

The 2018 ITGA City & University Relations Conference

Title of innovation or solution:

Quality of place: Supporting community renewal and stabilization one place at a time

Presenters:

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John Fallon – Live Near Your Work, Muncie, IN

Conference Website:

<https://www.itga.org/Conference/2018>

Track # and subcategory title:

Track 1: Partnerships: Innovative connections leading to dynamic solutions
Corporate-university partnerships

Student enrollment size and population of community:

Ball State enrolls about 21,000 students, with more than 17,800 attending on campus. Students come from 48 states, two U.S. territories, about 43 countries, and every Indiana county. Out-of-state students make up about 13 percent of on-campus enrollment, and ethnic minorities comprise about 12 percent. The university enrolls more than 675 international students. Muncie, Indiana is an incorporated city and the seat of Delaware County, Indiana. Muncie, in East Central Indiana, is about 50 miles (80 km) northeast of Indianapolis. The United States Census for 2010 reported the city's population was 70,085. The county's population (2015) is 116,852.

Description of the format and outline of the content and key messages:

The presenter will introduce a unique program spearheaded by Ball Brothers Foundation to create a new city image to encourage physicians who train in the community to return to the community to live and work when they complete their medical training. The program is titled "Optimus Primary" and it includes a cluster of grants to strengthen medical education in Muncie. Community partners include Indiana University School of Medicine-Muncie, Indiana University Health Ball Memorial Hospital Foundation, Ball State University, and Meridian Health Services. One of the program components is to improve housing options for medical students. The session's key message will revolve around the importance of quality corporate housing that is located near both the medical campus and amenities in the heart of the city in attracting medical students which will allow them to experience the city in a positive way.

Abstract:

The Maplewood Mansion Learning Laboratory (MMLL) is one of a few corporate housing facilities operated by academic departments. Its workforce includes Ball State University

students, with most of them majoring in Hospitality and Food Management or Residential Property Management. MMLL houses medical students/residents on a six-week clerkship rotation. Each of these individuals represents an opportunity either to return to the community as a practicing physician or to be an ambassador for the city.

Learning outcomes:

1. Identify how town and gown relationships can be established to reach mutual goals
2. Identify challenges and solutions to working with a variety of partners
3. Discuss student and faculty involvement with the project (immersive learning)
4. Discuss financial constraints and creative solutions to such constraints
5. Show how this partnership contributes to Quality of Place