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M Partner

McLean Institute for Public Service and
Community Engagement

1-16-2020

Charleston, MS - M Partner Pilot Phase

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Recommended Citation

Martin, Laura and Nylander, Albert, "Charleston, MS - M Partner Pilot Phase" (2020). *M Partner*. 4.
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M Partner Pilot Phase

2018 - 2019



A PARTNERSHIP BETWEEN THE CITY OF CHARLESTON
AND THE UNIVERSITY OF MISSISSIPPI





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Acknowledgements

Community-campus partnerships involve individuals and organizations coming together to create something larger and more beautiful than they could accomplish by working separately. Thanks to the intentional involvement of students, faculty, and staff at the University, along with the vision and passion of our community partners, M Partner has taken on an impact that exceeded our wildest imagination.

The following individuals have been instrumental in nurturing M Partner from concept to reality. Please accept heartfelt thanks on behalf of M Partner and the McLean Institute for Public Service and Community Engagement.

Sedrick Smith, Mayor of Charleston

Dr. Catherine Moring, Executive Director, James C. Kennedy Wellness Center

Norma Platt, Director, Charleston Main Street Association

Dr. Glenn Boyce, Chancellor

Dr. Noel Wilkin, Provost and Executive Vice Chancellor for Academic Affairs

Dr. Lee Cohen, Dean of the College of Liberal Arts

Michaela Cooper, M Partner VISTA 2018-2019

Dr. Katrina Caldwell, Vice Chancellor for Diversity and Community Engagement

Gwen Dailey, Chapter Parliamentarian, National Charleston Day Organization

Dr. Jeff Jackson, Chair, Department of Sociology and Anthropology

Carol Roark, Director, Charleston Arts and Revitalization Effort

Taylor Robertson, M Partner VISTA 2019-2020

Dr. Jeffrey S. Vitter, Chancellor Emeritus

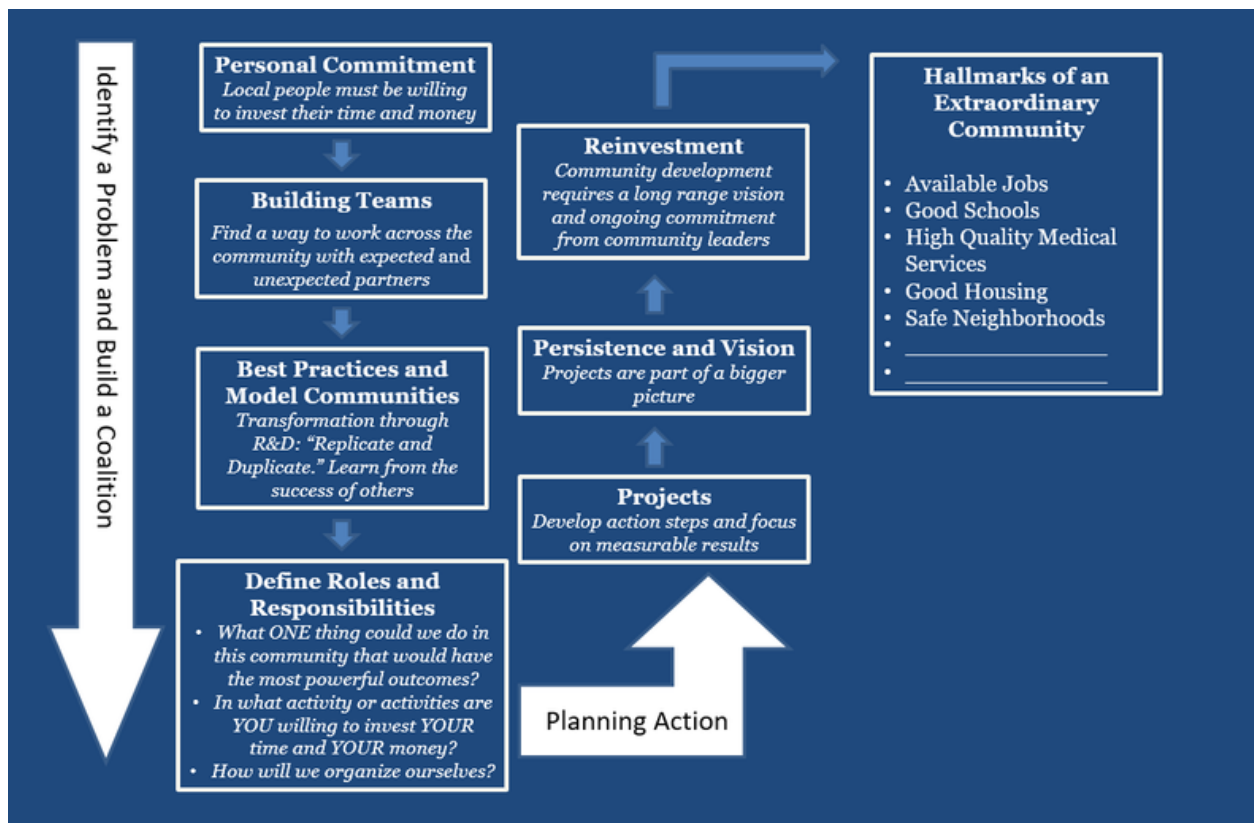


About M Partner

The University of Mississippi is a force for community and economic development across the state. In 2018, the university launched M Partner, a community engagement effort that seeks to improve quality of life in Mississippi communities. M Partner offers a framework for community and university representatives to advance priority projects in partner cities across the state. M Partner is central to the university’s mission of learning, discovery, and engagement.

The inaugural M Partner communities are Charleston (Tallahatchie County), Lexington (Holmes County), and New Albany (Union County). The McLean Institute for Public Service and Community Engagement is leading the pilot phase of M Partner, and aligning university resources and expertise with community-driven projects. M Partner affiliates with credit-bearing courses, offers community service opportunities, conducts research, and provides technical assistance to advance community priorities.

