

DOCUMENT RESUME

ED 077 394

HE 004 198

AUTHOR Van Dusen, Albert C.; Bricton, Robert C.
TITLE University-Urban Interface Program: Phase IV Progress Report 3.
INSTITUTION Pittsburgh Univ., Pa. University Urban Interface Program.
SPONS AGENCY Office of Education (DHEW), Washington, D.C. Div. of Higher Education Research.
BUREAU NO BR-8-0725
PUB DATE May 73
CONTRACT OEG-2-9-480725-1027
NOTE 12p.

EDRS PRICE MF-\$0.65 HC-\$3.29
DESCRIPTORS Communications; *Community Relations; *Educational Programs; *Governance; *Higher Education; Program Descriptions; *Research Projects

ABSTRACT

This report covers the third quarter of Phase IV of the University-Urban Interface Program developed at the University of Pittsburgh in 1969. Since the project is close to completion, the report briefly reviews the status of the various reports in each of five areas. These areas include minority and community services, campus development, communications, long range Pittsburgh goals project, and university governance for community relations. A brief review of the final report and a supplementary report of the impact of the University of Pittsburgh on the local economy are included. Related documents are HE 004 195 and HE 004 194. (MJM)

ED 077394

PHASE IV
PROGRESS REPORT 3
(JANUARY, 1973 - MARCH, 1973)

UNIVERSITY-URBAN INTERFACE PROGRAM

CONTRACT NO. OEG-29-480725-1027

PROJECT NO. 80725

U S DEPARTMENT OF HEALTH,
EDUCATION & WELFARE
NATIONAL INSTITUTE OF
EDUCATION

THIS DOCUMENT HAS BEEN REPRO-
DUCED EXACTLY AS RECEIVED FROM
THE PERSON OR ORGANIZATION ORIGIN-
ATING IT. POINTS OF VIEW OR OPINIONS
STATED DO NOT NECESSARILY REPRESENT
OFFICIAL NATIONAL INSTITUTE OF
EDUCATION POSITION OR POLICY

SUBMITTED TO THE
BUREAU OF RESEARCH U.S.O.E.



OFFICE OF THE SECRETARY
UNIVERSITY OF PITTSBURGH
MAY, 1973

861
H.E. 004 198

ED 077394

UNIVERSITY-URBAN INTERFACE PROGRAM

PHASE IV

PROGRESS REPORT 3

(January, 1973 - March, 1973)

Albert C. Van Dusen

Albert C. Van Dusen, Ph.D.
Secretary of the University
Principal Investigator

Robert C. Britson

Robert C. Britson, Ph.D.
Director of Research Programs

May, 1973

This report covers the third quarter of Phase IV of the grant award. Since the project is very close to completion, the report will only review briefly the status of the various reports emanating from the several priorities.

1. Minority and Community Services

- (a) Project Right Start: In draft. The report is about to be circulated internally for comments before final revisions.
- (b) Graduate School of Social Work - Neighborhood Centers Association: In draft. This report is about to be circulated internally for comments before final revisions.
- (c) Student Consultant Project: In second draft after revisions subsequent to internal circulation and commentary. Now undergoing external review before final revisions.
- (d) Clarifying Environments Program: In second draft after revisions. Subsequent to internal circulation and commentary. Now undergoing external review before final revisions.

2. Campus Development

The report is undergoing final revisions after internal and external circulation and commentary. Publication is expected very shortly.

3. Communications

This report has several major pieces completed and published including a Readership Survey and an Alumni Survey.

However, this priority is the most complex, and a full draft will not be ready for circulation until toward the end of May.

4. Long Range Pittsburgh Goals Project

The research report on the project is in final form and in process of publication.

5. University Governance for Community Relations

The two-part report on Experiential Learning is in final form and in the process of publication after undergoing both internal and external review.

A model for an urban inventory which could be regularly and easily updated has also been completed and is being circulated among a number of administrators and deans for suggestions and criticisms.

