



May 6, 2019

Ald. Mark A. Borkowski
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Media Advisory
Alderman Mark A. Borkowski:
Alverno College Management Students
District 11 Community Culture Building
Project Presentation
May 9

WHAT: Alverno students enrolled in an Organizational Behavior Management course will give a **Community Culture Building Presentation**, a culmination of their semester-long work to adapt a management framework and create a new one that focuses on enhancing community culture through effective leadership.

The presentation will include student analysis of extensive research performed on community culture building projects throughout the U.S., insights from two Roundtable discussions held with Alderman Mark Borkowski, but most particularly, insights from District 11 residents gathered from a survey conducted and analyzed by students.

Finally, based upon the research conducted, students will present the new culture-building framework they built and recommendations to improve community culture based upon the resident insights obtained.

WHEN: Thursday, May 9 – 9:45 a.m.

WHERE: Common Council Chambers – Milwaukee City Hall – 200 E. Wells St.

DETAILS: Presentation is **FREE** and open to the public; media coverage welcome.

Alverno College Management Student Community Culture Building Project

25-March-2019

The objective of this project is to **challenge students** to demonstrate high level understanding of course frameworks (Integrative Model of Organizational Behavior and Self-Leadership Development) and agility in critical thinking by adapting these frameworks to create a **model** for community culture building.

According to Leonie Sandercock in *When Strangers Become Neighbors: Managing Cities of Difference (Planning Theory and Practice, 2000)*, "we do share space on the planet with others who in many ways are not like us" and therefore it is critical to explore what it might mean to "manage difference in ways that could be transformative rather than repressive."

Project description: Students enrolled in the course **Managing in Organizations** will, from a **culture building** through **leadership** framework upon which the course is based, work collaboratively to adapt the framework to create a plan to build/enhance culture through leadership in the community.

Short-term objective: During the "pilot" phase (Spring semester 2019) of this project, students will work in concert with the **local neighborhood association** and municipal government representative to develop a template for **culture building/enhancement** which will represent their course assessment.

Long-term objective: Working continuously with community and municipal leaders, develop a framework to promote and enhance community building and economic development through small business growth that could serve as a "template" for all communities and thus enhancing the city as a whole. (This would include, at some point, integrating the small business development project Alverno marketing students have successfully developed for the economic development aspect.)

Critical considerations:

- Project **must be** community-driven and managed;
- Project must have clearly stated goals and objectives and incorporate shared mission, vision and core values;
- Project must be designed with aspects that clearly connect to course outcomes for students;
- Clear, cohesive, connective threads among all stakeholders; and
- As a community project, necessary to ensure inclusiveness in development of the project (all "voices" need to be heard - have input) taking into consideration those who may not have access to technology (email, social media, etc.), language barriers, etc. in order for framework to be fully representative of the community.

Support/engagement from community needed for project would include, but not be limited to: key community insights, willingness to speak with students, answer surveys and possibly attend final presentation.

Innovative experiential learning experiences, those that turn theory into practice in highly meaningful and engaging ways, are at the heart of Alverno teaching and our patented abilities-based curriculum. This project represents that very type of immersive educational experience.