Understanding Campus & Community Relationships:
Towards Active Engagement in Town-Gown Relations

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The AdvanceU presentation introduces the core focus and research of the International Town
and Gown Association and their mission to strengthen university-community partnerships by
providing a network of professionals, research, and resources as well as sharing leading practices,
innovative solutions, and professional development opportunities for municipal and university
groups. This session will consider issues and practices in the context of fraternity/sorority
advisors and the impacts of different/diverse local contexts through social, cultural, physical, and
economic factors.

Key Points

- ITGA is the premier resource for addressing challenges, emerging issues, and
  opportunities between and among institutions of higher education and the communities
  in which they are located. We have a wide range of members, including fraternities and
  sororities.
- Although we focus on common issues and leading practices, there is no blueprint for
  mapping and managing high concentrations of students in housing and near-campus
  neighborhoods.
- There is a need to understand the relationship as a process of spatial change that is
  shaped by human behavior and relationships in the local context. Studentification is a
  process where the physical character and form of a neighborhood changes according to
  the number of occupants, tenure, spatial concentrations over time according to their
  social, economic, and cultural characteristics.
- Understanding studentification allows us to plan ahead and to create balanced
  relationships by engaging all stakeholders, in good times and in bad.
- We identify how our worldviews and the major aspects of community strengths, loss of
  community through negative aspects of student life, and the ways in which we can build
  cohesion and positive identity through shared responsibility and a cultural shift.
- Experience from ITGA members suggests the 5-E approach: Engagement, Education,
  Enforcement, Evaluation, & Environmental Management.
Partnerships/Collaborations

- University administrators, faculty, students, and student governments
- Municipal administrators, mayors, and council members
- Civic Protection Agencies: police, fire and emergency, planning, code enforcement, etc.
- Fraternities and sororities and other student groups
- Town and Gown and Neighborhood Associations can be created
- Membership in the International Town and Gown Association

Further Resources

- International Town and Gown Association
  [https://www.itga.org](https://www.itga.org)
- Fox, Michael (2014) *Town and Gown: From Conflict to Cooperation*
- Smith, Darren & Fox, Michael (2019) *Studentification Guide for North America: Delivering Harmonious Town and Gown Associations*, Loughborough University. Available from [mfox@mta.ca](mailto:mfox@mta.ca)
  [https://www.amazon.com/dp/1515373916/ref=rdr_ext_tmb](https://www.amazon.com/dp/1515373916/ref=rdr_ext_tmb)