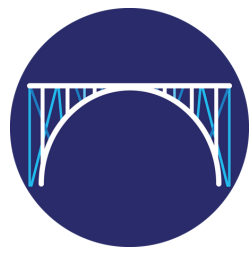


COLUMBIA NEIGHBORS

# CENTERING COMMUNITY

IN YOUR COMMUNICATIONS  
STRATEGY





# Welcome

*Columbia Neighbors* is where the university connects with its local community, with an eye on shared growth, being of service, and connection.

*Neighbors* is

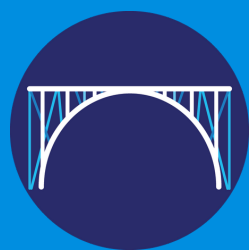
- Part resource guide
- Part community news and storytelling hub
- Part gathering place

It is for everyone in the communities surrounding our campuses in Upper Manhattan.

[neighbors.columbia.edu](http://neighbors.columbia.edu)

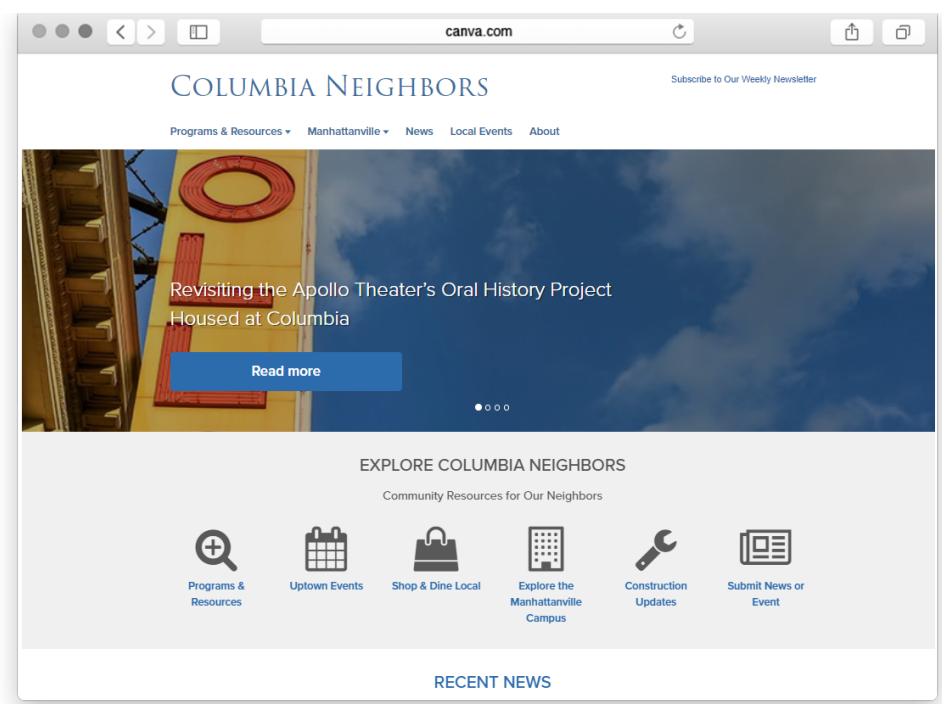
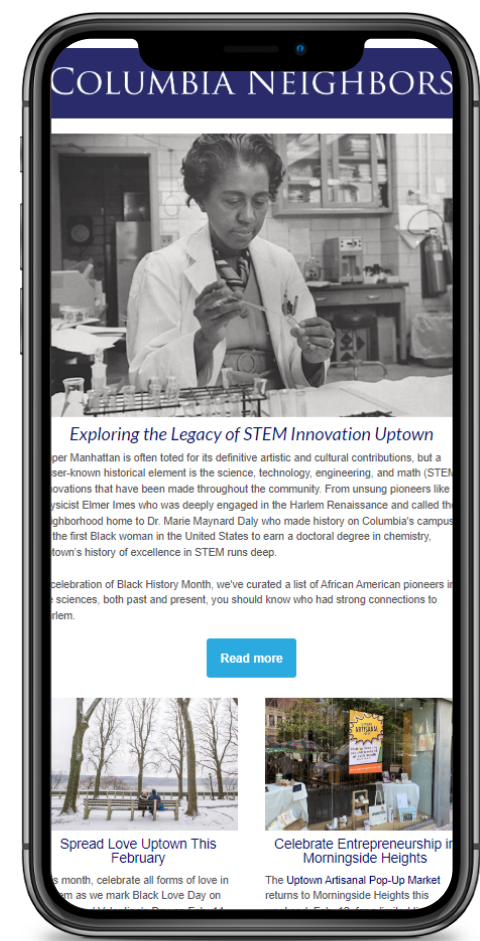
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# Neighbors Channels

