# Carnegie Assessment for Community Engagement– Workbook

### Institutional Communication:

## *This section should be completed by the Marketing and Communications Department. Please complete this section of the workbook and return your responses by February 7th, 2022 to Nicole Vaugeois.*

* + 1. Does the institution emphasize community engagement as part of its brand message identity or framework? For example, in public marketing materials, websites, etc.?

o No o Yes

If Yes: Describe the materials that emphasize community engagement:

* + 1. Does the executive leadership of the institution (President, Provost, Chancellor, Trustees, etc.) explicitly promote community engagement as a priority?

o No o Yes

If Yes: Describe ways that the executive leadership explicitly promotes community engagement, e.g., annual addresses, published editorials, campus publications, etc.:

* + 1. Is community engagement defined and planned for in the strategic plan of the institution?

o No o Yes

If Yes: Cite specific excerpts from the institution’s strategic plan that demonstrate a clear definition of community engagement and related implementation plans: