

University of Pittsburgh Community Engagement



The University of Pittsburgh has an extensive variety of community engagement and outreach activities that span many parts of the university. These engagements occur through courses, projects, programs, and research and are listed at engagementmap.pitt.edu.

APPROACH TO COMMUNITY ENGAGEMENT

Community Engagement is the collaborative development and delivery of initiatives through reciprocal partnerships between members of the University and members of the broader public.

Community Outreach is the provision and promotion of University services and resources for community use.

▶ WHO IS ENGAGED?

- 374** Engagement/Outreach Programs
- 420** Locations
- 32** Schools/Departments/Centers/Institutes
- 540** Unique, Active Partner Organizations

HIGHLIGHTING COMMUNITY ENGAGEMENT

The high-level numbers below highlight findings from the review of 38 programs and projects. We interviewed 28 individuals, representing 22 departments/organizations, and 38 programs within those departments.

▶ HIGH-LEVEL IMPACTS 2019-2020



PEOPLE

- 37,400** youth, children, and teens impacted
- 4,000** families impacted
- 12,100** Pitt students involved
- 400** faculty/staff involved



PLACE

- 17,600** community members impacted
- 14,800** visitors to the Homewood Community Engagement Center (CEC)

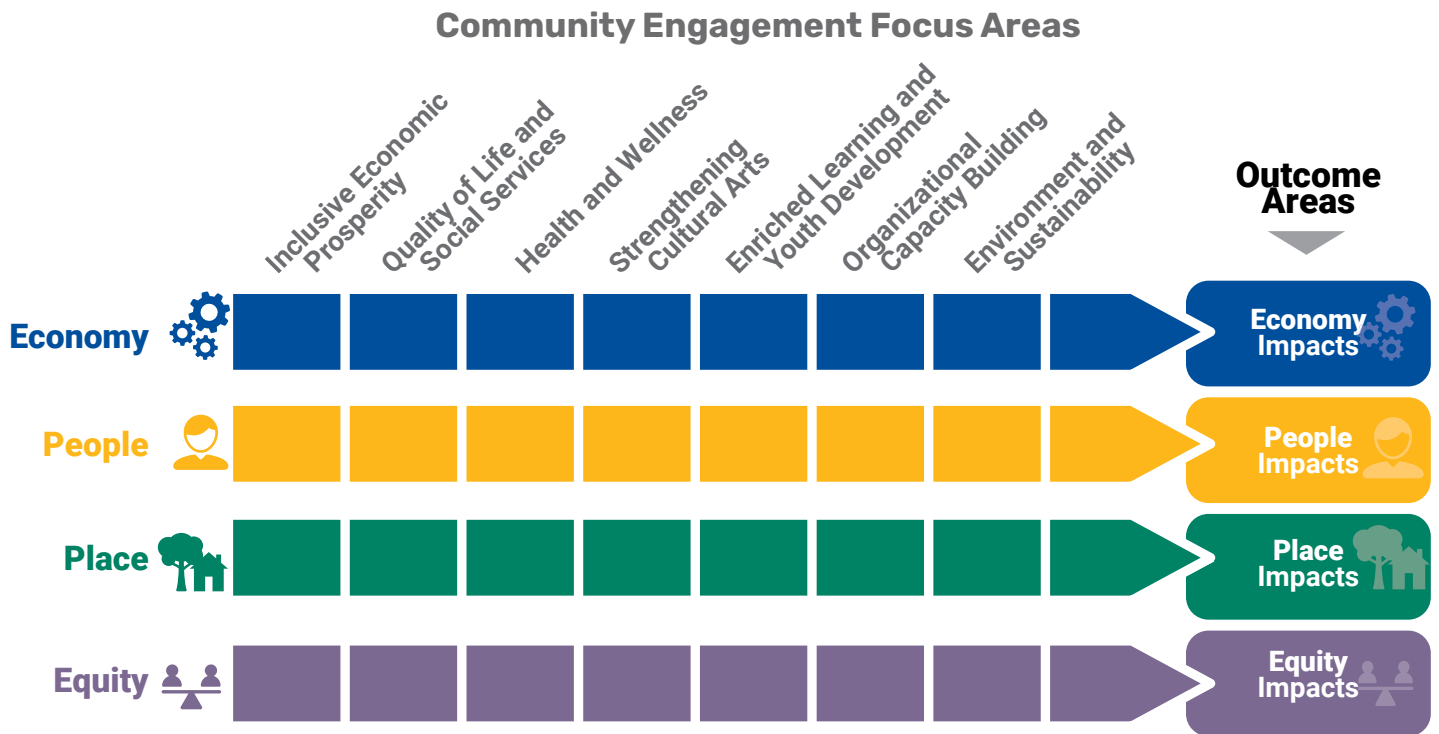


ECONOMY

- 1,300** businesses impacted
- \$34 million** increased sales for Institute for Entrepreneurial Excellence (IEE) clients
- 1,400** jobs supported
- \$3 million** estimated annual wages of Manufacturing Assistance Center (MAC) grads