- Website
  - Stories, Events, Resources, Construction Updates
- E-Newsletter
  - 1x/week
- Social
  - Facebook, Instagram, Twitter
- Print
  - Monthly Bilingual One-Sheet
  - 2x/year brochure

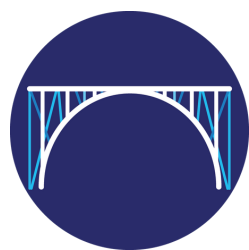


# Our Neighbors

**Broadest scope:** Anyone North of 110th Street, river to river.

- Manhattanville
- Morningside Heights
- East Harlem
- Central Harlem
- West Harlem
- Hamilton Heights and Sugar Hill
- Washington Heights
- Inwood
- The Bronx
- Manhattan Valley
- Upper West Side





# Meet the Neighbors Team



*Wilson Valentin*

Associate Vice President,  
Columbia News and  
Columbia Neighbors



*Kelly Moffitt-Hawasly*

Director of Digital Content  
Strategy, Columbia News  
and Columbia Neighbors



*Brandee Sanders*

Associate Director of  
Communications,  
Columbia Neighbors



*Maggie Barrows*

Assistant Director of  
Communications,  
Columbia Neighbors

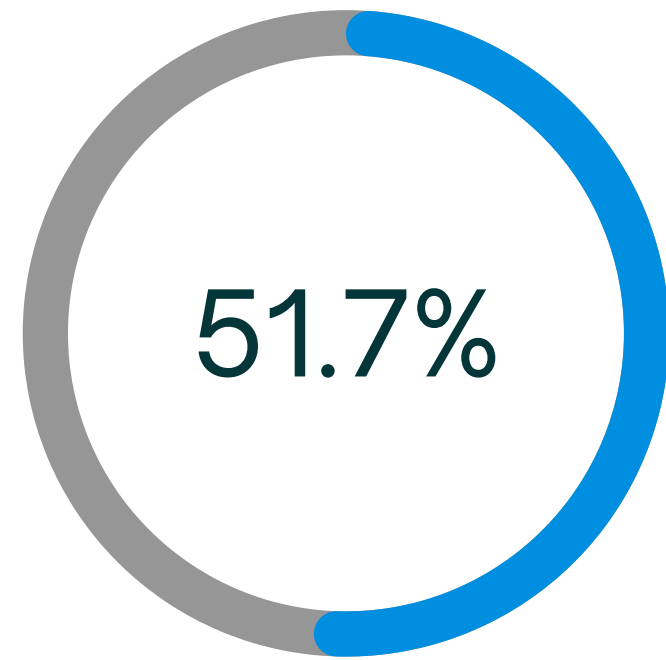


*Janrey Serapio*

Communications Officer,  
Columbia Neighbors

# Neighbors Readership Snapshot

The Neighbors Readership Survey captured the demographics, behaviors, and interests of our readers as well as content insights. Here's a snapshot of key findings:



51.7 percent of our readers are neighbors/community members with no Columbia University affiliation.



## Local Events & Programs



## Arts & Culture



## Community Impact

Top topics of interest include local events and programs, arts & culture, and social impact stories.



Top content types include stories about Columbia-led resources, events, news, and community member profiles.

# Content Strategy: The Art of Storytelling

Amplifying Uptown voices, views,  
and community stories.



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## COMMUNITY

Upper Manhattan stories that are not under the bucket of Columbia programming, in fact, may not be affiliated at all with Columbia.



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## CULTURE

Stories that are reflective of Upper Manhattan's commerce-focused entrepreneurial ecosystem, arts, events, and culinary scene.



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## CONNECTION

Stories at the intersection of Columbia and community—creating transparency around Columbia-led programs and resources for community members.

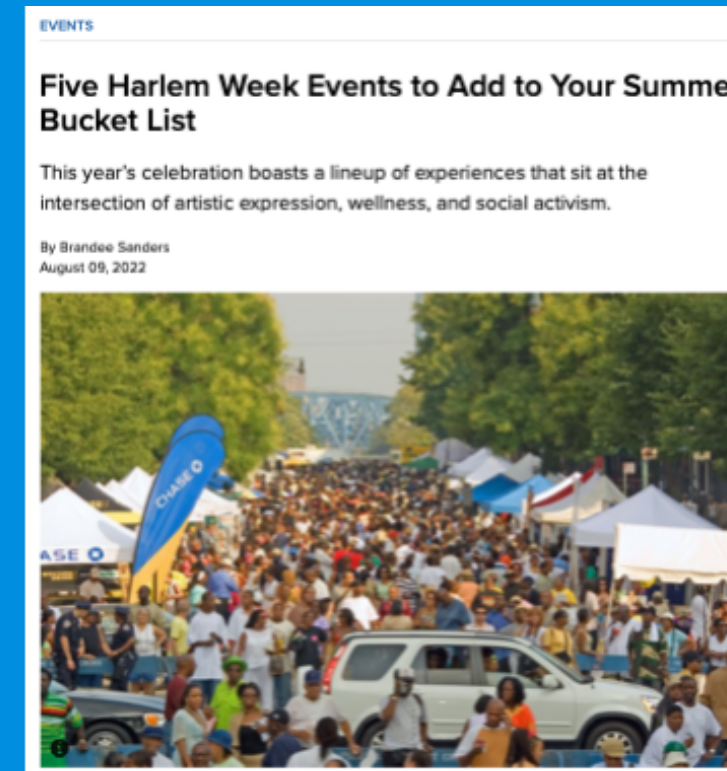
# Content Plan in Action: Top-Performing Stories

Three top-performing *Neighbors* stories that serve as examples of our content buckets: *Community, Culture, Connection*



*Thrive Collective Uses the Arts for Community Empowerment*

The Harlem-based nonprofit Thrive Collective empowers New York City youth through arts education programs and beautification projects.



*Five Harlem Week Events to Add to Your Summer Bucket List*

A roundup of must-attend local events ahead of Harlem Week that sat at the intersection of artistic expression, wellness, and social activism.



*Two Spectacular Columbia Dyckman Institute Scholars*

A piece spotlighting the stories of Richi Barua (CC'25) and Shaheed Ashraf Thabit (CC'24), two Dyckman Institute Scholars from Washington Heights and Inwood.



# Collaborative, Direct, and Actionable Social Media

Quality over quantity

Know the audiences and dynamics of platforms

Highlight public events, Columbia-community connections like local students, and Columbia being a good neighbor

Don't limit yourself to only Columbia content

**We want to hear from you!**



@ColumbiaNeighbors



@NeighborsHub

# Social Tactic: Build Community

Engage directly with partners and stakeholders. Sharing, resharing, liking, commenting, and collaborating on posts helps expand your audience and theirs.



Columbia Neighbors  
@NeighborsHub

Head to the [@WordUpBooks](#) Migrant Holiday Market this weekend or next weekend to pick up fantastic handcrafted gifts (or maybe a treat for yourself 🥰)!

[Word Up Community Bookshop/ Librería Co...](#) @WordUp... · Dec 6, 2022

Sunday's Migrant Holiday Market was such a success we're doing it again! We're extending hours at Recirculation for the next 2 wks. Sun 10am to 3pm (12/11 and 12/18) to host more migrants to sell their handcrafted items, plus shop for books, CDs, LPs, and more!



columbia and  
columbianeighbors



**columbia** Thanksgiving turkeys were donated to neighbors across our community this week, thanks to Columbia Community Service, @ColumbiaFacilities, @ColumbiaDining, and @SyscoFoodie. We wish everyone a hearty festive meal and a Happy Thanksgiving with friends and family. 🌟

Visit our bio link to learn more about these @ColumbiaNeighbors turkey donations to @BroadwayCommunityInc, @NYCommonPantry, @StJohnDivineNYC, @Ascension107,



Liked by columbiefacilities and 2,408 others

NOVEMBER 23, 2022



Add a comment...


Post

# Social Tactic: Clear Connections

---

Make the key points easy to find. Don't assume anyone is going to click links on social: The most important message should be in your post.



 **columbianeighbors** · [Follow](#) ...  
Columbia University

 **columbianeighbors** Meet Richi Barua (@columbiacollege1754'25), who grew up at the intersection of Washington Heights and Inwood, and is concentrating her studies at Columbia in sociology, with the help of the Dyckman Institute Fellowship Scholarship Fund.

What brought her to Columbia?

"I knew Columbia had a lot of resources that would help me study what I wanted to study," Barua said. "It is close to where I live and where I grew up. I get to connect and work in my community better because I go to school nearby. There are people that come to Columbia from all over the world and I thought



114 likes

NOVEMBER 18, 2022

[Log in](#) to like or comment.

