



Forging nonprofit leaders
Transforming Virginia communities



A Bold Partnership

Petersburg

- Civic Capacity-Building
- Nonprofit Leadership Training
(High School Program)



William & Mary

- Scholarship of Engagement
- Nonprofit Leadership Training
(Undergraduate and Graduate Programs)





Petersburg

Profile

- 33,000 residents
- 25 miles south of Richmond at I-95/I-85/460/301
- 80% African American

Challenges

- All public schools unaccredited
- Highest illiteracy rate in Virginia: 43%
- Highest rates of HIV-AIDS in the state
- Highest teenage pregnancy rate in the state
- Second highest dropout rate in Virginia
- Twice state's unemployment rate

Opportunities

- Motivated and committed citizenry
- BRAC will net + 7,344 new personnel to Fort Lee with \$1.1 billion invested
- History and architecture tell the full story of America
- Harbor redevelopment may revitalize downtown
- Higher education interested in building capacity





2006 Pilot Program

- 15 William and Mary undergraduate and law students spent the summer in Petersburg
- Students lived in the community and engaged in Petersburg's social and civic life
- Students worked on capacity-building projects for nonprofit organizations and the City of Petersburg
- All projects were identified by and implemented with community support and community organizations





Petersburg Urban Ministries

Objective: Design tool to map physical distress in neighborhoods to guide rehabilitation pattern of homes

Outcome: Students' work will help increase rate from 3 to 10 homes per year; model will be employed city-wide





Legal Aid Justice Center

Objective: Alleviate backload of cases for low-income residents in land-lord tenant and guardian *ad-litem* cases

Outcome: Helped resolve 28 cases





Sycamore Rouge



Objective: Help promote venue which is anchor of downtown redevelopment, and broaden the reach of its issues-based programming



Outcomes: Prepared 8 legal contracts that will ensure continuity of services. Designed exit survey that garnered data enabling outreach to more diverse community



City of Petersburg



Objective: Enable city government to deal with critical levels of blight and lead paint poisoning of children

Outcome: Legal memoranda resulting in changes to city ordinances

Objective: Preserve history of a significant but endangered African-American neighborhood

Outcome: Conducted architectural survey of 275 residences; oral history will come next





Pilot Program Outcomes

- Warm reception by the City and a request to stay
- 30 organizations engaged; growing number now interested
- 34 community identified projects completed
- \$200,000 in free labor; excludes economic impact
- Positive student and community survey data
- Nonprofit leadership curriculum and pedagogy honed
- Anticipate at least 50 students engaged this semester
- Virginia State University, Richard Bland College, John Tyler Community College, University of Richmond and Virginia Commonwealth University as likely partners in Petersburg



Where We Go From Here

Expanding the Partnership

- Internships, independent study, honors projects
- Service-learning in established coursework and new courses
- Graduate student research and clinical experiences
- Weekend or spring/winter break service trips
- Faculty and administrator research, writing and consulting
- Guest speakers and arts exchange
- Petersburg leaders auditing college courses
- Applicant recruitment and counseling

Honing the Model

- Prepare to launch nonprofit leadership training programs
- Work with career services to expand awareness and opportunities
- Integrate additional university partners
- Evaluate and refine engagement model for use statewide