IMPACT FRAMEWORK

Pitt's engagement activities span the domains across the top of the diagram below. This report analyzed these efforts in terms of Pitt's impact on People, Place, Economy, and Equity across those areas:



ECONOMY

Economic outcomes refer to impacts on businesses, jobs, employment skills, and educational opportunities. This might refer to individual-scale outcomes or neighborhood/community-scale outcomes.



PLACE

Place-based outcomes refer to both the natural environment and the man-made environment. These include air quality and pollution, climate impacts, and physical infrastructure improvements—such as recreational green space, or alternative transit improvements.



PEOPLE

People-based outcomes include health improvements, cultural activity, and social capital. Access to public art, community events, and partnerships with community-based organizations would all yield outcomes related to this category.



EQUITY

Equity outcomes focus on social and economic disparities across lines of race, gender, socioeconomic status, disability, and other factors. Programs that seek to address disparities can be measured by their impacts in reducing systemic disadvantage.

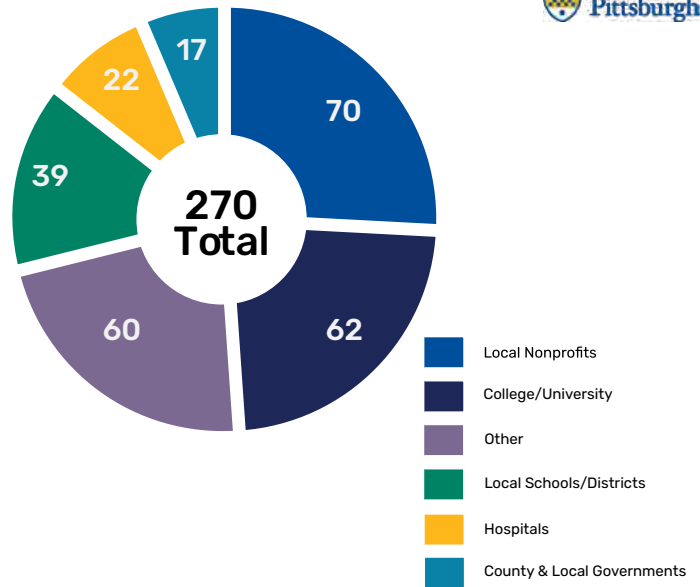
PITT PARTNERSHIPS



▶ WHO ARE THE PARTNERS?

These engagement and outreach projects share resources and support 540 partner organizations.

Engagement projects involve more robust partnerships. Pitt's 157 engagement projects involved 270 unique partners. Half of these engagements are with local/grassroots partners: 70 Local nonprofit organizations, 39 local schools and school districts, and 17 county and local governments.



▶ HOW DOES PITT PARTNER?

Engagement is diverse in the nature of the partnerships and the structure and duration of the engagement. These differences may reflect the constraints in resources of various partners, or simply the necessity of tailoring activities and services to the best format for people to access them. Some programs and activities may require only a one hour workshop, while others necessitate a multi-year partnership. Still others require a range of engagement formats within a single program.

Pitt's engagement and outreach activities occur on a global scale, but the real depth of activity is at the local level where Pitt has enduring and overlapping partnerships and activities.



EQUITY

The University of Pittsburgh's engagement activities advance equity in a variety of ways that cut across the dimensions of People, Place, and Economy. Engagement efforts may be designed to reduce barriers to access; to provide services that would be unavailable or unaffordable; to alleviate harm or injustice; or to promote empowerment (economically, culturally, or socially). Addressing equity on any single dimension is insufficient; there must be multiple and diverse mechanisms to disarm the many ways inequality impedes people and communities.



Families from the most marginalized communities often don't have a voice in decisions that directly affect their lives, and yet their ideas and lived experiences are critical to shaping better practices, policies, and research. That is why we are so passionate about co-creating solutions to complex challenges with families in the lead. This starts with listening to families, promoting family leadership, and shifting power dynamics in all spaces where families interact.