The guiding framework below is adapted from the work of Dr. Vaughn Grisham, founding director of the McLean Institute for Public Service and Community Engagement and professor emeritus of sociology.





LETTER FROM LAURA MARTIN

**M PARTNER DIRECTOR, ASSOCIATE
DIRECTOR OF THE MCLEAN INSTITUTE**

The McLean Institute for Public Service and Community Engagement has been part of M Partner since its inception. In the spring 2017 semester, I served on the task force that was asked to envision a framework for a community-university partnership inspired by the EPIC Network, which stands for Educational Partnerships for Innovation in Communities. The task force was comprised of faculty and staff from across the Oxford and UMMC campuses. While we debated how best to adapt this model to serve Mississippi communities, we shared the conviction that intentional and reciprocal community partnerships were central to the public purpose of the University of Mississippi.

M Partner was launched in March 2018 with three partner communities: Charleston in Tallahatchie County, Lexington in Holmes County, and New Albany in Union County. The McLean Institute then held a series of community meetings in each partner community to identify priority projects. These community conversations revealed a consistent set of themes in each partner community: educational initiatives, community health and wellbeing, business and economic development, and beautification. In all, community partners identified a set of 27 priority projects across all three communities.

The McLean Institute built momentum for M Partner during the summer and fall semesters of 2018 through placements with the North Mississippi VISTA Project, special events such as business forums in partnership with the Entrepreneur Center at the Mississippi Development Authority, and a large-scale day of service across all three communities. By the spring 2019 semester, faculty, staff, and students were engaged in 18 projects across the M Partner communities. In Summer 2019, 11 M Partner Interns worked on priority project areas across the three communities, and campus-wide engagement continues during the fall 2019 semester with the involvement of new faculty members and academic departments.

The pilot phase of M Partner has given me several insights about the University of Mississippi. I have learned that our students have a strong desire for hands-on involvement in communities, and actively seek out opportunities through their coursework, internships, and days of service. Thanks to M Partner, the McLean Institute has developed new partnerships with faculty members across campus, and strengthened a growing network of community-engaged scholars. I am enormously grateful to the students, faculty, staff, and administrators who believed in M Partner and shared their talents during this pilot phase.

