

ASU Residential Task Force:  
Community Relations Subcommittee

Challenge 1: A perception of Angelo State University as an organization removed from the community.

- Recommendation: Integrate the university more fully into the life of the community and vice versa.
  - Possible strategy: Identify and pursue public and private partnerships.
  - Possible strategy: Create an “immediate neighborhood” association.
  - Possible strategy: Investigate in more detail the possibility of establishing an outreach initiative that ties curriculum to current city issues.
  - Possible strategy: Increase opportunity and access for students by creating relationships with city boards, volunteer organizations, and other groups that make decisions impacting the community.
  
- Recommendation: Involve the community in key university decisions.
  - Possible strategy: Create a university staff position to act as a liaison to the public, focusing on community relations.
  - Possible strategy: Engage the public in open discussions regarding these decisions from the outset to establish relationships with clear communication.
  - Possible strategy: Work in concert with local media and electronic marketing tools to keep the public abreast of current issues which may impact them.
  - Possible strategy: Issue a regular newsletter of university events, their locations, and their expected attendance to let surrounding neighborhoods know when and where to expect increased traffic.
  - Possible strategy: Maintain active communication with the City on development projects to provide coordination and anticipate issues before they become problematic.

Challenge 2: Retention of Angelo State University students, both as students that choose to complete their education here, as well as choose to make San Angelo their home as permanent or long-term citizens.

- Recommendation: Create partnerships between the university and public groups to promote the amenities of San Angelo.
  - Possible strategy: Coordinate weekend “trips” in which students are offered opportunities to be transported off the university campus and to areas of interest within the community.
  - Possible strategy: Work with local organizations to advertise and promote events happening around the City; likewise, take a more active role in promotion of university events to the public as a whole.
  - Possible strategy: Match students up with realtors, employers, and financial institutions that can help students approaching graduation to easily find jobs and homes within San Angelo.
  - Possible strategy: Foster relationships with university and local groups to celebrate rich cultural fabric of San Angelo and actively pursue opportunities to maintain and increase diversity and awareness within the community.
- Recommendation: Embark on a currently “untapped” opportunity to educate students about their roles and responsibilities within the community.
  - Possible strategy: Create programs and publications to inform students about their rights as a citizen, local laws and ordinances, safety issues, or behavioral expectations off campus.
  - Possible strategy: Distribute or make these available to typical off-campus housing areas, such as apartment complexes, townhomes, and duplexes/multiplexes.
  - Possible strategy: Invite students to take part in public meetings regarding community decisions to share their opinions and offer a different, and often valuable, perspective.
  - Possible strategy: Consider implement non-credit graduation requirements for students to complete a defined level of community involvement or interviewing individuals who have made important contributions to the city.

Challenge 3: Incorporation of the physical university campus into the surrounding neighborhood areas to provide a seamless transition.

- Recommendation: As land is acquired by the university, work with local partners to incentivize private development that serves the students, employee groups, and visitors to the campus.
  - Possible strategy: Work with the City to utilize municipal tools, such as zoning and transportation planning, to foster mixed-use growth in these areas.
  - Possible strategy: Reach out to businesses that provide “neighborhood-serving” amenities not readily available in the vicinity of the campus.
- Recommendation: As land is obtained for redevelopment, work with the City (as outlined in their Vision Plan) to create attractive environments.
  - Possible strategy: Use placement of landscaping, sidewalks/trails, signage, and other mechanisms to minimize physical disconnects.
  - Possible strategy: Create “social areas” which provide green space and seating areas for students and residents to enjoy the surroundings.
  - Possible strategy: Research and work with student body to develop ways of promoting pedestrian traffic to help alleviate parking problems on various parts of campus.