Colleen Young
Office of Child Development



PEOPLE

Health and education are essential for people to participate in the economy and social justice ensures that the rewards of the economy flow fairly. A large portion of Pitt's engagement work is people-centric, reflecting the orientation of a university that is affiliated with a hospital.

A SNAPSHOT OF ENGAGEMENT

▶ ENRICHED LEARNING AND YOUTH DEVELOPMENT

Pitt has 118 programs that focus on Enriched Learning and Youth Development. The outreach and engagement activities of these programs support and enhance the educational mission of the university. Most importantly, they extend access to educational opportunities to people that often would not have such access.

▶ PRIDE

Fostering positive racial identity in Black children, aged 3 to 8.

1,000

participants in community programs

200

participants in professional development

▶ HealthyCHILD

Providing trauma-informed developmental, behavioral and mental healthcare support to children.

100+

teachers trained in the past five years

20,000

children through age 8 reached in the past five years

▶ College in High School

Enables high school students to get college credit while still in high school with discounted tuition. [Click here](#) to see the participating schools

4,500

high school students annually

300

high school teachers annually

▶ HEALTH AND WELLNESS

Overall, Pitt has 166 programs that focus on Health and Wellness. Beyond clinical services, other engagement opportunities encompass a holistic approach to Health and Wellness at Pitt.

▶ SHRS Programming

Providing a wide variety of programs and supports in the community, including the Birmingham Free Clinic, On the Move, nutrition programs, and more.

1,300

Pitt students in the program

260

faculty and staff

\$24.7 million

received in grant funding in FY19, to support 200 research projects

▶ Wellness Pavilion

Offering a multi-purpose space in the community for various forms of therapy, exercise, health-focused workshops, and more.

44

Pitt students trained on multicultural counseling curriculum

13

disciplines across the University partnering

▶ Pittsburgh Study

Identifying and understanding what helps children thrive, in the largest community-partnered intervention study to follow children over time.

20,000-25,000

children in the community participating in the study

Brightspotting

innovative concept of showcasing assets over deficits



PEOPLE

SOCIAL JUSTICE

Social justice is a critical element in maintaining the social contract of a democracy. It is essential to ensure that people are treated fairly and equally to access the resources, protections and opportunities in civic life. Programs at Pitt are supporting social justice in education, health care, and government.

▶ Law Clinics

Providing free legal services to address a variety of community needs, through the Elder Law Clinic, Environmental Law Clinic, Family Law Clinic, Immigration Law Clinic, Taxpayer Clinic, and more.

10,000

hours of annual pro bono work

300

average cases per year for 2019-20

\$1.5 million

estimated value of annual free legal services

▶ Institute of Politics

A nonpartisan forum for improving local government in western Pennsylvania.

750

IOP Interns placed since 2016

2 Major Wins

on local criminal justice reform and opioid continuum of care

70

community partners engaged on state and local policy reforms to address inequality and injustice

▶ Human Rights City Alliance

Supports human rights in Pittsburgh, housing, race/gender inequities, and immigrant rights.

600

members

2011

Pittsburgh declared a Human Rights City as a founder of the national network

ARTS & CULTURE

As an educational institution, the development of cultural arts is a core focus area for 23 programs across the university. These programs promote theater, music and the arts throughout the city and the region. For many, there are programs that highlight equity or other issues related to race, gender, and identity.

▶ Theater Arts

Providing arts and culture through mainstage productions; and providing incubator-type services and supports for the broader community.

28,000

patrons in 2018-2019

11-14

mainstage + lab productions annually

900

high school students participating in technical theatre workshops

153

Pitt students participating in mainstage productions

▶ Jazz Department

Ongoing performances and annual events, including a week-long Jazz Seminar that engages students and faculty, and brings in diverse outside artists.

1,000+

participants in the Jazz Seminar

50

years of bringing jazz to the community

15

student groups involved in the Creativate festival

▶ Center for African American Poetry and Poetics

Conduct themed workshops on race, gender and sexuality, environment, and inequality to represent critical issues in local collections.

312

veterans in writing workshop support groups

15

partner organizations



PLACE

A quality environment is essential for people’s health and the preservation of and management of environmental resources are both part of a sustainable economy.

Failure to address environmental issues contributes to long-term health problems that put more strain on health services.

