

CITY OF WINSTON-SALEM COLLEGE ADVISORY BOARD



WINSTON-SALEM
STATE UNIVERSITY



WAKE FOREST
UNIVERSITY



ANNUAL REPORT Fiscal Year 2023-2024



Staff Administrator:
Dr. Ronnie Christian, Interim Director
Human Relations/Diversity Equity and Inclusion

TABLE OF CONTENTS

Overview

Purpose, Mission, History, and Duties	Page 3
The Board’s Relationship to City Government, Staff, and the Community.....	Page 4
Membership.....	Page 4

2023-2024 Highlights

Management’s Comments.....	Page 5
Performance Information/Highlights.....	Page 5
2024-2025 Outline of Goals.....	Page 6
Recommendations to the City Council.....	Page 6

Attachments: Fall Newsletter

Spring Newsletter

Winston-Salem State University Donations Campaign List

College Advisory Board Apprenticeship Document

COLLEGE ADVISORY BOARD

PURPOSE



The purpose of the College Advisory Board is to serve as an advisory council to the City Council regarding areas such as economic development projects, transit advocacy, and student housing issues (and other issues the group may suggest) that will encourage students to remain in Winston-Salem post-graduation.

MISSION

The COLLEGE ADVISORY BOARD serves as a body that represents the needs, interests, and concerns of college students and recent college graduates by engaging them in relevant community projects, programs, and issues.

HISTORY

In June 2010, the Winston-Salem City Council unanimously approved a resolution to establish the College Advisory Board. Spearheaded by Council Member Derwin L. Montgomery, the group was created to communicate the needs of college students to the City of Winston-Salem.

DUTIES

- (a) Suggest and contribute ideas to economic development projects that will appeal to college students and young professionals;
- (b) Advocate for public transit availability and accessibility at various colleges and universities;
- (c) Voice concerns and resources pertaining to off-campus student housing issues involving landlords, property managers, and fair housing matters;
- (d) Actively engage in learning about community leadership opportunities that will encourage and foster partnerships with colleges and universities, as well as young professionals; and
- (e) Encourage college students to remain in Winston-Salem after graduation.

THE BOARD'S RELATIONSHIP TO CITY GOVERNMENT

The government of the City of Winston-Salem and the general management and control of all its affairs are vested in the City Council and the Mayor. The City Council appoints the City Manager who is the administrative head of City government and is responsible for the administration of all departments of City government. The City Council is also the appointing authority for members of the College Advisory Board.

The Board keeps the City Manager and the City Council informed of its activities. To further that communication, the chairperson or a designated member of the Board shall appear annually before the City Council to provide them with information on the pulse of the college/university student community and a yearly progress report on Board programs and projects. The Board makes recommendations to the City Council concerning projects and programs relevant to the college/university student population of Winston-Salem.

THE BOARD'S RELATIONSHIP TO THE STAFF

The Board's relationship with the Human Relations staff involves advising staff regarding programs, concerns, and issues relating to college/university students. During the process of initiating programs and investigating complaints and problems, the Board calls on the staff for technical assistance and research into matters that are brought to the Board.

THE BOARD'S RELATIONSHIP TO THE COMMUNITY

The College Advisory Board is the body through which college/university students' concerns can be relayed to City officials. The College Advisory Board brings information to its peers on the programs and activities of city government that pertain to college/university students.

COLLEGE ADVISORY BOARD 2023-2024 MEMBERSHIP ROSTER

College	First Name	Last Name
FTCC	Nathan	Hoang
FTCC	Jeremiah	Washington
Salem College	Abigail	Hawkins
Salem College	Alison	Ketchie
WF	Reeva	Cordice
WSSU	Jordan	Moore
WSSU	Jacob	Taylor
FTCC	Justine	Velasquez

MANAGEMENT'S COMMENTS

DR. RONNIE CHRISTIAN, HUMAN RELATIONS/DIVERSITY EQUITY AND INCLUSION INTERIM DIRECTOR



We are very excited to serve as the administering department for the Winston-Salem College Advisory Board (CAB). The College Advisory Board was created in June 2010 by the Winston-Salem City Council. The administrative duties in support of the College Advisory Board were assigned to the Human Relations/Diversity, Equity and Inclusion Department. The purpose of the College Advisory Board is to advise the City Council regarding matters that are of interest to students who are enrolled in colleges and universities in Winston-Salem, which, in turn, will encourage the retention of college graduates in Winston-Salem.

