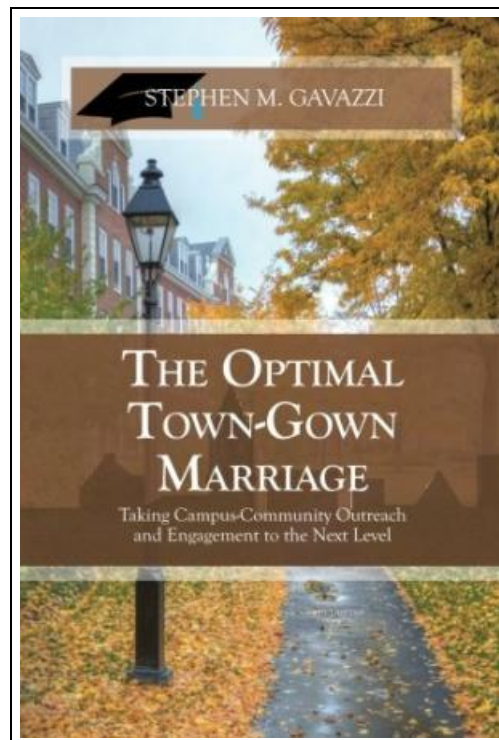


The Optimal Town-Gown Marriage: Taking Campus-Community Outreach and Engagement to the Next Level



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THE OPTIMAL TOWN-GOWN MARRIAGE: TAKING CAMPUS-COMMUNITY OUTREACH AND ENGAGEMENT TO THE NEXT LEVEL



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Createspace Independent Publishing Platform, United States, 2015. Paperback. Book Condition: New. 229 x 152 mm. Language: English . Brand New Book ***** Print on Demand *****.The Optimal Town-Gown Marriage book is dedicated to helping campus and community leaders better understand how the twin components of the town and the gown come together to determine the relative health and well-being of relationships between institutions of higher education and the communities in which they are located. Following a review of the emerging body of scholarly literature on town-gown relationships, the metaphor of marriage is introduced as a way of providing additional invaluable insights into the ways that campuses and communities interact with one another. A typology that borrows from the marital literature - using the terms harmonious, traditional, conflicted, and devitalized to describe the experiences of relationship partners - is presented as a new set of lenses for observing and making sense of town-gown associations. As well, case examples are used to flesh out the characteristics that help to shape these different relationship types, with special attention paid to the critical role that leaders play in directing campuses and communities toward more optimal ways of interacting with one another. The Optimal Town-Gown Marriage book additionally provides assistance to readers in taking the guesswork out of assessing the quality of town-gown relationships. The development and testing of the Optimal College Town Assessment (OCTA) is described, including a discussion of the quantitative and qualitative data generated by the pilot studies that have been conducted with university campuses and the communities that surround them. The items of the OCTA are included in the book to encourage readers to become more data-driven in their approach. All of the best data gathering efforts are for naught, however, if the information's reliability and validity is questioned. Therefore,...

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