



Strengthening Our Community

ONGOING PROGRESS

Northwestern



Thank you for your interest in our Evanston community impact report, which provides an update on the progress of our partnerships here in the city. We are pleased to share this report of our efforts thus far.

Our university is indeed fortunate to be located in one of the premier college communities in the country, and we are committed to this journey of transparency, engagement, and partnership. Leveraging our incredible intellectual assets—our faculty, students, staff, alumni, and Board of Trustees—we strive continuously to make our neighborhoods even stronger.

Our focus on three primary areas of engagement—education, child, and youth development; economic and community development; and health and public safety—is what drives us every day. I am particularly proud of our partnerships with Evanston/Skokie School District 65 and Evanston Township High School District 202, the tangible results of the Good Neighbor Fund, and the valuable enrichment opportunities now more readily available thanks to a reimagined Robert Crown Community Center.

“It is clear to me that Northwestern needs a strong and vital Evanston to be a great university.”

I assure you that our commitment to Evanston is stronger than ever, and we are thrilled to continue our existing efforts while also working to establish new partnerships. The multitude of initiatives highlighted in this report make all of us proud. Together, we—Northwestern, Evanston, the schools, and all our partner organizations—are making the city a stronger community for residents and a perfect home for the University.

Sincerely,



Morton Schapiro
President and Professor
Northwestern University

NORTHWESTERN AND THE COMMUNITY	3
EDUCATION, CHILD, AND YOUTH DEVELOPMENT	4
ECONOMIC AND COMMUNITY DEVELOPMENT	8
HEALTH AND PUBLIC SAFETY	12
WELCOMING EVANSTON TO CAMPUS	15
OUR PARTNERS	15
BUILDING A BETTER PARTNERSHIP	16

NORTHWESTERN AND THE COMMUNITY

OUR COMMITMENT

The city of Evanston and Northwestern University are inextricably linked. Both the city and the University have a rich history of success and strength. Together, we can continue to build and sustain a community of impact for generations to come.

Northwestern is committed to becoming a national model for how a major research university engages with the city where it resides. The University equally commits to building strong, transparent, and strategic partnerships that enhance the impact of both Northwestern and the Evanston community through collaborative initiatives and efforts. Our neighborhood and community relations priorities focus on three pillars:

- Education, Child, and Youth Development
- Economic and Community Development
- Health and Public Safety

THREE PILLARS OF FOCUS

Education, Child, and Youth Development: To support and sustain a community where we work together thoughtfully on strategies that enhance access to the tools, resources, and human capital necessary to ensure that young people from birth through early adulthood can achieve their desired educational outcomes, thereby reaching their full potential as citizens of this community.

In addition, we will continue to create opportunities for lifelong learners to augment their knowledge, skills, and abilities.

Economic and Community Development: To be a catalyst for economic growth and sustainability through strategic partnerships that create gainful employment and opportunities for businesses to thrive and grow, both with the University and the community.

We are working to maximize our impact as a major economic anchor for Evanston and the Chicago region.

Health and Public Safety: To support the safety of the campus and Evanston neighborhoods and to foster proactive, productive collaboration and conversation to improve the University and the city.

We aim to build and sustain an inclusive, open, and welcoming environment for all, supporting and enabling everyone to live, work, learn, play, and thrive.



EDUCATION, CHILD, AND YOUTH DEVELOPMENT

Evanston/Skokie School District 65 Partnership

In the fall of 2016, Northwestern and District 65 formed a partnership to connect local elementary and middle schools to University resources that would foster student learning, particularly in science, technology, engineering, and math (STEM). This partnership has resulted in science-teacher trainings and data analysis collaborations to strengthen the district's STEM curriculum.

Jumpstart

Our Center for Civic Engagement trains 30 to 40 undergraduates per year to work in teams that implement a tutoring and mentoring curriculum in low-income Evanston and Chicago preschool classrooms. Research indicates the Jumpstart curriculum significantly augments literacy, school readiness, and social-emotional development in young learners.

MetaMedia

To provide a space for youth that fosters creative opportunities and connected learning, the McGaw YMCA, Youth & Opportunity United, and Northwestern joined forces to create MetaMedia. In addition, over 1,000 middle school students participate in programs such as FUSE, a research-based learning experience centered on challenges in areas such as robotics, electronics, app development, and more. These activities integrate the fields of science, technology, engineering, arts/design, and mathematics (STEAM) and were developed by researchers at Northwestern's School of Education and Social Policy.

EvanSTEM

Northwestern, in partnership with the city of Evanston, the Evanston Public Library, District 65, Evanston Township High School District 202, the McGaw YMCA, Family Focus, and Youth & Opportunity United, helped launch EvanSTEM, a program to improve access and engagement for students who have traditionally underperformed or been underrepresented in STEM programs. Each year's work culminates in an annual STEM Fest for more than 120 students to learn and experience science in a fun, supportive environment.

Digital Divas Coding Program

In 2017, Northwestern's Office of Community Education Partnerships launched its Digital Divas coding program. This after-school program is housed at MetaMedia at McGaw YMCA in Evanston and teaches female middle school students from District 65 a variety of technical skills through digital challenges in design, programming, and circuitry.

Eighth-to-Ninth-Grade-Transitions Support

In partnership with Youth & Opportunity United, Northwestern has committed \$300,000 in support of a bridge program focusing on the critical transition from eighth to ninth grades. Each summer, approximately 50 students will have additional experiential learning opportunities to support academic success, form relationships with mentors, and learn about college.

“MetaMedia met a critical need in Evanston. These young people are building positive relationships with peers and staff, all while being exposed to academic skills that will boost their chances of future success.”

—Mark A. Dennis Jr., former McGaw YMCA president and CEO

STEAM Design Thinking and Innovation Course at ETHS

Northwestern's Segal Design Center and Evanston Township High School (ETHS) collaborated to encourage the next generation of scientists and artists with an innovative STEAM (science, technology, engineering, arts/design, and math) course that launched at the high school in fall 2017. Students use a whole-brain approach to tackle real-world problems with creative solutions.



ETHS Partnership with Northwestern Athletics

In fall 2017, Northwestern Athletics established a partnership with ETHS to host Wildcats women's basketball and volleyball athletic events during the renovation of Northwestern's Welsh-Ryan Arena. This rental partnership led to upgraded video technology in ETHS's Beardsley Gym.

Dance Marathon

In one of the largest student-run philanthropic efforts in the country, Northwestern students have raised more than \$1 million since 1997 for the Evanston Community Foundation. These funds are awarded as grants to local organizations that positively impact educational and youth development in Evanston.

Evanston Cradle to Career

Supported by Evanston stakeholders as well as research and over \$100,000 in funding from Northwestern, this initiative provides a suite of services to enable our community's children to grow into resilient, educated, healthy, self-sufficient, socially responsible adults. The program mobilizes community assets to make a lasting difference in the lives of our youth and families. Initiatives include ABC Boosters, a tutoring program that addresses summer learning loss in prekindergarten children.





SPOTLIGHT: Connecting Great Institutions

Evanston Township High School seniors may participate in the Advancement via Individual Determination (AVID) program to prepare to become first-year college students. Through a Northwestern-ETHS partnership, graduate students teach minicourses at the high school, giving AVID students a glimpse of the rigor and excitement of college-level classes.

AVID is just one of many collaborations fostered by the Northwestern/ETHS Partnership Office, which opened at the high school in 2012. Focusing on strengthening connections and resource sharing between the two institutions, the office is fully funded by Northwestern as part of President Morton Schapiro's Good Neighbor, Great University initiative.

"The NU-AVID partnership is a win-win," says partnership coordinator Kristen Perkins. ETHS students find out how college differs from high school, while teaching-certificate students from Northwestern gain pedagogical experience.

The office enriches the experience of more than 700 ETHS students per year through more than 80 partnerships and programs, such as the Women in STEM mentoring and support program and Kits 'n' Cats Day, when students come to Northwestern to experience "a day in the life" of a college student.

ECONOMIC AND COMMUNITY DEVELOPMENT

Good Neighbor Fund

Northwestern has committed to contributing \$1 million per year to the city of Evanston for five years, in support of projects and services selected jointly by the mayor and the University president. The contribution for 2017–18, the third year of the fund, was allocated to

- Fleetwood-Jourdain Community Center interior renovations, including the auditorium, lobby, and an office
- Evanston Fire Department paramedic services
- Existing job training programs for at-risk youth
- Evanston's Youth and Young Adult Division for two full-time outreach workers
- Harbert Park basketball court renovations
- Evanston Public Library support for a full-time social worker
- CTA/Union Pacific viaduct beautification project

Gibbs-Morrison Cultural Center

Just northeast of Evanston Township High School, Gibbs-Morrison is a hub of cultural, educational, health and wellness, and outreach programs. The center features the new Delores A. Holmes Recording Studio, sponsored by Northwestern, for the community to explore and learn music in a supportive environment.

Rebuilding Together

Since 2016, Northwestern has partnered with Rebuilding Together to beautify and rehabilitate homes of Evanston residents by contributing skilled labor, volunteers, and construction materials. Recent builds have beautified and improved accessibility in eleven homes of fixed-income seniors.





Mayor's Summer Youth Employment Program

Northwestern has committed to hiring and providing career mentoring to 25 at-risk youth and young adults from Evanston each summer as part of the Mayor's Summer Youth Employment Program. Participants have gained valuable job experience in departments and offices across the University while building skills for future professional success.

"We needed an intern, and we thought this would be a great opportunity not only to engage someone who lives in Evanston but also to enhance our relationships with the community."

—Gwen Turner, Northwestern's director of procurement diversity



Robert Crown Community Center

Northwestern has committed a \$1 million programmatic investment in southwest Evanston's reimagined Robert Crown Community Center, which has been a hub of programs and activities for decades. This partnership will enhance the area's recreation amenities and youth enrichment opportunities and provide space for community gatherings.

Campus Kitchens

The student-run Campus Kitchens collects, repackages, and delivers 750 meals a week to low-income Evanston seniors and families by using unserved food from the Northwestern campus. Student volunteers address hunger in our neighborhoods by repurposing 30,000 pounds of food per year that would otherwise be discarded.

Evanston MashUp

The University, the city of Evanston, and numerous community leaders from the private, public, and nonprofit sectors form and strengthen partnerships at the annual Evanston MashUp mixer. More than 700 people gather to raise funds in support of local businesses, honor community leaders, and sample food from Evanston restaurants. The 2017 event raised \$90,000 to support the Evanston Chamber of Commerce.



Evanston Day of Caring

Cosponsored by the University, this event invites hundreds of community members to have fun while volunteering to help organizations across the city, including Connections for the Homeless and Youth & Opportunity United.

Community Basketball Court Renovation

In summer 2017, Northwestern Athletics, in partnership with Dynegey and the city of Evanston, renovated the basketball court at Twiggs Park. The renovations included a new textured playing surface, repainted lines, and new backboards and rims. Twiggs Park is now a more welcoming space for families and youth to gather and play.



Financial Contributions

The University is proud to strengthen our community by supporting and fostering a local ecosystem of businesses and nonprofit organizations. Northwestern has contributed more than \$168 million to the Evanston community from fiscal years 2011 through 2016, including \$57.1 million directly to the city of Evanston and \$1 million annually through the Good Neighbor Fund.

The sponsored research directed by our distinguished faculty—whose external funding includes grants and contracts—brings about \$200 million a year to Evanston in pursuit of innovation and new knowledge.

Our alumni and friends around the world continue to contribute to Northwestern’s impact on Evanston through philanthropic gifts. The University’s *We Will* campaign, a fundraising effort to realize the bold ambitions set forth in our strategic plan, has to date raised \$3.75 billion, and 49 percent of the funds have benefited programs on the Evanston campus. These contributions’ uses include funding for Northwestern construction projects, which in turn generate revenue for the city and create spaces for the public to enjoy.

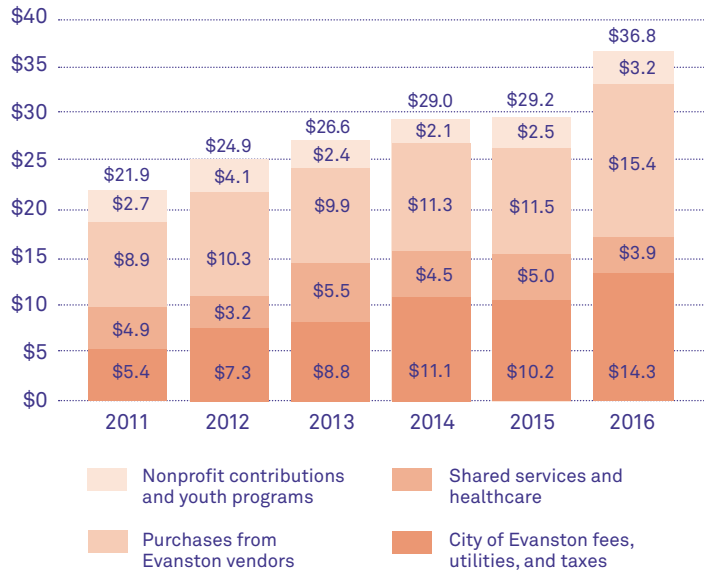
SPOTLIGHT: Bringing the Community to Work

Launched in 2015 to connect Evanston residents with employment opportunities in the community, the Northwestern/Evanston Skilled Trades Program works to keep Evanston a wonderful place to live, work, and learn. Each year, the University hires city residents in a paid training program in its facilities division. Each trainee is placed in a trade at Northwestern, such as carpentry or painting, and given access to technical training, mentoring, and life-skills coaching. After a year, participants are hired full-time at the University or have a year of experience to help them find jobs elsewhere.

All apprentices in the 2015 and 2016 program cohorts either were hired by the University or found employment in their fields. Northwestern continues to contribute nearly half a million dollars toward the program annually.

For Sean Bagley, a member of the program’s inaugural cohort who had previously worked in Evanston as a bus driver and at restaurants, “it’s the greatest feeling in the world to learn a trade from people who are good at it.”

Northwestern University Financial Contributions to Evanston
FY 2011–FY 2016 (in millions)



HEALTH AND PUBLIC SAFETY

Livability Grant

The University, the city of Evanston, and community partners have received a community-living grant from the US Department of Health and Human Services to make the city more inclusive by understanding the local travel needs of older adults and people with disabilities.

Audiology Center

Northwestern's Center for Audiology, Speech, Language, and Learning is a nonprofit clinic open to the public. Its staff of innovative researchers and practitioners provide speech-language therapy, tinnitus treatment, and other personalized services for clients in facilities that include one of the country's few audio environment simulation rooms.

“After struggling for many years with deteriorating hearing, I finally discovered the clinic at Northwestern. My audiologist’s attention to making sure I can hear in the situation I live in has made me feel like a part of the world again.” –Audiology center client

Community Emergency Response Training Program (CERT)

In collaboration with the Evanston Police and Fire Departments, Northwestern trains a group of volunteers in basic disaster-response skills, such as fire safety and suppression, light search and rescue, CPR/AED, and active shooter and extreme violence preparedness. CERT volunteers are deployed to provide supplemental public safety support at large events on campus and in the community.





Public Safety Partnership with Luna Security

For more than 20 years, Northwestern has partnered with Luna Security, a local, minority-owned company, to support safe and enjoyable experiences during Northwestern's largest events, including football games and Dillo Day.

Public Safety Partnership with Evanston Police and Fire

The Evanston Police and Fire Departments collaborate with University Police to manage community safety in a coordinated, effective manner. Both Evanston's and Northwestern's police departments recently adopted the use of body cameras to increase transparency and build trust in the community.

Emergency Preparedness Partnership

Northwestern's and Evanston's police departments work together to prepare for and respond to natural disasters and public safety emergencies. Northwestern's Office for Research Safety offers training for coordinated responses to emergencies on campus, and the Evanston Police Department leverages the University's command center during large community events.

Community Safety and Alternative Transportation

- The University and the city worked together to improve roadway safety for bicyclists and to rebuild stretches of Sheridan Road and Chicago Avenue with protected bike lanes.

- In fall 2017, Northwestern's Associated Student Government distributed more than 550 bike helmets as well as information on rules of the road and encouraged students to register their bikes.

- Northwestern won the 25th annual Bike Commuter Challenge in 2017, besting fellow educational institutions as the school with the greatest percentage of employees who logged rides during the competition.





- The Pedal Bright giveaway event is a collaboration between Northwestern and Evanston that distributes free bike lights and safety information to cyclists.
- Northwestern collaborated with Evanston to bring Divvy bike-sharing stations to the city, which helps take vehicles off the road and diversifies transportation options.
- University ID cards can now be used for free rides during the school year on the CTA 201 bus route from Skokie to the CTA's Howard Street station, thereby easing traffic congestion in Evanston.
- Additional streetlights installed along Sheridan Road near the University better illuminate sidewalks and help enhance neighborhood safety.

SPOTLIGHT: Sustainability

SustainNU is a University-wide program to engage the campus community in securing a more sustainable future by reducing—and eventually eliminating—Northwestern's contribution to global warming.

“We commit to creating a university culture that is ecologically sound, socially just, and economically sustainable,” says Kathia Benitez, director of sustainNU. “In doing so, we will set an example of environmental accountability for future generations.”

Northwestern's commitment to sustainability includes joining the Department of Energy's Better Buildings Challenge, with a goal of reducing energy consumption by 20 percent by 2020, and supporting Evanston's Climate Action Resilience Plan. In addition, sustainNU works with students, faculty, staff, and the community to identify and implement more environmentally friendly practices, such as serving more locally grown food and making it easier to bike to campus. SustainNU complements its year-round efforts with signature events, including the Bike Commuter Challenge, Earth Month celebrations, and participation in the annual Clean Up, Evanston! volunteer day.

The University received the 2018 Energy Star Partner of the Year Award for its efforts to reduce campus energy consumption and educate students, faculty, and staff about sustainability.

WELCOMING EVANSTON TO CAMPUS

CAMPUS EVENTS

Northwestern is a hub of entertainment and educational possibilities for the community. The University invites the public to participate in the many events on campus throughout the year, including

- **Arts:** From student-produced musicals and innovative theater performances to thought-provoking museum exhibits, the arts are alive at Northwestern year-round. Learn more at artscircle.northwestern.edu.
- **Athletics and recreation:** Northwestern offers activities for sports and recreation enthusiasts of all ages, including summer youth sports camps, adult fitness classes, and Wildcats home games. Learn more at nusports.com and nurecreation.com.
- **Lectures and speakers:** Dozens of prominent leaders, researchers, artists, and businesspeople share their knowledge every year at events that are free and open to the public. Discover these and other events at planitpurple.northwestern.edu.

SIGNATURE NEIGHBORHOOD AND COMMUNITY RELATIONS EVENTS

- **Speaker event:** This yearly lecture and reception features a community leader from Evanston whose achievements and vision for the city are having a positive impact. All members of the Evanston community are welcome to listen and join the conversation. Previous speakers include former fifth ward alderwoman Delores Holmes and Evanston mayor Stephen H. Hagerty.
- **Community picnic:** Each summer, Northwestern invites the community to campus for a family-friendly picnic featuring entertainment and free food from local vendors. Approximately 1,500 neighbors and friends attend.

OUR PARTNERS

The University undertakes community-strengthening work in close collaboration with these and other supportive partners:

- **Public sector partners:** We work with Evanston's mayor, city council, city manager, police and fire departments, and school districts to cultivate partnerships and opportunities for collaboration to meet the needs of the University and the Evanston community.
- **Community partners:** We work with charitable and nonprofit organizations of all sizes to accelerate and magnify the impact of the investments made by the University and its giving partners.
- **Business partners:** We work with a range of business partners—from up-and-coming small-business owners to leaders of large-scale enterprises—to identify and implement ways to improve education and economic sustainability.
- **Campus partners:** We work with University trustees, faculty, staff, students, and alumni who help us strategically partner with community stakeholders and drive meaningful change for both the University and Evanston communities.

BUILDING A BETTER PARTNERSHIP

Capital Investments

Northwestern's capital investments in buildings and infrastructure fuel local job creation, spur spending in the Evanston economy, and generate funds for the city of Evanston through related permits and fees.

2014

- Henry Crown Sports Pavilion expansion and North Campus Parking Garage: \$0.9 million

2015

- Arts Circle: Segal Visitors Center, Patrick G. and Shirley W. Ryan Center for the Musical Arts, Sailing Center, and Arts Green: \$2.3 million
- Technological Institute J wing infill: \$0.8 million

2016

- Kellogg Global Hub: \$4.1 million
- Student housing renovations (Goodrich, Shepard, Willard, and Mid-Quads residence halls): \$1.2 million
- Kresge Centennial Hall renovation: \$0.7 million

2017

- 560 Lincoln residence hall: \$1 million
- Seeley G. Mudd Building renovation and addition: \$1.7 million
- Virginia Wadsworth Wirtz Center expansion, Josephine Louis Theater renovations, and Frances Searle Building backfill: \$0.2 million

2018 (projects in progress)

- Ryan Fieldhouse, Wilson Field, and Walter Athletics Center: \$3.3 million
- Welsh-Ryan Arena renovation: \$1.5 million

Committed to Our Community

Northwestern is committed to working with local residents to accomplish its construction projects. Since the Evanston Workforce Development Program's inception in 2014, Evanston residents have performed more than 38,700 hours of work on campus, involving 11 skilled trades.

The city of Evanston maintains a list of qualified skilled workers to support local projects. Northwestern has used the list extensively, and both the city and the University recognize the need for the list to grow. To help meet the need, in 2017 Northwestern partnered with the city to launch the Skilled Trades Training Program, which annually offers six Evanston residents the opportunity to secure a one-year paid apprenticeship at the University.

Support for Diverse Businesses

Northwestern is committed to supporting its neighbors by working with local minority- and women-owned businesses. In FY 2017, more than 15 percent of contracts worth \$25,000 or more were awarded to diverse or Evanston-based firms. The University also requires subcontractors to report their supplier diversity data for greater transparency.

From FY 2011 to FY 2016, the University paid \$25 million in construction fees to the city of Evanston, supporting the city's functions and services.