I will remain forever grateful to our community partners. In community engagement work, we know that trust is so vital to developing authentic partnerships that advance a larger purpose. We were welcomed with open arms in Charleston, Lexington, and New Albany, and the trust that our community partners placed in us allowed us all to learn, grow, deepen connections, and create something larger than what we could have accomplished separately. Thank you.

This publication provides a snapshot of what M Partner has accomplished during the pilot phase – and we are not finished yet! I hope you enjoy reading.

Laura Martin,
M Partner Director and
Associate Director, McLean Institute

About the McLean Institute

Mission

The McLean Institute for Public Service and Community Engagement advances transformative service throughout the University and fights poverty through education in Mississippi.

Vision

The McLean Institute for Public Service and Community Engagement will be recognized for expanding community engagement throughout the University of Mississippi and for its success in addressing poverty in Mississippi through mutually beneficial partnerships.

Core Values

Academic Excellence: The McLean Institute believes that education should be a lifelong and empowering experience open to all.

Transformation: The McLean Institute recognizes the potential of the University of Mississippi to transform the inequitable structures of Mississippi that contribute to generational poverty.

Respect: The McLean Institute values the strengths and assets of all people and the organizations with whom we partner.

Integrity: The McLean Institute believes in listening honestly, processing information accurately, and following through on its commitments.

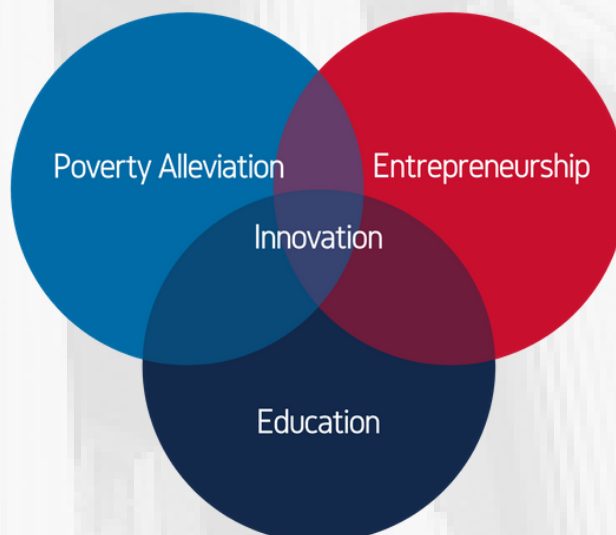
Inclusion: The McLean Institute fosters inclusivity and cultural humility in its work.

Approach

Through a cohesive portfolio of programs, the McLean Institute partners with Mississippi communities to fight poverty through education, innovation, and entrepreneurship.

ENGAGE UM

How will you engage UM?



LETTER FROM DR. ALBERT NYLANDER

DIRECTOR OF THE MCLEAN INSTITUTE, PROFESSOR OF SOCIOLOGY

The McLean Institute is grateful to everyone that has supported the pilot phase of M Partner. Since 2012, the McLean Institute has been called on to lead strategic priorities for the University of Mississippi, from the Transformation through Service priority of the UM 2020 Strategic Plan to M Partner in the current Flagship Forward strategic plan.

The McLean Institute has watched community engagement efforts take root at UM. Community-campus partnerships are now embedded in the culture of our institution. After years of promoting service-learning and community engagement on campus, it was heartening to see faculty members seek out engagement opportunities from the list of projects identified through M Partner.

The pilot phase of M Partner has recalled the work of George McLean, founder of the CREATE Foundation and the Community Development Foundation, publisher of the Northeast Mississippi Daily Journal, and visionary leader for whom the McLean Institute is named. McLean believed in the power of people coming together to achieve ambitious goals that would improve quality of life for the entire community. This approach was synthesized by professor emeritus of sociology and founding director of the McLean Institute, Dr. Vaughn Grisham, as creating extraordinary results in ordinary communities. The lessons from George McLean and Dr. Vaughn Grisham teach us that when broad-based coalitions of community members join together, generate momentum through visible victories, and continue to build support for community and economic development, anything is possible.