A report on governance is being drafted which will incorporate findings from the other priorities in a format organized around several focal concerns in University-Community relationships. This report is expected to be ready for internal circulation in about ten days.

The Final Report

The Final Report on the project will include:

An Introductory section covering an overview of the Interface Program and a more general discussion of programs and developments in the area of Community-University relations on both the national and local scene.

Four chapters representing condensations of thoroughly detailed reports which already have been or will shortly be submitted in the first four priority areas.

A chapter on governance bringing together the results from the first four priority areas.

A concluding chapter summarizing the efforts of the University-Urban Interface Program with a strong emphasis on recommendations emanating from the results obtained.



UNIVERSITY OF PITTSBURGH
PITTSBURGH, PENNSYLVANIA 15213

THE IMPACT OF THE UNIVERSITY OF PITTSBURGH
ON THE LOCAL ECONOMY

A Project of the University Urban Interface Program,
Office of the Secretary, University of Pittsburgh
Principal Investigator - Albert C. Van Dusen, Ph.D.
Director of Research Programs - Robert C. Brictson, Ph.D.

One way of measuring, evaluating and ultimately planning social responsibility of institutions is to analyze systematically areas which have been relatively unexplored. Economic impact of urban universities provides such an issue. As part of the University Urban Interface Program at Pittsburgh we sought to define images of the University. In a summary, accompanying narrative and attached documents we hope to convey one important facet of the public relations mosaic of a major urban University-Economic Impact.*

Our primary aim was to articulate the case of the University of Pittsburgh using prototype methods that could be repeated for ultimate trend analysis. Related goals were to disseminate results for use by other institutions; to leave a legacy at Pittsburgh by incorporating the process into ongoing administration and to test and refine the methods used.

In an era of increasing accountability of public institutions and more austere budgets, higher education as well as other organizations must anticipate and welcome scrutiny of records. Whatever the motives, enlightened self-interest, social concern, or good management, the need for more searching analysis is not in doubt.

In some sense if institutions do not do it for themselves, others will do it to them. The implications for improved record keeping, further development of social indicators of the quality of life and the delineation of intangible benefits represent a compelling challenge. Services must certainly be compatible with traditional University objectives of teaching and research. The opportunity to be a model citizen, neighbor, and corporate member of the community also is implicit. In a small way such a study provides university policy makers and many constituencies with information for planning and encourages more flexible responses in a changing society.

*Note: Excerpts from various documents have been used where possible to present information. Each of the major sources is appended in the general order of use. Where explicit sections are used, rather than the entire document, they are marked. However, we hope that original documentary sources will enhance the presentations.

The basic documents are: (1) The Study itself, (2) the article "Urban University Economic Impact: A Prototype Case Study in Pittsburgh," (3) the University Urban Interface Brochure which describes Program context, and (4) the Methodological Appendix.



MARQUETTE UNIVERSITY

1834 WEST WISCONSIN AVENUE / MILWAUKEE, WISCONSIN 53233 / 414-224 7429 / 30

OFFICE OF THE
VICE PRESIDENT-UNIVERSITY RELATIONS

April 26, 1973

Dr. Robert C. Bricton
Director of Research Programs
University of Pittsburgh
Pittsburgh, PA 15260

Dear Dr. Bricton:

I am pleased to inform you that your case study in program management, Economic Impact Study, has been awarded a Certificate of Exceptional Achievement in the 1973 National Honors Competition sponsored by the American College Public Relations Association. Your case study was one of five selected for the highest award and it represented, in the minds of the judges, a notable achievement worthy of recognition by your colleagues in the higher education advancement profession.

Accompanying the Certificate of Exceptional Achievement is a \$500 Unrestricted Incentive Grant provided by the Ford Motor Company Fund. I know that Mr. Ray Kooi, Director of the Ford Motor Company Fund, would be interested in knowing your reaction to this award.

