources to communities requires attention, support, and coordination. We bring arts and cultural opportunities to schools, organizations, and communities eager to take full advantage, which ranges from helping to fill arts programming gaps in schools with workshops and performances to developing branding and marketing campaigns for Iowa towns through partner projects. More and more community leaders recognize the value of growing and sustaining cultural vibrancy in their communities. Arts and culture not only improve quality of life for residents, but communities see positive economic impact, improved engagement of area youth, and increased sense of pride and connection. UI students learn from sharing their talents outside of the classroom.



 Iowa Writers' Workshop graduate student Nora Miller teaches creative writing at the 2018 Arts Share/Grant Wood Art Colony Summer Arts Camp. Ninety children participated in the camp, which also featured workshops in music, theatre, art, and creative movement.

INTERDISCIPLINARY COLLABORATION

Cross-Examined Gives Immediacy to Historical Research

With the goal of bringing history alive, the Office of Outreach and Engagement developed a new interdisciplinary collaboration between UI's history department, theatre students, and the Iowa Writers' Workshop. It started with history faculty member Leslie Schwalm's research on a desegregation case in Iowa. Margot Connelly, a graduate student in playwriting, worked with Schwalm to turn her research into a script. Four graduate student actors performed the piece, directed by Tempestt Farrar, MFA in theatre.

"The play covers an interesting time in Iowa history," Connolly says. "I hope it sparks interest in audiences to further explore the subject of Iowa post-Emancipation."

The production, *Cross-Examined*, explores the lives of two African American women in the late 1800s from Keokuk, Iowa, who successfully fought for the integration of their sons into the public school system. The case made its way to the Iowa Supreme Court and became a benchmark for the state's civil rights movement.

Each performance was prefaced by either Schwalm or another history professor providing context for the play, then followed by questions and comments from audience members.



➔ *Cross-Examined* was performed at schools, libraries, and other venues in Boone, Cedar Rapids, Iowa City, Coralville, Cedar Falls, and several times in Keokuk by MFA graduate actors Greg Walker, Tempestt Farrar, Emelia Asiedu, and William Goblirsch. Margot Connelly, pictured in the inset above, wrote the script.

SAMPLING OF STUDENT WORK

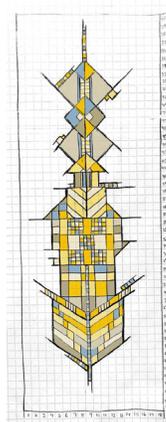


BRANDING MASON CITY'S NORTH END BUSINESS DISTRICT

Juniors in the Tippie College of Business Marketing Institute developed brand alternatives for Mason City. This logo was selected for its appeal and tagline.

DOWNTOWN MASON CITY - MURAL DESIGN PROPOSAL

MFA student Ali Hval designed murals with Prairie style themes for two downtown Mason City locations as part of the community's "Building Our Brand" campaign.



300+
performances, workshops, public art projects, and cultural events coordinated by the office



Bettendorf middle school students attend a cinema class as part of a movie trailer project. UI cinema students first traveled to Bettendorf to advise the students, then the middle schoolers brought their final projects to campus for critiques.

IMPACTING IOWA

SHARING KNOWLEDGE & EXPERTISE

The Office of Outreach and Engagement connects expertise from the University of Iowa to Iowans—right in their own communities—through arts activities, lectures by faculty, workshops, and performances in nearly every county in Iowa. Programs specifically designed to share UI expertise include arts outreach, faculty spotlight lectures, and the Hawkeye Speakers Bureau. Lectures supported by the office range from science, medicine, sports, law, food, and art.

Outreach projects in the arts explore new boundaries, such as the Dancers in Company performance focused on collective acts toward sustainability. Workshop and performances take place throughout the state in schools, hospitals, community colleges, and performance venues. Faculty, staff, students, and alumni routinely travel throughout Iowa, which we coordinate, fund, and support.



Lena Hill, interim chief diversity officer and faculty, presents to an audience in Des Moines. Her work detailed the untold stories of African Americans in the early history of the University of Iowa.

