

**2017 ITGA PRESIDENTIAL EXCELLENCE AWARD
NOMINATION BY MARQUETTE UNIVERSITY**

“Marquette and Milwaukee: Being the Difference Begins at Home”

Marquette University is pleased to submit a nomination for the 2017 ITGA Presidential Excellence Award on behalf of Marquette University’s president, Dr. Michael R. Lovell, for his leadership role in creating an innovative public-private partnership known as Near West Side Partners in Milwaukee, Wisconsin. In addition to this local initiative, Dr. Lovell has made community engagement at Marquette University one of six strategic plan goals to further support the incredible level of service and scholarship of Marquette’s faculty and students.

Near West Side Partners (NWSP)

Within the first few weeks of his presidency which began on July 1, 2014, Dr. Lovell recognized the challenging safety issues in and around Marquette University’s neighborhood, located just west of downtown in the urban heart of Milwaukee since 1881. A few months earlier, at Harley-Davidson’s corporate headquarters, located less than two miles to the west of Marquette’s campus, a stray bullet pierced a conference room window where thankfully, none of the employees who were there was seriously injured despite the shattered glass and debris. That incident was the last straw for Harley-Davidson’s then-president and CEO Keith Wandell, whose iconic headquarters had anchored its neighborhood since its founding in 1903.

Upon learning that Harley-Davidson was contemplating a move out of the neighborhood, Dr. Lovell met with Keith Wandell on July 16, 2014 and convinced him that together, along with other major anchor institutions, they could collectively revitalize the seven neighborhoods that comprise the Near West Side. Together, Lovell and Wandell cohosted a meeting of 18 corporate and institutional leaders on October 30, 2014 to take a hard look at what was happening in the seven nearby neighborhoods and how it was affecting the lives of people who wanted to live happily, raise growing families, run thriving businesses, work or study in an area suffering from an influx of crime.

Out of that initial conclave emerged a powerful idea. Five anchor institutions -- Aurora Health Care, Harley-Davidson, Marquette University, MillerCoors, Potawatomi Business Development Corporation -- that have thrived in the neighborhoods for cumulatively hundreds of years united to create a new entity called Near West Side Partners, Inc., a collaborative model of community redevelopment.

The partners committed funds, personnel and vision to give this pact power. The CEOs agreed to focus NWSP’s efforts on four areas: safety, housing, commercial corridor development, neighborhood identity and branding. The five anchors provided multi-year funding to launch a signature initiative known as **PARC: Promoting Assets & Reducing Crime**. PARC follows a two-pronged approach: focus on reducing crime to address the reality of safety issues, and focus on promoting assets to change the perceptions of the neighborhood.

Two and one-half years later, incredible progress has been made due to the power of the partnership. The following are just a few examples:

- Marquette University, under President Lovell's leadership, became a fully-sworn police department in May 2015, resulting in double-digit decreases in crime within its designated patrol zone its first year of operation, which continues to contribute to overall double-digit decreases in crime throughout the Near West Side;
- the three most problematic properties were acquired by NWSP and no longer contribute to the hundreds of police calls for service;
- each of the anchors' lobbying resources were leveraged collectively to address a longstanding loophole in state tobacco laws regarding the regulation of licenses for tobacco shops;
- ongoing business plan competitions have inspired entrepreneurs to launch new businesses in the area;
- six blighted blocks in key commercial corridors were part of architectural design charrettes to reimagine what kinds of new buildings and business uses could be readily implemented on those sites, with development plans underway at two of those sites;
- more homeowners are moving into the neighborhood which is only 13% owner-occupied;
- major new investments are occurring throughout the neighborhood, including at Marquette University, which aims to invest more than \$500M over the next several years as part of Dr. Lovell's new campus master plan;
- resident engagement is at an all-time high with greater interaction occurring between residents, employees, and students throughout the seven neighborhoods;
- Dr. Lovell launched the Near West Side Grocery Challenge at Marquette University in January 2017 to have students, faculty and community members put their best minds to work on addressing the food insecurity issues facing the neighborhood, with the charge to have projects that could be implemented as pilots in Fall 2017 so that eventually a grocery store would locate in the neighborhood;
- other neighborhoods throughout Milwaukee are looking to NWSP as a model for community redevelopment.

While the five anchor CEOs have all committed to actively participating in the Near West Side Partners initiative, it became clear at the outset that Dr. Lovell would be the public face and primary spokesperson among them. There is no doubt that Dr. Lovell's leadership has

repositioned Marquette University as an instrumental, pivotal asset for Milwaukee's Near West Side and throughout the region. In addition to his active and visible participation, Dr. Lovell is passionate about the university's research role in NWSA's activities, dedicating significant university resources that extend beyond financial and staff support. Dr. Lovell takes every opportunity to speak publicly about Marquette University and its priorities, proudly sharing the successes of Near West Side Partners as well as the university's renewed commitment to community engagement, especially in Milwaukee.