George McLean saw local leadership as integral to community and economic development efforts. Based on those insights, Dr. Vaughn Grisham led a leadership development program in northeast Mississippi for many years, and we were excited to learn that several of our close collaborators in New Albany were graduates of Dr. Grisham's leadership program. George McLean also encouraged community leaders to partner with universities to harness the economic development potential of higher education. M Partner has provided a template for creating additional points of connection between the University of Mississippi and partner communities, and we see evidence of this in new placements through the North Mississippi VISTA Project and new faculty partnerships in Charleston, Lexington, and New Albany.

The projects and collaborations described on the following pages are a testament to the incredible efforts of our community partners, along with the dedication of faculty, staff, and students at UM. They have demonstrated – as George McLean knew – that by working together in service of common goal, anything is possible.

Albert Nylander, PhD
Director, McLean Institute
Professor of Sociology



THE UNIVERSITY of
MISSISSIPPI
MCLEAN INSTITUTE FOR PUBLIC SERVICE
AND COMMUNITY ENGAGEMENT



Academic Courses and Internships

HEALTH AND CAREER FAIR TO PROMOTE WELLNESS

Courses

SOC 353: Community Development and
NHM 417: Community Nutrition

Departments

Sociology and Anthropology, Nutrition and Hospitality
Management

Faculty Members

Anne Cafer and Georgianna Mann

Community Liaisons

Catherine Moring, *James C. Kennedy Wellness Center* and
Mark Beechem, *Charleston High School*

Semester

Spring 2019

Final Deliverables

Health and career fair that engaged all students at Charleston High School. Exit survey data indicated that 56% learned new information about nutrition and healthy eating, 68% learned new information about higher education, 62% learned new information about career opportunities, and 54% learned about resources in their community.

Participating organizations included James C. Kennedy Wellness Center, Coahoma Community College Health Sciences Program, Northwest Community College, North Mississippi Educational Consortium, Sta-Home Health and Hospice, University of Mississippi Counseling Center, UM Department of Nutrition and Hospitality Management, UM FASTrack, and Wellness Center of Oxford.



Project Description

The James C. Kennedy Wellness Center is working to improve health status by engaging young people to prevent diabetes and obesity. The Wellness Center engaged M Partner to enhance outreach in the local school system around wellness practices, programs, and careers.



COMMUNITY HEALTH AND WELLNESS POLICIES AS A RESPONSE TO HEALTH DISPARITIES IN MISSISSIPPI

Course

PPL 298: Health Policy

Department

Public Policy Leadership

Faculty Member

Melissa Bass

Community Liaisons

Mayor Sedrick Smith and Catherine Moring,
James C. Kennedy Wellness Center

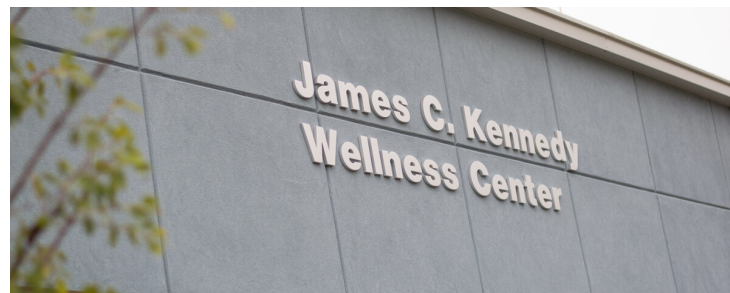
Semester

Spring 2019

Final Deliverables

Policy report reviewing municipal-level policies such as complete streets, wellness breaks for public employees, and shared use agreements.

Model ordinance language to be adapted to best meet the interests of the City of Charleston.



Project Description

Preventable chronic diseases are prevalent in Mississippi, and disproportionately affect Mississippians who are African American, have a lower socioeconomic status, and reside in rural areas. To address health disparities at the municipal level, the Blue Cross and Blue Shield Foundation holds an annual competition for grant funding through the Healthy Hometown Award, which recognizes policies and programs that promote community health and wellness. The City of Charleston sought information about best practices in implementing municipal-level wellness policies to improve community health outcomes.

LIFE BALANCE INVENTORY

Course

COUN 760: Leadership, Program Evaluation, and Accreditation

Department

Leadership and Counselor Education

Faculty Members

Richard Balkin and Juawice McCormick

Community Liaison

Catherine Moring, *James C. Kennedy Wellness Center*

Semester

Spring 2019

Final Deliverables

Community outreach and engagement at the 2019 Tallahatchie Wellness Health and Lifestyle Fair.

Summary report with analysis of the survey results and recommendations for health promotion and prevention programs based on the findings.



Project Description

The Juhnke-Balkin Life Balance Inventory is a validated survey tool that provides a snapshot of adult wellness in domains such as positive orientation, quality of relationships, spiritual support, stress and anxiety, sleep disturbance, sex and intimacy, career satisfaction, and global health. Graduate students and faculty from the UM Department of Leadership and Counselor Education administered a modified version of this survey to 41 participants at the Tallahatchie Wellness Health and Lifestyle Fair.

RESEARCH OPPORTUNITIES TO EXPAND TELEMEDICINE

Courses

PPL 210: Public Policy and Quantitative Analysis and
PPL 310: Public Policy Design and Analysis

Department

Public Policy Leadership

Faculty Member

Nidhi Vij

Community Liaison

Catherine Moring, *James C. Kennedy Wellness Center*

Semesters

Spring 2019 and Summer 2019

Final Deliverables

Exploratory research including literature review, financial feasibility analysis and research proposal for expanding telehealth in Tallahatchie County.

Identify potential grant opportunities to fund the expansion of telehealth in Tallahatchie County.



Project Description

Telehealth holds great promise for monitoring chronic health conditions as well as managing disease outbreak and tracking. The University of Mississippi Medical Center has gained recognition for its telehealth model of cross-sector collaboration between UMMC, telecommunications companies, state government, health care providers, and private citizens. Research is needed to explore how telehealth can be expanded to Tallahatchie County and surrounding areas to enhance existing levels of care.

WEBSITE AND SOCIAL MEDIA FOR THE CITY OF CHARLESTON

M Partner Summer Intern

Navodit Paudel, Managerial Finance major

Community Liaison

Mayor Sedrick Smith

Semester

Summer 2019

Final Deliverables

Website design and content creation for the Official City of Charleston website, hosted on Wix.

Social media guide for the City of Charleston, addressing best practices for producing strategic content for the website, Facebook, Instagram, and Twitter.

Project Description

The City of Charleston is interested in establishing an online presence through a website and social media channels, as well as a community calendar to serve as a single source of information for public events.



HEALTH PROMOTION AND DIABETES EDUCATION

M Partner Summer Intern

Evi Addoh, graduate student in Health Promotion

Community Liaison

Catherine Moring, *James C. Kennedy Wellness Center*

Semester

Summer 2019

Final Deliverables

Diabetes education event, including an Oral Health and Diabetes presentation.

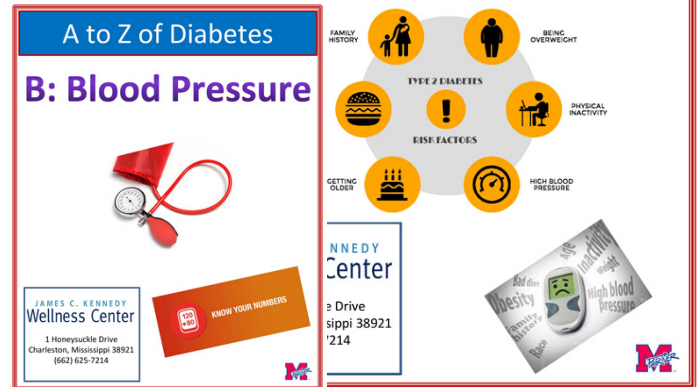
Development of evidence-based social media content for the A to Z of Diabetes campaign.