FACILITATING BEST PRACTICES

What's Next Iowa? Supports Statewide Community Engagement

The Office of Outreach and Engagement partnered with the College of Liberal Arts and Sciences, Department of Mass Communications, and Iowa Campus Compact to launch a new effort to encourage community engagement, community dialogue, and participatory decision-making in Iowa communities. The effort is entitled "What's Next, Iowa?" and seeks to provide workshops, trainings, best practices, and networking opportunities for campus and community partners around issues of community

engagement and public dialogue. Outreach and Engagement is especially pleased to have Campus Compact as a partner on this project. Campus Compact, a national organization with an Iowa chapter, supports colleges and universities, like UI, in our mission to educate students for active citizenship and make positive impacts locally and globally.

We kicked off What's Next Iowa? in late April with two days of training on how to hold effective community engagement meetings. Held in Iowa

City and Des Moines, trainings included sessions on structuring public meetings, facilitating dialogue across differences, and getting the most out of public participation. Roughly 50 people, including faculty, staff, students, and community partners, attended. We look forward to holding additional trainings and workshops for campus and community partners in the future. For more information, including a clearinghouse on participatory dialogue, please visit What's Next, Iowa's website: uiowa.edu/wni/.



➔ Higher education staff, faculty, students, and community partners practice skills learned during a facilitation workshop hosted through the "What's Next Iowa?" campus/community collaboration.

20,000+
people attended knowledge sharing events supported by the office

STUDENT & FACULTY WORK



LECTURES
Faculty share their knowledge and expertise through on-campus lectures and speaking engagements arranged statewide.



DANCERS IN COMPANY
UI dance students performed in communities across the state.

"I've been doing service learning for close to 30 years. The Office of Outreach and Engagement has allowed me to take it to an entirely different level, thanks to their staff who work regularly with these communities."

Professor Shelly Campo, below left.



Professor Shelly Campo and her Health Communication Campaigns class addressed issues related to the increasing proportion of older residents in Mason City through public health campaigns to help residents better "age in place."

\$30,000

grant funding awarded by the office to community health initiatives on campus



IMPACTING IOWA

MAKING COMMUNITIES HEALTHIER

Building vibrant, livable communities in Iowa requires commitment to community health and wellness. Healthy citizens are more productive in the workforce, contribute to the social and cultural fabric that makes up a community, and are able to enjoy more fulfilling lives. The Office of Outreach and Engagement works with community partners on a range of health issues, from individual health concerns such as dietary habits or disease management to more community-based issues such as infrastructure improvements for sidewalks and recreation trails to help citizens embrace active lifestyles. Our office collaborates with the College of Public Health, College of Nursing, Carver College of Medicine, and College of Dentistry to apply UI skills and expertise to community health issues.

CHAMPIONING COMMUNITY ENGAGEMENT

Professor Shelly Campo Values Hands-On Learning

Throughout her career, Shelly Campo, associate professor in the College of Public Health, Community and Behavioral Health, and associate dean for Administrative Affairs in the Graduate College, has conducted community engaged teaching and community-based research.

This past year, Campo's Health Communication Campaigns course

worked on an aging-in-place campaign in Mason City, which meant addressing issues related to the city's increasing proportion of older residents. The public health campaigns were tailored to help Mason City residents better age in place, such as helping individuals stay in their homes longer and helping Mason City adapt and develop resources to make the city functional and attractive for older residents.

"These projects succeed because of my partnership with the Office of Outreach and Engagement. The staff help facilitate and manage projects from start to finish, taking the burden off faculty. The office also develops a more sustaining relationship with communities, and provides my students with a real-world example of what it's like to work for public health organizations," Campo says.