Marquette's Community Engagement in Milwaukee

Marquette University is a Catholic, Jesuit institution located in the urban heart of Milwaukee, Wisconsin. Throughout its 136-year history, Marquette has remained steadfast in its mission "to develop men and women who will dedicate their lives to the service of others, actively entering into the struggle for a more just society." The Mission Statement is shaped by four foundational pillars -- Excellence, Faith, Leadership and Service -- which guide Marquette's decisions and activities. An ethos of service runs deeply in the self-understanding of the university and its graduates, and the commitment to building a better world links alumni across generations.

Beyond its clear missional commitment, Marquette has embedded civic engagement in its strategic plan, *Beyond Boundaries*, designating "Social Responsibility through Community Engagement" as one of six themes, and ensuring it is appropriately co-stewarded through oversight by the Vice President of Public Affairs and the Executive Director of Community Engagement. Marquette's mission and strategic plan, which are well publicized and familiar to its students, faculty, staff, alumni and friends, make clear that the university's purpose is inextricably tied to engagement with the Milwaukee community and the wider world.

The highest levels of university leadership are committed to active and ongoing local, regional, national, and global civic engagement. In January 2016, Dr. Lovell established the Office of Community Engagement, and strategically housed it in the Office of the Provost, to serve as a central clearinghouse for civic engagement activities and to promote the scholarship of engagement. The office reports through the provost and collaborates with partners across the institution, including Innovation and Research, Deans, Department Chairs, faculty members, Service Learning Program, Offices of Community Service, International Education, Student Affairs, Marketing and Communication, and Public Affairs, to ensure engagement efforts are effectively responding to the needs of the community, while meeting the educational and research mission of the university. To support this administrative infrastructure, Marquette has created a community engagement database to track the civic engagement activity of faculty and staff, as well as developed a website, specifically designed to increase engagement opportunities through highlighting and promoting the work of the institution.

Marquette University lives out its Catholic, Jesuit mission of service and embraces the responsibility of ensuring its talents and resources are making a big difference throughout the City of Milwaukee. Faculty, staff and students are learning alongside their neighbors, developing partnerships that strive to make Milwaukee ever more vibrant. Dr. Lovell firmly

believes that as Marquette faculty, staff, and students strengthen community connections and put great ideas into motion, the realm of what's possible in Milwaukee expands. Through his exemplary leadership and belief that Marquette University and the City of Milwaukee are inextricably linked, Dr. Michael R. Lovell demonstrates the importance of partnership and collaboration, bearing witness to Marquette's value proposition that "Being the Difference" begins at home.

THE FOLLOWING ARE LINKS TO NEWS ARTICLES, PRESS RELEASES, AND MAGAZINES FOCUSED ON NEAR WEST SIDE PARTNERS and/or COMMUNITY ENGAGEMENT:

News Articles

[President Lovell delivers third annual address to campus community](#) (January 19, 2017)

[President Lovell outlines key initiatives in second annual address](#) (January 21, 2016)

[President Lovell's first year, by the numbers](#) (July 1, 2015)

[Big names band together in first-ever neighborhood effort](#) (April 13, 2015)

[Marquette Forges Partnership to Transform a Community](#) (September 07, 2016)

MU Press Releases (Lovell):

[Taking Be The Difference beyond a hashtag: A message from President Lovell and Rev. Tom Krettek, S.J.](#) (February 6, 2017)

[BublR Bikes are coming to Marquette; President Lovell will lead campus community on bike ride](#) (March 31, 2016)

[President Lovell to host campus-wide forum on Near West Side initiatives, Sept. 30](#) (September 14, 2015)

MU Press Releases (Community Engagement):

[Marquette University to host Community Engagement Symposium, Nov. 15](#) (May 16, 2016)

[2016 strategic innovation fund awardees announced](#) (May 12, 2016)

[Save the date: NWSP to host employee forum on April 19](#) (March 28, 2016)

[Near West Side Partners sees much success in first year](#) (December 17, 2015)

Articles on Lovell's Leadership:

[Make way for Marquette \(Lovell leads transformation of campus\)](#) (March 06, 2017)

Magazine Story Links:

[Near West Side Story](#)

[Marquette Magazine Spring 2016](#)

[Marquette Lawyer Summer 2016](#)