

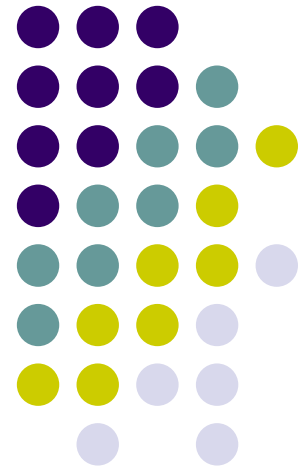
From Adversaries to Advocates

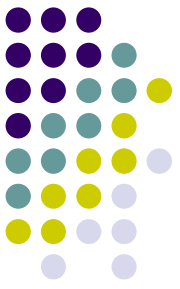
How the Student Voice Can Foster Community



2008 Town/Gown Conference

San Luis Obispo, CA

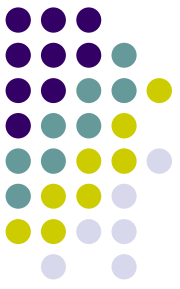




The Need for Collaboration

- Bad Relationships
 - Student Residents vs. Permanent Residents
 - Students vs. City Officials
- Existing & Ongoing Stereotypes
- Ineffective Communication



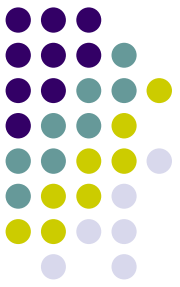


Hearing the Student Voice

- Establishing a communication vehicle
- Setting a fair playing field
- Student Community Liaison Committee (SCLC)



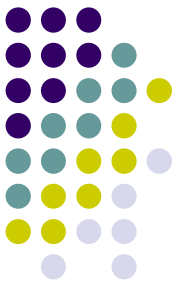
Student Community Liaison Committee (SCLC)



- Began in 1987
- Initial small group of Cal Poly students
- Need existed for a student voice on community issues

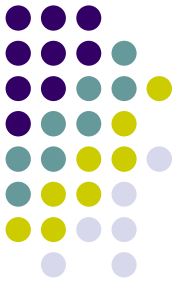


SCLC – Mission Statement



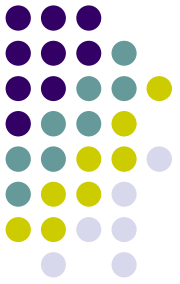
The mission of the SCLC is to enhance communication and increase respect among students, public officials and community members

SCLC - Membership



- Voting
 - Chair: Cal Poly ASI President
 - Co-Chair: Cuesta College AS President
 - Key Stakeholders
- Non – Voting
 - Student representatives from campus
 - Other city/university officials
 - Permanent residents

SCLC – Sub Committees

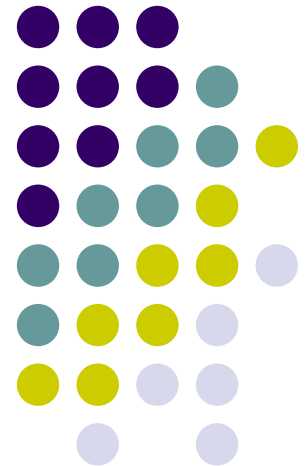


- Special Events
 - Mardi Gras
 - St. Patrick's Day
- SLO Solutions
 - Mediation services
- Community Events
 - SLO Night With Your Neighbors
 - SCLC awareness events



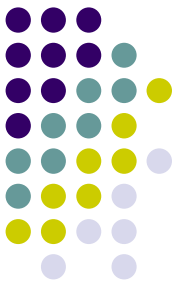
Blake Bolton

Former SCLC Chair
Cal Poly ASI President
2004-2005



Key Challenges

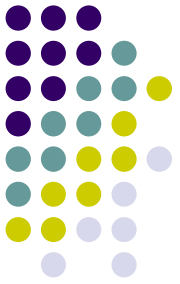
Community Relationships



- Student/Permanent Residents
- “Who’s town is this”
- Mardi Gras riots in 2004



Perspective Changes



- Trust
- Key stakeholder influence
- Safety, control and alienation
- Relationship issues



The Party Is Over.

It's simple: Mardi Gras weekend in San Luis Obispo will be different this year.