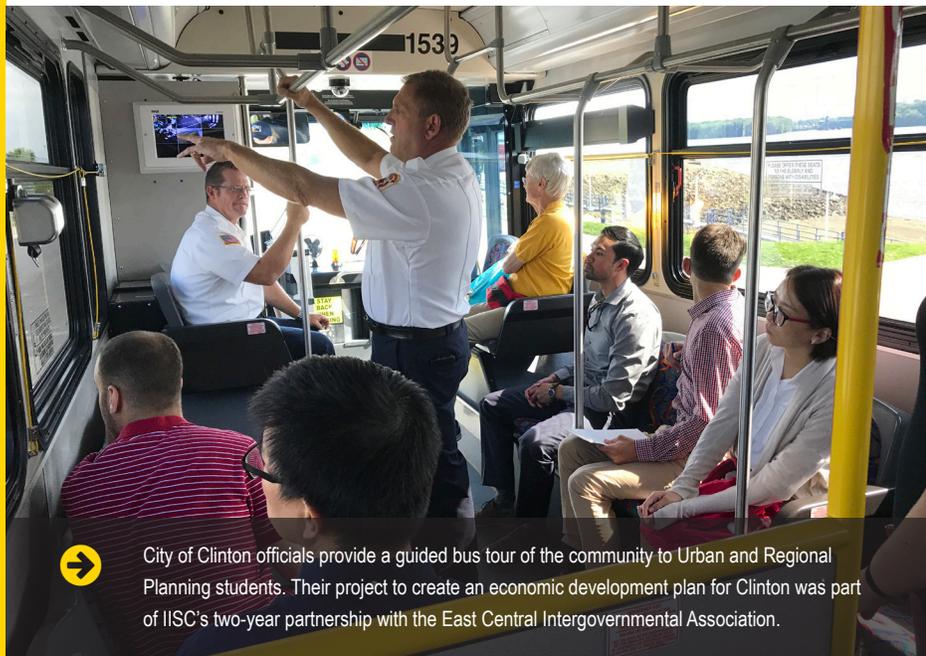
Office of Outreach
and Engagement

PROGRAMS

The Office of Outreach and Engagement uses two programs to support its community engagement work with very specific goals in mind. Each program helps to draw stronger connections between the university and Iowa communities, helping to meet societal needs through collaborations while tapping into University of Iowa resources and enriching teaching and learning on campus.

IOWA INITIATIVE FOR SUSTAINABLE COMMUNITIES (IISC)

Focusing 10-20 projects in a single community enables the IISC to have a transformative impact through quality projects that bring citizens together around a shared vision and goals.



City of Clinton officials provide a guided bus tour of the community to Urban and Regional Planning students. Their project to create an economic development plan for Clinton was part of IISC's two-year partnership with the East Central Intergovernmental Association.

GRANT WOOD ART COLONY

Grant Wood Fellowships bring practicing artists to campus - giving them time and space to work - while also spending time sharing their expertise with university students and off-campus community groups.



Grant Wood Fellow Joe Osheroff has created masks and acted professionally for 25 years. He says, "I came out to Iowa on the Grant Wood Fellowship to teach acting at the university and create a new piece of theatre. *Visual Mixtape* [pictured above] is what I came up with."



Students, staff, and faculty spend significant time in partnering communities to gather information and perspectives that inform their projects. In Jackson County, Urban and Regional Planning students and faculty met with stakeholders to kick off their year-long project aimed at attracting new residents to the area.

IOWA INITIATIVE FOR SUSTAINABLE COMMUNITIES

The Office of Outreach and Engagement forms year-long partnerships with Iowa communities through the Iowa Initiative for Sustainable Communities (IISC) program. Ten to twenty projects involving students and faculty from various disciplines across campus are completed with each partnering community to focus resources in a specific geographic area in order to achieve greater impact and help build a more sustainable future. IISC partnered with both the City of Mason City, an arts and cultural hub, and the East Central Intergovernmental Association (ECIA), a regional council of governments that enables us to work with small, rural communities.

LOOKING AHEAD

The City of Webster City, one of many strong applicants, was selected as the 2018-19 IISC community partner. The city proposed strategic planning, arts and culture, marketing, park design, and more projects that present challenging and meaningful learning opportunities for students. “This is a game changer for Webster City. This new opportunity will energize the community and lay the groundwork for future investments,” said State Rep. Rob Bacon, House District 48.