Since its inaugural year, the College Advisory Board has been actively establishing the foundation of its service to the community. Each member has engaged in 40 hours of learning about our community by participating in themed months throughout the year that focused on topics such as the environment, civics, government, transportation, and housing.

The College Advisory Board is a welcome addition to our administrative duties. Its members have been charged with laying the foundation for future lines of communication between the growing college student community and local government, specifically, the City Council. Despite the historic global COVID-19 pandemic, College Advisory Board has continued holding virtual monthly meetings and participating/leading various program initiatives within the community.

PERFORMANCE INFORMATION

- I. Goal: Education
 - Gain knowledge of community issues, organizations, and services.
- II. Goal: City Government Participation
 - Gain knowledge of city government by interfacing with city government officials
- III. Goal: Community Service/Volunteerism
 - Participate in 40 hours each of community activities and service.

2023-2024 MAJOR PROGRAM /PROJECT HIGHLIGHTS

National League of Cities Community of Practice Grant: The College Advisory Board was a partner in the National League of Cities (NLC) Community of Practice two-year grant award. The Winston-Salem cohort was focused on housing and food affordability and access for college students, particularly students at our local historically Black College/University (HBCU), Winston-Salem State University. The College Advisory Board worked, over the past two years, with their respective institutions by surveying and assessing student survey results to measure hunger and housing gaps and needs. As a result, the College Advisory Board's efforts culminated in an agreement between the City Farmer's Market and Winston-Salem State University for students to use their meal cards to access healthy foods. The City Attorney's Office also opined regarding the application of the municipal Housing Justice Act to apply to extending affordable housing opportunities to students and their source(s) of income.

Bi-annual Newsletters: The College Advisory Board authored a bi-annual newsletter reflecting accomplishments and activities throughout the year.

Community Outreach: The College Advisory Board has partnered with the Human Relations Commission and Youth Advisory Council on a few projects this year. The College Advisory Board believes it is important to support outreach events, that are already in place, by strengthening the presence of the college community.

Specific examples include

- High School Student Race Relations Forum
- Human Relations DEI Open House
- International Village Food and Cultural Festival
- Student Human Relations Banquet

2024-2025 OUTLINE OF GOALS

For fiscal year 2024-2025, the College Advisory Board will focus on the following goals:

1. To grow and solidify internship opportunities within the City of Winston-Salem;
2. To educate students on appropriate steps to take when they feel victimized or discriminated against on campus;
3. To recruit student members from colleges/universities that have been unable to participate; and
4. To develop an end of year project for the 2024-2025 school year.

RECOMMENDATIONS TO THE CITY COUNCIL

The College Advisory Board makes the following recommendations to the City Council:

1. Expand group members to four members per school.
2. To gain traction on city/university partnerships, the College Advisory Board recommends that City Council reach out directly to college/university officials and appropriate local citizens to become involved in the College Advisory Board's meetings, efforts, and programs. The College Advisory Board recognizes the importance of building and maintaining effective lines of communication between city government, colleges/universities, and the community. By improving the dialogue with our diverse community groups, city government can ensure that the City of Winston-Salem fosters an environment that is conducive to an atmosphere in which the voices of college and university students, college/university officials, and local citizens can come together to form effective and useful partnerships.
3. In carrying out its goals, the College Advisory Board will increase its outreach efforts and seek input from the City Council on issues or concerns in the respective wards. We ask that the City Council support the Board's goals in this effort.
4. The College Advisory Board requests that the City Council support the Board's goal of building a stronger relationship with City officials.

The College Advisory Board appreciates the City Council's ongoing support.