Count on:

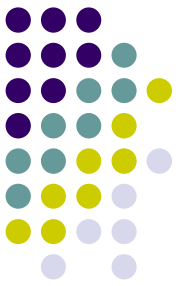
- Nearly 400 enforcement officers on duty
- DUI check points throughout San Luis Obispo
- Jail time & triple fines for lawbreaking
- Possible expulsion for student violators

www.MardiGrasSLO.com

A MESSAGE FROM THE COMMUNITY OF SAN LUIS OBISPO



Solutions from SCLC

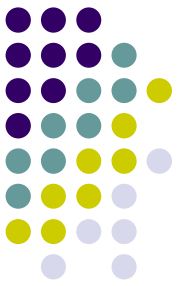


- Statement of Hopes for the Community
- Different “communities” within SLO



**Student-Community
Liaison Committee**

Cal Poly · Cuesta College · City of San Luis Obispo



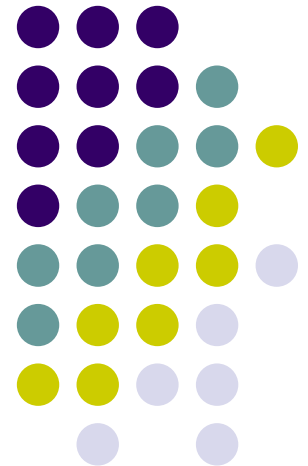
ASI Solutions

- Newspaper column
- Lobbying city council – triple fines
- Proactive approach to “Poly Gras”
- Police ride-alongs

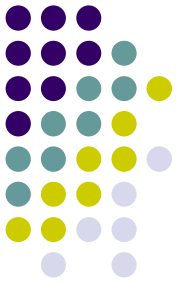


Jessica Gibbons

Former SCLC Member &
Sub-Committee Chair for
SLO Solutions

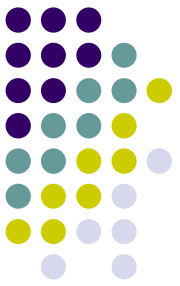


SLO Solutions and SCLC



- Effective Mediation
- Funded by City of SLO, Cal Poly and Cuesta College
- Creation of SLO Solutions Marketing Committee

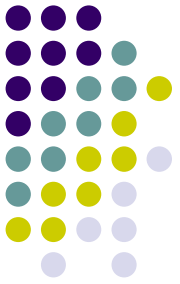
Marketing Campaign



- Brand identity
- Ad Campaign
- Marketing Materials
- Results & Lessons Learned



Marketing Campaign



tenant problems?

SLO Solutions

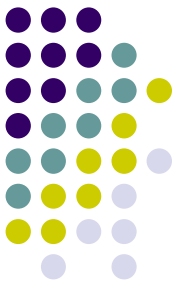
Free Landlord • Tenant • Roommate • Neighbor Mediation
549-0442
www.slosolutions.com

roommate problems?

SLO Solutions

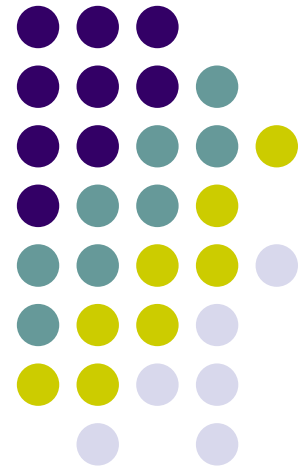
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Marketing Campaign

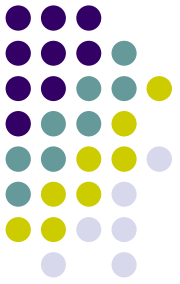


Amy Stapp

Creative Mediation
San Luis Obispo, CA



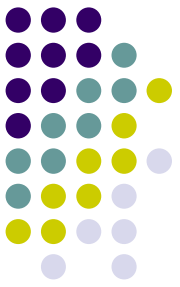
Services Offered



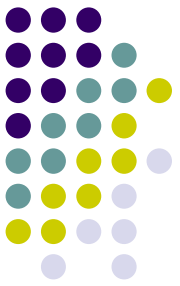
- Mediation
- Neighbor/neighbor conflict
- Landlord/tenant
- Roommate/housemate



SCLC – Memorandum of Understanding



- Establishes a yearly commitment from all vested parties
- Yearly monetary contribution to allow for small SCLC budget



Never Forget the Power of Collaboration and the Value of the Student Voice

Questions??