Communities can apply for the 2019-20 IISC partnership before 2/1/19 at outreach.iowa.edu/iisc.





Students from the School of Urban and Regional Planning, pictured below, combined efforts with College of Public Health students and Marketing Institute students to improve the built environment and branding for Mason City's North End neighborhood.



MASON CITY'S NORTH END

Disciplines Join to Revive a Historic Neighborhood

"We were thinking of it as more of an economic development issue, or a housing value issue. It was great to make that connection between health and planning."

Sylvia Bochner, Urban and Regional Planning graduate student

Once the industrial heart of Mason City, the North End offered good jobs, a variety of retail shops, and neighbors who gathered on each other's front porches. But after several large employers closed, long-time residents moved away for new jobs. Stores and restaurants disappeared.

Despite this domino effect over the past few decades, a strong sense of pride exists in the neighborhood. City government and neighborhood residents have invested in new initiatives to breathe new life into the area. While these efforts have seen results—new businesses opening and renewed interest in the neighborhood—negative perceptions persist. In particular, a stigma that the North End is dangerous and in a state of decline exists among Mason City residents who live outside the neighborhood. When the time came for a second round of IISC projects in Mason City, the community's North End was a natural fit.

IISC connected three UI departments to the North End project: urban and regional planning, public health, and marketing. The groups shared research and got to know each other during the three-hour car rides to Mason City. Their aim: to improve the quality of life and the reputation of the neighborhood.

"I appreciated the opportunity to get out of the classroom and work on a group project that really means something to a community," says Grace Ryan, a second-year doctoral student in the College of Public Health. "It was nice to feel connected to a place outside Iowa City."

"The public health group did a lot of research into the health impacts of living in a stigmatized neighborhood," says Sylvia Bochner, an urban and regional planning graduate student. "We were thinking of it as more of an economic development issue, or a housing value issue. It was great to

make that connection between health and planning."

"This is why we joined the Marketing Institute: to get hands-on experience," says Zoie Kehrl, a marketing major with a minor in psychology. "It's amazing that this community trusted us to do this. It made us want to do the best we can."





➔ Guide Brad Hatcher (left) poses with Grant Wood Fellows and Grant Wood Art Colony National Advisory Board members in front of the *Stone City* (Grant Wood, 1930) viewscape. Artist Grant Wood held his art colony in Stone City during the summers of 1932 and 1933.

GRANT WOOD ART COLONY

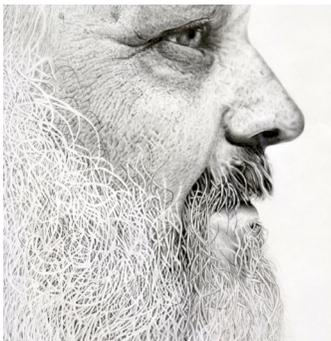
A creative home for the next generation of artists, the Grant Wood Art Colony continues Grant Wood’s creative advocacy in the School of Art and Art History and the Division of Performing Arts through artist residencies, teaching fellowships, symposia, and community programs. The work, connections, and learning made possible through the Grant Wood Art Colony advances the University of Iowa’s historic commitment to creative work and its pioneering of the MFA degree. It puts into action the “Iowa Idea” of bringing together artists and scholars in an academic context, first formulated in the 1920s by President Walter Jessup and Graduate Dean Carl Seashore.



GRANT WOOD LEGACY PRIZE WINNERS

The Colony awarded prizes to three outstanding high-school visual artists in Iowa: Caylee Fuqua (Ames), Brandi Marlett (West Des Moines), and Kallan Paulsen (Bondurant). The three Grant Wood Legacy Prize recipients, chosen from a pool of over 450 entries, were selected by Grant Wood Fellows Joe DeVera and Brandon Coley Cox. Judges reviewed

entries from Iowa students in the media categories in which Grant Wood worked: jewelry, painting, drawing and illustration, printmaking, design, ceramics and glass, and mixed media.