Project Description

The James C. Kennedy Wellness Center is working to improve health status by engaging youth to prevent diabetes and obesity. The M Partner Summer Internship provided a platform to conduct a literature review and data analysis around diabetes management.

A to Z of Diabetes

R: Risk factor prevention



MAIN STREET REIMAGINED

M Partner Summer Interns

Nala Crumb, Psychology major, and Gabriela Wells, Public Policy Leadership major

Community Liaison

Norma Platt, *Charleston Main Street Association*

Semester

Summer 2019

Final Deliverables

Donations of high-quality exterior paints and other materials for downtown businesses.

Support for building the infrastructure and profile of the Charleston Main Street Association and the *Main Street Reimagined* campaign.

Project Description

The *Main Street Reimagined* campaign has transformed downtown Charleston by repainting building facades on the Courthouse Square and Main Street and placing benches and planter boxes throughout the downtown area. M Partner interns supported this campaign through outreach and promotion efforts.



DATA COLLECTION ON DIABETES AND OBESITY

Courses

LEAD 591: Leadership & Advocacy Advanced Pharmacy Practice Experience and
PEDG 591: Pedagogy Advanced Pharmacy Practice Experience

Department

Pharmacy Practice, University of Mississippi Medical Center and Oxford Campus

Faculty Members

Leigh Ann Ross and Lauren Bloodworth

Community Liaison

Catherine Moring, *James C. Kennedy Wellness Center*

Semesters

Fall 2019 and Spring 2020

Final Deliverables

Conduct diabetes and cardiovascular health screenings, provide patient education and health coaching, and refer care as appropriate.

Diabetes education event planned for February 2020.



Project Description

Mississippi has some of the highest rates of diabetes prevalence in the nation. This project builds upon the work of the James C. Kennedy Wellness Center to increase identification of those currently diagnosed with at or risk of developing diabetes.

MAPPING THE CHARLESTON QUADRANGLE

Master's Thesis

The Surficial Geology of the Charleston Quadrangle, Tallahatchie County, Mississippi

Department

Geology and Geological Engineering

Faculty Member

Ron Counts

Community Liaisons

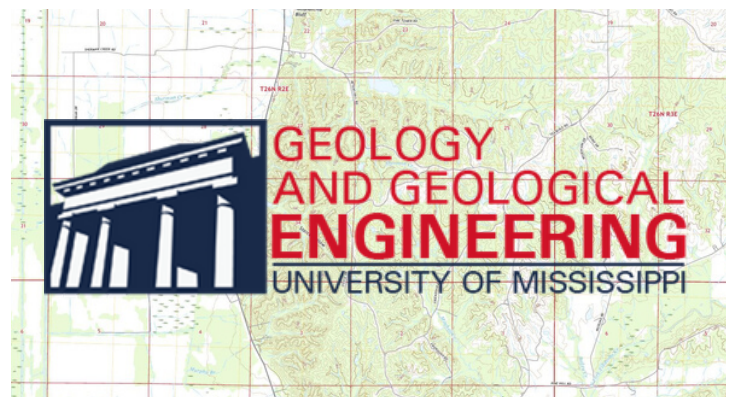
Mayor Sedrick Smith and Norma Platt, *Charleston Main Street Association*

Semester

Fall 2019

Final Deliverable

Geologic map for the Charleston 7.5 minute quadrangle that can be used to identify economic resources in the form of sand and gravel deposits.



Project Description

In the past, gravel and clay deposits were mined in Tallahatchie County as an economic resource. Those known resources have since been depleted. Drilling the Charleston quadrangle to map and analyze the sand and gravel deposits can identify new economic resources in the county and significantly contribute to regional scientific research.



