

UBC SUSTAINABILITY SCHOLARS PROGRAM
WELLBEING SCHOLARS PROJECT
Summer 2018

Research project title

Developing a Framework for Community Programming Evaluation (UBC Campus)

Background

At UBC, the Campus and Community Planning (CCP) group works to fulfil UBC's long term land use vision of transforming UBC from a commuter campus to a vibrant, complete, and sustainable campus community where students, faculty, staff, and neighbourhood residents can live, work and learn together.

At the heart of CCP's Community Development mandate is place-making — a dynamic approach to programming public spaces (places that are open and accessible to people such as plazas) in order to promote our community's health, happiness, and wellbeing. We do this work guided by the UBC Strategic Plan, the External Relations Strategic Plan and priority areas including sustainability and wellbeing. We bring these commitments to life by delivering community-building programs for all ages in collaboration with campus partners such as the University Neighbourhood Association, Student Housing and Hospitality Services, Athletics and Recreation, the School of Music and external partners such as The Vancouver Foundation and Project 529 anti-bike theft registration.

A few examples include: Community Grants (up to \$1000), Youth Leadership Programming, Walk n' Roll to School, Kidsfit, the UTown@UBC Community Services Card, Bike Clinics, Music on the Point, and Nature Club. A more complete listing of our programming can be found at <https://utown.ubc.ca/>

Goal or Operations Plan objective

- Inclusion and Connection
- Place-making and contributing to an exceptional campus experience
- Deliver quality community building programming that fosters a more connected campus community
- Long Term Goal: Cultivate a vibrant and sustainable sense of place across UBC's communities.

Outline scope of project and why it is of value to your organization. Describe how and when the scholar's work will be actionable.

The work of the Community Programming portfolio has grown in size and scope in the last few years. Many of the tools that are used to evaluate our programming are dated and piecemeal. Through this UBC Sustainability Scholars program project, our unit aims to create a coordinated and holistic approach to evaluating community programming that is refreshed and invigorated through alignment with UBC's strategic documents, best practices for evaluation in the field of community programming and through innovative new ways to get community input on programming.

More specifically, we would like a Scholar to:

- Assist in developing a framework for Community Programming evaluation by researching best practices for cost-effective programming evaluation and metrics within relevant municipal (e.g., The City of

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Vancouver's Public Life Study) and post-secondary contexts with a particular eye on evaluation of programming that supports wellbeing, social sustainability, connection and equity and inclusion.

- Review current Community Development programming proposals and reports as well as interview programming partners about the current evaluation process and incorporate feedback and recommendations into a framework strategy and approach.
- Review a small selection of relevant UBC strategic plans related to sustainability, wellbeing and community including the Okanagan charter to ensure there is alignment with community programming goals, proposals and report templates. These materials will be collected and prepared in advance of the project by the project mentor.
- Provide recommendations for timing, metrics and engagement practices/tools to help design and execute a robust evaluation framework.

Deliverables

- A final report, containing a summary of completed work with recommendations, complemented by a final presentation to key stakeholders.
- Summary of best practices for programming evaluation methods and metrics within relevant contexts with an eye on wellbeing, social sustainability, connection and equity and inclusion.
- Summary of review of existing documents, templates and tools
- Recommendations for tools/tactics for best capturing accurate community input as part of programming evaluation.
- Summary report of interviews with stakeholders
- Final report (or Executive Summary) for the UBC Sustainability Scholars online project library.

Time Commitment

- This project will take **250** hours to complete.
- This project must be completed between April 30 and August 10, 2018
- The scholar is to complete hours between 8:30 and 5pm, Monday to Friday for 20 hours a week on a flexible basis. A desk space will be provided in the Community Development office of CIRS (requires scheduling sign up)

Skill set/background required/preferred

- Excellent research and writing skills.
- Demonstrated interest in health and wellbeing.
- Strong writing skills
- Familiarity with research methodologies and survey techniques
- Community engagement experience
- Strong analytical skills
- Ability to work independently
- Deadline oriented
- Project Management and organizational skills
- Programming skills
- At least one year's experience in community planning or engagement, or public health
- Familiarity with benchmarking methods and tools
- Comfortable interacting with strangers to conduct public/in person surveys

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- Experience with financial modelling and analysis
- Familiarity with UBC sustainability wellbeing plans an asset

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