COMING OF AGE

Celebrating Woods' Legacy at the Whitney Museum

Last spring, curator Barbara Haskel created the most comprehensive collection of Grant Wood's work in one show and set it in the heart of Manhattan. The Whitney Museum of Art's *Grant Wood: American Gothic and Other Fables* exhibition (March 2-June 10, 2018) brought throngs of people through the galleries. "It was difficult not to feel proud of Iowa's own getting recognized on such a big stage," says Maura Pilcher, Grant Wood Art Colony (GWAC) director.

GWAC wanted to be a part of the

celebration and share the university's work to continue Wood's legacy. April 5 and 6, GWAC hosted a series of events in New York City in connection with the show. Attendees gained a better understanding of Wood and his influence on emerging artists.

Carol Strauss, international director of the Leo Baeck Institute, says, "What an eye-opener! Not so much Grant Wood, whose work I know, but the Grant Wood Art Colony. It was a wonderful introduction to an amazing operation. I look forward to following the fellows

and the developments of this pioneering initiative."

The Colony offered a unique tour of the exhibition with GWAC National Advisory Board members. The Colony is advised by a who's who of Grant Wood scholars. Attendees explored the galleries with four of them—Wanda Corn, Tripp Evans, Joni Kinsey, and Jane Milosch. The NYC Alumni Association, Dr. John and Kim Callaghan, and the Center for Advancement hosted a highly attended reception. It was a true celebration.



Grant Wood National Advisory Board members Jim Hayes and Kim Callaghan hosted guests in New York City to celebrate the Grant Wood Art Colony. The event coincided with the *Grant Wood: American Gothic and Other Fables* exhibition at the Whitney Museum of American Art.

THE FELLOWSHIP

Each year, the Colony provides three Fellowships in Painting, Printmaking, and Interdisciplinary Performance. Fellows teach courses, engage Iowans, and pursue their artistic endeavors. "It feels really good to be part of a colony. And even though the work I'm doing is not Grant Woodesque, it's still made possible by what he did and also the people who are committed to keeping his legacy alive," says Joe Osheroff, Interdisciplinary Performance/Theatre Fellow. Osheroff will continue at the UI as a lecturer.

"The big draw for me was working with the School of Art and Art History. They have been spectacular and supportive in all of my endeavors. This fellowship provides the opportunity to uniquely interact with the community in a way that is scholastic and intimate and regional, which is hard to find anywhere else," says Joe deVera, Painting and Drawing Fellow. DeVera will also continue as a lecturer at the university.

"I always ask my students, 'Who do you stand next to in art history?' So being a part of Wood's legacy and pushing painting and printmaking forward, now, I get to stand next to Grant Wood, and that's pretty great," says Brandon Coley Cox, Printmaking Fellow. Cox will work as a visiting artist at The Cooper Union in New York City in 2018-19.

Awards

2017-18 Office of Outreach and Engagement Award Winners



→ Dave Heiar, of the Jackson County Economic Alliance and an East Central Intergovernmental Association (ECIA) board member, and Steven Van Steenhuyse, director of development services for the City of Mason City, accept partnership awards.

FACULTY EXCELLENCE AND SERVICE AWARD

Lindsay Mattock, assistant professor, School of Library and Information Science, for her Archives and Media class collaboration in Mason City

OUTSTANDING COMMUNITY PARTNER AWARD

Bob and Ann Osterhaus, for their work leading the Layers of Maquoketa project

“The projects really build on our skills and introduce new skills we can use that are directly applicable to our careers. Every skill they asked me to validate in my interview last week, I learned in the past year or built on through this project.”