“Place” impacts are in part derived from direct efforts to improve the natural and built environment, but also from the accumulation and scaling up of impacts on people and the economy that ultimately enhance the surrounding community.

A SNAPSHOT OF ENGAGEMENT

▶ Environmental Law Clinic

Works with low-income clients on air quality, water quality, oil and gas production, and environmental regulations.

21

cases per year in 2019-2020

Trail Access

Helps small nonprofits secure lifetime public access to the PA trails.

▶ EMAP Program

The Environmental Management Assistance Program helps businesses comply with environmental laws and regulations.

37

companies served in 2018

17

companies received on-site assessments in 2018

▶ Pitt Hydroponics

The Mascaro Center for Sustainable Innovation funded Pitt Hydroponics to address the food shortage in lower-income Pittsburgh areas.

300

heads of lettuce produced

20-50

plants in a single growth cycle

900 sq feet

converted church garage space in Homewood to house the vertical, year-round growth facility

▶ Pittsburgh Collaboratory for Water Research Education and Outreach

Creates a platform where community and science meet to improve and sustain regional water resources, incorporate science into decision making, respond to community needs, and cultivate future water leaders.

100+

local water experts gathered 3x to forge a community-facing, regional water research agenda, documented in a series of Community Consensus Reports.

19

collaborative research projects with local water organizations addressing organizational science questions.





PLACE

A LONG TERM COMMITMENT

▶ The Community Engagement Center

The Community Engagement Center is located in a 20,000 square foot building on the main commercial corridor of Homewood. Previously vacant, Pitt invested \$6.5M to completely renovate the property. The project achieved a 42% MWBE (Minority/Women-owned Business Enterprise) contract participation rate and 40% minority labor rate, which far exceeded the city and state MWBE averages.

CEC programs are facilitated by all 16 of the University's schools and focus on inclusive economic prosperity; quality of life/social services; health and wellness; cultural arts; enriched learning and youth development; organizational capacity and data analytics; and the environment and sustainability.

667

events hosted in its first year

41

ongoing programs for children, families, adults and senior citizens

14,789

visitors between October 2018 - March 2020, 60% of which are return visitors





ECONOMY

An economy is more productive when more people are engaged in it, and that engagement gives them more options and opportunities to access education, culture, health care, and to improve the environment.

The economic impacts of engagement are separate from the overall economic impacts of the university (\$4.2 billion in economic activity and nearly 38,000 jobs).

A SNAPSHOT OF ENGAGEMENT

▶ Manufacturing Assistance Center

A training program in Homewood for advanced manufacturing careers.

80

machinists trained per year

40%

of trainees live in under resourced city neighborhoods

95%

placement rate

\$20 per hour

average wage for graduates

▶ IEE Minority Entrepreneurship

The Institute for Entrepreneurial Excellence runs a variety of programs to develop and grow minority entrepreneurs in disadvantaged communities.

20

women completed a six-month business education certificate in 2018

300

entrepreneurs in the 1st and 2nd Step Program, held every month in perpetuity

▶ Johnson Institute

Providing nonprofit consulting that strengthens communities and the regional economy.

\$750,000

estimated value of the nonprofit consulting services

14 months

nonprofit leadership experience placement for students

50

students working on 10 nonprofit Capstone projects each spring

▶ Manufacturing Assistance Center

The Manufacturing Assistance Center recruits heavily from neighborhoods with larger percentages of residents who are unemployed, underemployed, or are living below the federal poverty line. The MAC trains 60 to 80 people a year in machining; 40% of trainees live in under resourced city neighborhoods; 31% have been previously incarcerated; 95% of graduates are placed with one of 120 companies in jobs that pay on average between \$18 to \$20 an hour.

60-80

machining trainees annually

95%

post-graduation placement rate

120

job placement company partners





Useful Links

[Engagement Map](#)

[Community Engagement Report](#)

[Pitt Economic Impact Report](#)

Contact

Office of Community and Government Relations

4227 Fifth Avenue

710 Alumni Hall

Pittsburgh, PA 15260

412-624-7755

cgrinfo@pitt.edu

Learn more at
cgr.pitt.edu

REPORT CREATED BY  **FOURTH**
ECONOMY

Fourth Economy is a national community and economic development consulting firm. Powered by a vision for an economy that serves the people, our approach is centered on principles of competitiveness, equity, and resilience. We partner with communities and organizations, public and private, who are ready for change to equip them with tools and innovative solutions to build better communities and stronger economies.

www.fourtheconomy.com • engage@fourtheconomy.com