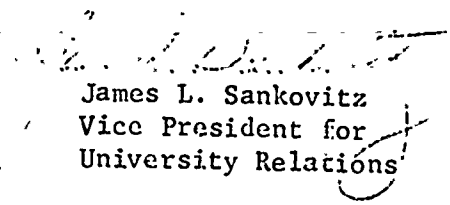
The Grant and Certificate will be awarded during the 1973 ACPRA National Conference, July 8-11, at the San Diego Town and Country Hotel. The Awards Banquet will be held Wednesday evening, July 11. You will receive the award at that gathering and the National Conference planners will also call upon you to participate in a Conference session. If you do not plan to attend the Conference, ACPRA would appreciate your designation of a representative both for the awards ceremony and the Conference session devoted to the winning case studies.

You may be aware that the judges this year not only came from the ranks of advancement staffs at ACPRA member institutions but also from the professional fields of advertising, public relations, management and sales. The case studies were reviewed by approximately two dozen judges and the consensus was that your entry was deemed worthy of the highest recognition.

The national officers of ACPRA join me in expressing appreciation for your work. Since the end result of the National Honors Competition

is the compilation of outstanding case studies which can be used for the purpose of study and research by other individuals in this profession, we know that your entry will mean a great deal to others who constantly search for and study outstanding efforts in this field.

Sincerely,


James L. Sankovitz
Vice President for
University Relations

Chairman
1973 National Honors Competition

cb

cc: Dr. Wesley W. Posvar
Chancellor, University of Pittsburgh

Mr. Ray Kooi

REPORTS PUBLISHED BY THE UNIVERSITY-URBAN INTERFACE PROGRAM*

- Proposal to Develop a Program of University-Urban Interface, Phase I
November 1969 126 Pages
- Proposal for Continuation of a University-Urban Interface Program
December 1969 63 Pages
- Supplementary Information, March through September, 1970
September 1970 31 Pages
- Progress Report III, September 1, 1970 to January 1, 1971
January 1971 107 Pages
- Progress Report IV, January 1, 1971 to March 31, 1971
March 1971 35 Pages
- Proposal Addendum, Scope of Work for Phases III & IV
May 1971 27 Pages
- ****The Student Consultant Project (SCP): A Case Study of Student Involvement in Social Action by Michael S. Koleda, et. al.
September 1971 ED 063-898
62 Pages
- ****Phase II Interim Report (April 1970-June 1971)
September 1971 ED 063-902
152 Pages
- ****Research Report of Communications, Phase II
June 1971 ED 066-061
208 Pages
- Phase III, Progress Report I (July-September 1971)
October 1971 29 Pages
- ****The Pittsburgh Goals Study - A Summary, by Jiri Nehnevajsa and Alan Coleman
October, 1971 ED 066-398
15 Pages
- ***University Forum Background Paper, Is Conflict Utilization Underestimated? by M. Coleman, J. V. Cunningham, Marvin Feit, N. Johnson, P. Carter and Joseph Colangelo
October 1971 32 Pages
- ****Pittsburgh Goals: Some Issues, by Jiri Nehnevajsa
October 1971 ED 065-427
10 Pages

*This list involves a correction on information in Progress Report 1, Phase IV. Single Asterisks indicate reports sent to ERIC for possible circulation; double asterisks indicate those which have already been evaluated and are available through:

