

# College Town Initiative Benefits



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## Mutual Benefits

- Joint marketing collaborations to promote University and community events
- Joint community engaged events provide opportunities for elected officials, community leaders, University leaders and staff, and students to work side by side
- University faculty and students provide a knowledge base to the City and are able to gain experience in the process
- National recognition through the International Town and Gown Association through articles and presentations at national conferences

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## University Benefits

- Outpouring of community support
- Better integration of students, faculty and staff with the Ogden community
- Enhanced awareness of the many efforts and positive contributions of the University
- Recognition of the role and accomplishments of the University by the City through resolutions and proclamations
- Students are engaging community leaders in conversations about issues of public concern
- The University is more tightly and overtly integrated into the Ogden community because of this partnership
- The University is more intentionally being used as a resource for the City more than ever before

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## Community Benefits

- Students are providing community service on a wide array of projects – one million hours of service since 2007
- Non-profit and government organizations have access to students and faculty to enhance or augment services that are provided
- University programs and events are available to enhance the quality of life for the community
- Collaborations between the University and community enhance the mutual pursuit of economic, educational, recreational, social and cultural initiatives
- Community events are promoted to students, faculty and staff