Tara Cullison, student award recipient

Engaged learning not only brings faculty and students to Iowa's communities, but it also transforms how we teach and learn on campus while making a difference in communities across the state. To celebrate and honor work completed during the 2017-18 academic year by students, faculty, and community partners, the Office of Outreach and Engagement chose several individuals whose efforts stood

out in the past year. We honored them with the following awards:

STUDENT EXCELLENCE AND SERVICE AWARDS

Tara Cullison, for her leadership and work with Iowa Initiative for Sustainable Communities

Tempestt Farrar, for her work and leadership with Arts Share



→ The Office of Outreach and Engagement honored faculty, staff, students, and community partners at the Year-End Celebration on May 9 at the Levitt Center for University Advancement. Pictured above are Urban and Regional Planning students and a guest.

GRANTS

The Office of Outreach and Engagement strives to publicly engage Iowa communities and beyond in work to benefit students and families throughout the state. Colleges across campus likewise have a long tradition of performing meaningful engagement activities. Grant funding through the Office of Outreach and Engagement supports those initiatives helping to shape teaching and learning on campus while building upon existing excellent community programs. In FY 18, \$108,444 of Office of Outreach and Engagement grant funds were leveraged to generate \$259,206 worth of programs in six colleges and one museum. The office awarded eleven Community Impact Grants, one Theme Semester Supplemental Grant, three Micro Grants, and two Affiliate Program Grants.

APPLY

Find application forms and details at outreach.iowa.uiowa.edu

“To be involved in a local community project as the Kalona Community Heritage Project graduate assistant this past year has been a phenomenal experience. I was able to pursue and expand my interest in cultural heritage, digital projects, and community engagement while working with professional mentors.”

Laura Michelson, graduate student in the School of Library and Information Science (SLIS)

OUR 2017-18 GRANT RECIPIENTS

Community Impact Grant Recipients

Jessica Welburn

Sociology and African American Studies/CLAS, “Exploring Housing Affordability and Instability in Iowa City”

Jeremy Swanston

School of Art and Art History/CLAS, “Leveraging Design Thinking to Engage Communities and Promote Sustainable Solutions”

Elizabeth Heineman

Dept. of History/CLAS, “German Iowa from Town to Town / German Iowa and the Global Midwest”

Christine Shea

Dept. of Spanish and Portuguese/CLAS, “Iowa Talks Bilingualism”

Jessica Anthony

Dept. of Dance/CLAS, “The Me and We in Collective Action: Composing Little Villages in a Big World—Symposium, Performances, and Tour”

Colin Lyons

School of Art & Art History/CLAS, “Contingency Plan for a Sacrificial Landscape”

Carol Ives

School of Library and Information Science/ Graduate College, “Kalona Community Heritage Project

Resmiye Oral

Dept. of Pediatrics/Carver College of Medicine, “Toward building a Trauma Informed Systems of Care in Iowa - Interdisciplinary Collaboration between the Governmental and Community Agencies and the University of Iowa”

Kate Gfeller

School of Music, Dept. of Communication Sciences and Disorders/CLAS, “Engagement of Deaf and Hard of Hearing Stakeholders in the Development of a Web-Based Resource for

Complex Listening”

Alaine Hernandez

School of Music, Music Therapy/CLAS, “Music Therapy for Persons with Dementia: A Randomized Crossover Clinical Trial”

Kathrina Litchfield

Language, Literacy, & Culture/College of Education, “UI Speaker Series at Oakdale”

Micro Grant Recipients

Vero Smith

UIMA, “Resistance, Resilience, and Restoration,”

Carolyn Colvin

Dept. of Teaching and Learning/College of Education, “International Association for Research in Service Learning and Community Engagement Conference”

Jill K. Smith

Tippie College of Business Management & Organization, “2017 Grant Professionals Association (GPA) Annual Conference”

Affiliate Program Grant Recipients

Tara McKee

College of Public Health, “Business Leadership Network”

Maurine Neiman

Biology/CLAS, “The Science Booster Club Project”

Theme Semester Grant Recipient

Deirdre Egan

Dept. of Rhetoric, “2018 Iowa City Darwin Day Events”



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Help extend and support innovative teaching, learning, research, and community collaborations. Give to the Office of Outreach and Engagement at givetoiowa.org/outreach.

To become a partner, visit outreach.uiowa.edu.