ERIC Processing & Reference Facility
4833 Rugby Avenue
Bethesda, Maryland 20014

- **University Forum Background Paper, Law & Order in the Metropolitan Area: Issues and Options, by Matthew Holden, Jr.**
November, 1971 ED 063-903
56 Pages
- **Pittsburgh Goals, Notes on the Criminal Justice System**
by Jiri Nehnevajsa
November, 1971 ED 063-900
9 Pages
- **University Forum Background Paper, The University and the Community In the Domain of Health, by W. L. Treuting, W. T. Hall, M. L. Baizerman**
December, 1971 ED 065-426
48 Pages
- *Pittsburgh Goals: Some Thoughts on Health Issues**
by Jiri Nehnevajsa and Robert C. Britson
December, 1971 10 Pages
- *Phase III, Progress Report 2 (October - December 1971)**
January, 1972 31 Pages
- *University Forum Background Paper, Goals and Government of the Metropolis, by J. Steele Gow**
February, 1972 28 Pages
- *Pittsburgh Goals: Notes on Metropolitanism, by Jiri Nehnevajsa**
February, 1972 9 Pages
- *Phase III, Progress Report 3 (January - March, 1972)**
April, 1972 31 Pages
- **The Impact of the University of Pittsburgh on the Local Economy**
by Educational Systems Research Group
April, 1972 ED 063-901
81 Pages
- *Methodological Appendix - The Impact of the University of Pittsburgh on the Local Economy**
by Educational Systems Research Group
August, 1972 66 Pages
- **University-Urban Interface Program Brochure**
April, 1972 ED 063-897
14 Pages
- *Page III Progress Report 4 (April - June 1972)**
June, 1972 16 Pages
- *A University and Its Community Confront Problems and Goals**
by J. Steel Gow and Leslie Salmon-Cox
June, 1972 75 Pages
- *Phase IV, Progress Report 1 (July-September, 1972)**
September, 1972 17 Pages

*Phase IV, Progress Report 2 (October-December, 1972)
December, 1972

11 Pages

*Pittsburgh Goals and Futures
by Jiri Nehnevajsa
February, 1973

142 Pages

*The General Public Views The University: A Report of Community
Interviews, by Barbara Jameson, Ramsey Kleff, and Liva Jacoby

72 Pages

5/16/73

Papers and Presentations

The Impact of the University of Pittsburgh on the Local Economy: A Case Study in Program Management. Submitted to the American College Public Relations Association 1973 National Honors Competition March 1, 1973, by R. C. Bricton (Received highest award - Certificate of Exceptional Achievement and Ford Motor Company Fund Incentive Grant).

Invited Review of Carnegie Commission on Higher Education Report The Campus and The City; Maximizing Assets and Reducing Liabilities. In Journal of Higher Education (forthcoming-Summer or Fall) 1973 by R. C. Bricton.

*Research on Communiversitry Relations - Prepared for the Symposium on Academic Reform of the American Psychological Association - 1973 Annual Meeting, Honolulu, Hawaii, by A. C. Van Dusen and R. C. Bricton September 2-8, 1972

Multiple Pressures on University Governance - Presented for Round Table Discussion - Annual Meeting American Sociological Association, New Orleans, La., by Martha Baum August 36-31, 1972

University-Urban Interface Research - Presented for Luncheon Round Table Discussion - American Sociological Association 1972 Annual Meeting, New Orleans August 26-31, 1972

*Community Constraints on Academic Planning: Myths and Realities - Prepared for Presentation before the 7th Annual Conference of the Society for College and University Planning, Atlanta, Georgia, by P. C. Shaw and L. A. Tronzo August 7, 1972

*The Urban University Student: A Political Profile - Presented at the Annual Meeting of the District of Columbia Sociological Society, Howard University, Washington, D.C., by P. C. Shaw. (To be published in a forthcoming issue, Journal of Research in Higher Education.) May 13, 1973

*University Urban Interface: Issues and Methodology, Prospects - Presented at Eastern Psychological Association 43rd Annual Meeting, Boston, Mass., by R. C. Bricton and A. C. Van Dusen April 27-29, 1972

University Urban Interface: Motives, Means and Measures - Presented at American Educational Research Association 1972 Annual Meeting, *** Chicago, Illinois, by R. C. Bricton and A. C. Van Dusen April 3-7, 1972

Measuring the Impact of College or University on the Local Economy - Prepared for Workshop for Educational Systems Research Group, Washington, D.C., See Urban University Economic Impact: A Prototype Case Study in Pittsburgh by Robert C. Bricton and George Mowbray. January 17-18, 1972.

*** Part of our Experimental Symposium organized and chaired by R. C. Bricton.