Summary Report of Campus Consultations: Community Listening Events

Introduction
As part of the strategic planning consultations, the Aspire Community Consultations and Pop-up events were held across Windsor-Essex in July and August. Approximately 40 community members participated in the community consultation sessions and 120 participated in the pop-up events, garnering 877 individual responses to questions asked about the University's role in the Windsor-Essex community.

Off-campus consultations were one step in the consultation process, and it is important to note that this is not research data. This data represents one form of consultation for the strategic planning process and was intended to provide signposts for further discussion. From this data a list of themes was developed and utilized to organize the data into key themes and subthemes.

Core Questions: Community Consultations
Three core questions were asked at almost all in-person consultation events and serve the purpose of providing insights into three areas of inquiry: participant aspiration for the University, current strengths of the institution, and desire for change. Community respondents submitted over 200 individual answers to the three questions below.

Characteristics of the perfect University in Windsor-Essex
As part of the Aspire Community Consultations, respondents had the opportunity to answer the following question: **What is one characteristic that the perfect university in Windsor-Essex should have?** Respondents submitted over 70 individual answers to this question. Table 1 presents the five most common themes identified in these responses.

Respondents identified community engagement a total of 21 times as a characteristic of the perfect University in Windsor-Essex. Respondents indicated a desire for stronger connections between the University of Windsor and the Windsor-Essex community and highlighted some key initiatives that they would like to see provided by the University of Windsor. Community support was identified a total of 8 times and emphasized the needs of the community and how they could be better supported by the University of Windsor. Academics was identified 8 times and highlighted the need for an academic-focused institution where learning is strongly emphasized.

Table 1. Five most frequent themes regarding the perfect University in Windsor-Essex.

Theme 1	Theme 2	Theme 3	Theme 4	Theme 5
Community Engagement (21)	Community Support/Outreach (8)	Academics (8)	Culture and Atmosphere of University (6)	Equity, Diversity, Inclusion (5)

Note. Numbers in parentheses represent the frequency of the theme.

Current strength of the University of Windsor

As part of the Aspire Community Consultations, respondents had the opportunity to answer the following question: **What do you see as a current strength of the University of Windsor?** Respondents submitted over 70 individual answers to this question and Table 2 presents the five most common themes identified in these responses.

Location was identified a total of 11 times by respondents as a strength of the institution. Respondents identified the University's unique location adjacent to the border of Detroit as a key strength of the University of Windsor, though one that has historically been underutilized. The University's recent downtown expansion was identified a total of 9 times. Respondents identified the University of Windsor's expansion in downtown Windsor as a significant step towards the revitalization of the downtown core and suggested more growth to occur. EDI was identified 8 times and respondents highlighted our diverse Windsor-Essex community and University of Windsor community as a key strength of the institution.

Table 2. Five most frequent themes regarding the University of Windsor's strengths.

Theme 1	Theme 2	Theme 3	Theme 4	Theme 5
Location (11)	Downtown Expansion (9)	Equity, Diversity, Inclusion (8)	Campus (5)	Culture and Atmosphere of University (4)

Note. Numbers in parentheses represent the frequency of the theme.

Key change the University should focus on between now and 2027

As part of the Aspire Community Consultations, respondents had the opportunity to answer the following question: **The University of Windsor's next strategic plan will be in place until 2027. What is one key change you think the University should focus on between now and then?** Respondents submitted over 70 individual answers to this question. Table 3 presents the five most common themes identified in these responses.

Community engagement was identified a total of 12 times by the Windsor-Essex community as a key change that should occur between now and 2027. Respondents communicated a need for more community integration in the University and suggested a number of events

that may help to bring surrounding community members to campus. Student housing was identified a total of 5 times. Respondents identified the need for more affordable student housing. One key issue identified was the lack of housing in general and the need for more student housing to take the burden off the already limited rental spaces available in West Windsor. A theme regarding people-focused was identified 5 times which highlighted the need for a people-focused culture at the University where our students, staff and faculty are treated as our most valuable resource.

Table 3. Five most frequent themes regarding strategic changes between now and 2027.

Theme 1	Theme 2	Theme 3	Theme 4	Theme 5
Community Engagement (12)	Student Housing (5)	People Focused (5)	Reputation (4)	Community Support/Outreach (3)

Note. Numbers in parentheses represent the frequency of the theme.