Special Programs and Events

ENTREPRENEURIAL LEARNING CENTER - CHARLESTON

UM Partner

McLean Institute for Public Service and Community Engagement

Community Liaisons

National Charleston Day Organization, James C. Kennedy Wellness Center

Semester

Summer 2018

Project Description

The Entrepreneurial Learning Center is a 4 week summer enrichment program for middle school students in Charleston that covers entrepreneurship, health and wellness, writing, data, demographics, and art. The 15 Charleston Middle School students who participated in the Entrepreneurial Learning Center visited the UM campus and learned about many fields of study within higher education.



STARTUP CAMP FOR YOUNG ENTREPRENEURS

UM Partners

McLean Institute for Public Service and Community Engagement; Center for Innovation and Entrepreneurship; and Catalyzing Entrepreneurship and Economic Development (CEED) Innovation Scholars Ashley Bowen, Management Information Science major; Dawn Boddie, Geological Engineering major; Jessica Clarke, Integrated Marketing Communications major; and Allison Floyd, Accountancy major

Semester

Summer 2018

Program Description

StartUp Camp for Young Entrepreneurs is designed to train middle school students in business development, marketing, and negotiation strategies. The camp is a weeklong, residential summer program on the campus of the University of Mississippi that challenges students to develop an entrepreneurial mindset and create business ideas that will address unmet needs in their communities. Youth from M Partner communities were invited to participate at no cost.



SERVICE PROJECT WITH STUDENTS FROM THE MISSISSIPPI EXCELLENCE IN TEACHING PROGRAM

UM Partners

Mississippi Excellence in Teaching Program,
Department of Teacher Education

UM Staff

Blake Adams

Semester

Summer 2019

Project Description

Students participated in beautification efforts to enhance the *Main Street Reimagined* campaign through the Charleston Main Street Association.



M PARTNER BUSINESS FORUM

UM Partners

McLean Institute for Public Service and Community
Engagement, Innovation Hub at Insight Park

Statewide Partner

The Entrepreneur Center at the Mississippi Development
Authority

Featured Local Organizations

Delta Health Solutions, National Charleston Day
Organization, Trout Valley Quail

Semester

Fall 2018

Program Description

Business development forum and webinar featuring lessons from local entrepreneurs and community leaders. The webinar was broadcast from downtown Charleston at the office of the Charleston Arts and Revitalization Effort, and the interactive event allowed participants to explore the downtown area and support local businesses.



OPIOID SUMMIT FOR FIRST RESPONDERS

UM Partner

Department of Pharmacy Practice

Community Liaison

Catherine Moring, *James C. Kennedy Wellness Center*

Program Description

Drug abuse and opioid overdose have become a major concern across the nation, as the number of people dying from opioid overdoses rises each year. With this increase, there is a need for heightened awareness among health care providers, community officials, and the public regarding available resources to combat this problem. In rural areas, timely access to emergency care is often difficult, and equipping all first responders with opioid reversal training can address a critical need. As of July 2017, Mississippi pharmacies can dispense Naloxone under a standing order to any person who may be in a position to assist someone at risk of an overdose. This project creates an opportunity for all first responders in the Charleston/Tallahatchie County community to complete a pharmacist-led training on recognition of opioid overdose and proper administration of Naloxone. In addition, an Opioid Summit will be held for health care providers and residents of Charleston and surrounding communities to increase awareness of the opioid epidemic and to provide information on Naloxone treatment.



M PARTNER COMMUNITY DAY 2018 & 2019

UM Partner

McLean Institute for Public Service and Community Engagement

Semesters

Fall 2018 and Fall 2019

Project Description

Beautification projects emerged as a priority in the community meetings that identified focus areas for the M Partner initiative. M Partner Community Day is a large-scale day of service across all three communities, designed to contribute to priority projects around beautification in downtown areas and around community landmarks.



M PARTNER COMMUNITY DAY 2018 & 2019





Partnerships through the North Mississippi VISTA Project

VISTA SUMMER ASSOCIATE

Community Partners

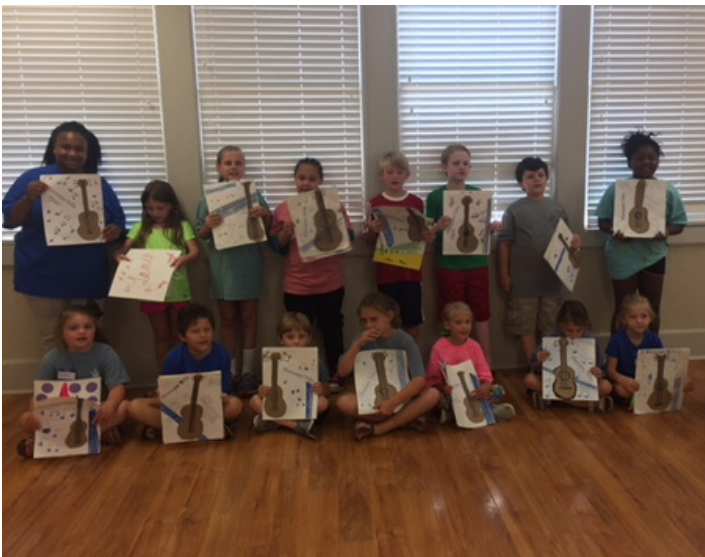
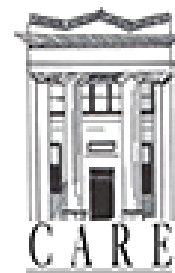
National Charleston Day Organization, Charleston Arts and Revitalization Effort

Term of Service

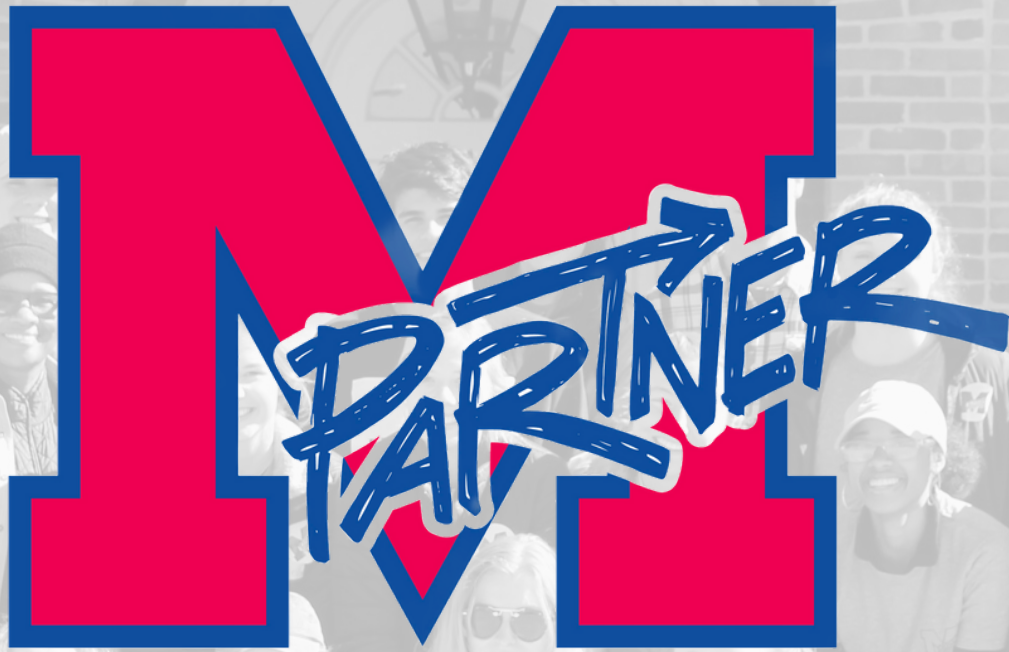
Summer 2018

Objective

The principles of the VISTA program are poverty alleviation, capacity building, sustainable solutions, and community empowerment. VISTA Summer Associates complete 300 hours of hands-on, direct service with community partner organizations, with an emphasis on summer learning and food security. VISTA Summer Associate Erica Bradford (2018) served with the National Charleston Day Organization and CARE to support the Entrepreneurial Learning Center and summer arts and literacy programming for youth in Charleston.







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