Neighborhood-Focused Questions: Community Consultations

The three questions that focused on neighborhoods were asked at all in-person consultations and served to provide insights into how the University of Windsor could better interact with surrounding communities. Participants submitted over 200 individual answers.

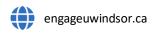### What stops people from coming to campus or to UWindsor events?

As part of the Aspire Community Consultations, respondents were asked: **What stops people from coming to campus or to UWindsor events?** Respondents submitted over 70 individual answers to this question and Table 4 presents the five most common themes identified in these responses.

Community engagement was identified a total of 30 times by respondents as a barrier to the off-campus community entering the UWindsor campus. Respondents identified a need for more outreach and communications. In particular, respondents suggested printed communications, accessible by the entire community to include those without access to internet in outreach strategies. Psychological and social barriers were identified 14 times and emphasized the impact of socio-economic and psychological barriers on the community. Community members indicated feeling unwelcome on campus due to age differences, atmosphere, and elitism within the University. Parking was identified 7 times, particularly the lack of affordable parking as a barrier to entering campus or attending on-campus events.

Table 4. Five most frequent themes regarding community members entering campus.

Theme 1	Theme 2	Theme 3	Theme 4	Theme 5
Community Engagement (30)	Psychological/ Social Barriers (14)	Parking (7)	Infrastructure (6)	Location (3)

Note. Numbers in parentheses represent the frequency of the theme.

Changes for University to be more welcoming to the surrounding community

As part of the Aspire Community Consultations, respondents had the opportunity to answer the following question: **What changes could make the university (and its campus) more open and welcoming to the surrounding community?** Respondents submitted almost 80 individual answers to this question. Table 5 presents the five most common themes identified in these responses.

Community engagement was identified a total of 38 times by respondents as an area of focus that could make UWindsor more welcoming. Respondents indicated a need for more community engagement in the form of on-campus events that welcome the community and advertising that makes the community aware of events on campus. Community support and outreach was identified a total of 14 times and respondents outlined ways the University of Windsor could work to better support the community by offering community supports to residents. Student housing was identified a total of 5 times. Respondents indicated that providing support to students, buying out slum landlords, and creating more student housing in West Windsor would help the University become more welcoming and improve community perceptions of the UWindsor's adjacent neighborhoods.

Table 5. Five most frequent themes regarding what makes UWindsor more open and welcoming.

Theme 1	Theme 2	Theme 3	Theme 4	Theme 5
Community Engagement (38)	Community Support/Outreach (14)	Student Housing (5)	Infrastructure (4)	Employment (3)

Note. Numbers in parentheses represent the frequency of the theme.

Who should the university be talking to in your neighborhood?

As part of the Aspire Community Consultations, respondents had the opportunity to answer the following question: **Who should the university be talking to (individuals, groups, organizations) in your neighborhood?** Respondents submitted over 70 individual answers to this item. Table 6 presents the five most common themes identified in these responses.

Core organizations in Windsor-Essex were identified a total of 23 times by respondents. Respondents identified a number of core organizations such as the City of Windsor, Business Improvement Associations (BIAs), small businesses located in downtown Windsor, and Windsor Transit. Teachers, schools, and students were identified a total of 10 times. Respondents indicated the University should interact with local secondary and elementary schools to determine how best to support student transitions from secondary to post-secondary education. EDI was identified 8 times and indicated the need for the University of Windsor to reach out to various immigration and ethnic groups as well as EDI specialists in the community.

Table 6. Five most frequent themes regarding who the university should be talking to.

Theme 1	Theme 2	Theme 3	Theme 4	Theme 5
Core Windsor Organizations (23)	Teachers/ Schools/Students (10)	EDI (8)	Non-profit organizations (6)	Small Businesses (5)

Note. Numbers in parentheses represent the frequency of the theme.

Regional-Focused Questions: Community Consultations

The questions that focused on our region were asked at almost all in-person consultation events and served the purpose of providing insights into how the University of Windsor could better interact with surrounding Windsor neighborhoods. Respondents submitted almost 300 individual answers to the three questions listed below.

Biggest opportunity for the Windsor-Essex region

As part of the Aspire Community Consultations, respondents had the opportunity to answer the following question: **What is the biggest opportunity for the Windsor-Essex region?** Respondents submitted over 80 individual answers to this question and Table 7 presents the five most common themes identified in these responses.

Students were identified as an opportunity for the Windsor-Essex region a total of 13 times by community respondents. Respondents indicated a need for more focus on student retention within the community post-graduation as well as the enormous advantages of student interactions with the community. Location was identified a total of 10 times and emphasized the unique opportunities that emerge from UWindsor's border and proximity to Detroit. Downtown expansion was identified 7 times. Community members identified the University of Windsor's expansion into Windsor's downtown as an opportunity for revitalization in the downtown core. Many people suggested that they would like more UWindsor buildings downtown including a residence to bring students directly into the downtown core.
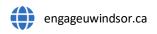
Table 7. Five most frequent themes regarding the opportunity for the Windsor-Essex region.

Theme 1	Theme 2	Theme 3	Theme 4	Theme 5
Students (13)	Location (10)	Downtown Expansion/ Development (7)	Research and Innovation (7)	Tourism (5)

Note. Numbers in parentheses represent the frequency of the theme.

Biggest challenge for the Windsor-Essex region

As part of the Aspire Community Consultations, respondents had the opportunity to answer the following question: **What is the biggest challenge we face as a region?** Respondents submitted 100 individual answers to this question. Table 8 presents the five most common themes identified in these responses.

Transit was identified a total of 14 times by respondents as a challenge that the Windsor-Essex region faces. Responses indicated a need for more reliable transit throughout Windsor-Essex particularly in the county to Windsor. Employment was identified a total of 10 times and respondents indicated the need for more employment opportunities for students during and post-degree to ensure students stay in the region after graduation. Sustainability was identified a total of 8 times. Respondents indicated a need for more sustainability initiatives as well initiatives to address the high level of pollution coming from traffic on the Ambassador Bridge.

Table 8. Five most frequent themes regarding the biggest regional challenge for Windsor.

Theme 1	Theme 2	Theme 3	Theme 4	Theme 5
Transit (14)	Employment (10)	Sustainability (8)	Poverty (8)	Mental Health and Addiction (7)

Note. Numbers in parentheses represent the frequency of the theme.

University's role in supporting or tackling regional opportunities/challenges
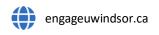As part of the Aspire Community Consultations, respondents had the opportunity to answer the following question: **What is the University's role in supporting or tackling these opportunities/challenges?** Respondents submitted over 100 individual answers to this question. Table 9 presents the five most common themes identified in these responses.

Community engagement was identified a total of 16 times by respondents as part of the University of Windsor's role in tackling regional challenges. Responses indicated a need for better community engagement between the University and surrounding communities in order to create better connections on and off campus. Community partnerships were identified a total of 9 times. Responses indicated the need for more partnerships between core community organizations and the University of Windsor in order to better support community development. Research and innovation was identified 8 times, and respondents noted the need for the University to create and take part in research and innovation projects that support the needs of the Windsor-Essex community.

Table 9. Five most frequent themes regarding the University's role in regional challenges.

Theme 1	Theme 2	Theme 3	Theme 4	Theme 5
Community Engagement (16)	Community Partnerships (9)	Research and Innovation (8)	Employment (7)	Research (7)

Note. Numbers in parentheses represent the frequency of the theme.

Pop-ups: Community Consultations

As part of the community consultations a series of pop-ups were held at community events throughout the summer. At these events, participants were asked: **How can the University of Windsor better support your community?** Participants submitted a total of 128 individual responses. Table 10 presents the five most common themes identified in these responses.

Community engagement was identified a total of 40 times as one way the University could better support the Windsor-Essex community. Responses indicated a need for more UWindsor events on and off campus to bring in members of the Windsor-Essex community and help revitalize Windsor businesses. Community support and outreach was identified a total of 17 times and emphasized the need for better advertising to surrounding communities. Many participants suggested the creation of a monthly flyer to provide a list of events on-campus. Affordable housing was identified 17 times. Community members identified the need for more affordable housing in West Windsor and Downtown and suggested UWindsor creates more student housing to help offset the number of students currently utilizing community housing.

Table 10. Five most frequent themes regarding University support for the community.

Theme 1	Theme 2	Theme 3	Theme 4	Theme 5
Community Engagement (40)	Community Support/Outreach (17)	Affordable Housing (15)	Community Partnerships (9)	Campus Expansion (8)

Note. Numbers in parentheses represent the frequency of the theme.