# Social Tactic: Open Your Doors

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If you're inviting people in, make the process seamless. Clean graphics with clear information, easy registration, and upfront details on cost.



Columbia Neighbors

@NeighborsHub

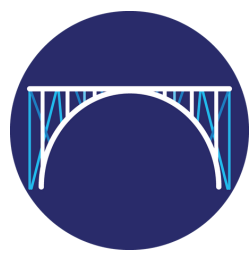


🔊👂 Apply by 2/10 for the community health worker training program at Columbia Institute for Training Outreach and Community Health (InTOuCH)! Trainees will attend 8 weeks of training with experts at the Columbia Wellness Center. [@ZuckermanBrain](#)



[neighbors.columbia.edu](https://neighbors.columbia.edu)

**Deadline: InTOuCH Community Health Program Spring Training Application**  
The Columbia Institute for Training Outreach and Community Health (InTOuCH) program invites applicants for its spring training program. The ...



# Events

Do you host public events or community programming?

Send it to *Neighbors*! We'll share it on our website and social media. Events must be free or available at an affordable price, and open to the public.

Applicable events include concerts, exhibitions, panels, screenings, workshops, youth programming, fellowships for non-affiliates, etc.

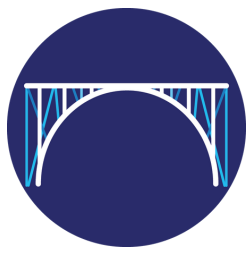
If you're unsure if your event qualifies, feel free to send it anyway.



[neighbors.columbia.edu/events](https://neighbors.columbia.edu/events)

Before you submit:

- Make sure the event text is clear and community-friendly
- Add essential information: host, contact, registration link, venue, accessibility, if identification is required
- Consider how you can make community members feel welcome at your event



# Print Products

## Monthly Bulletin

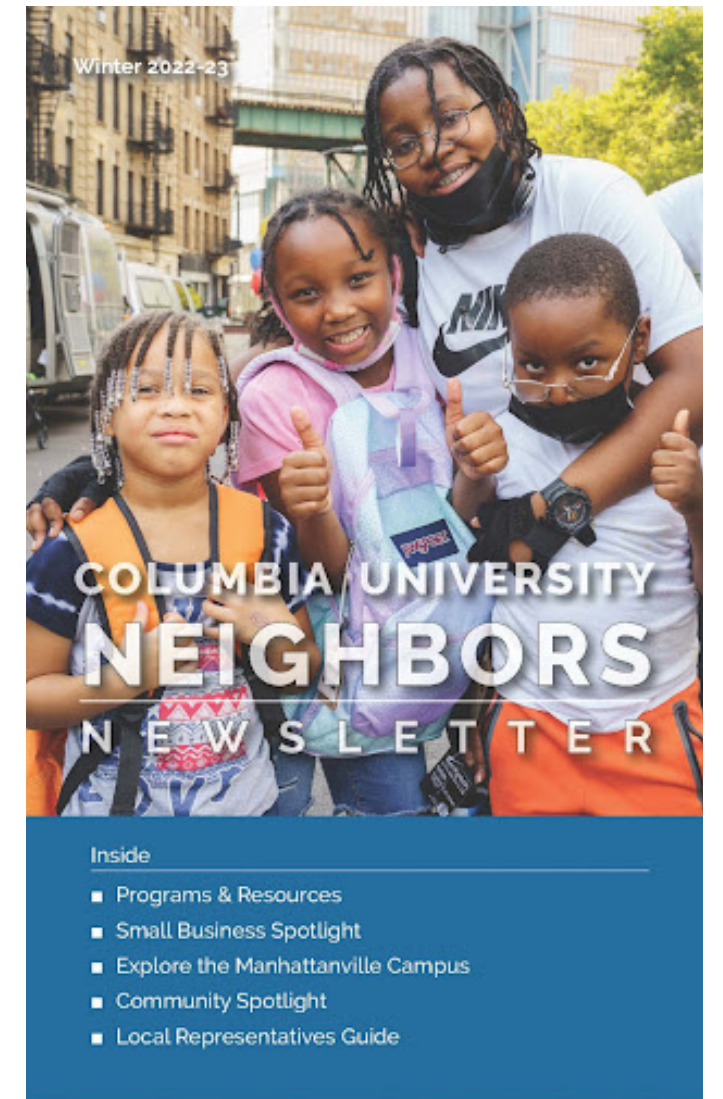
The *Neighbors Bulletin* is published monthly on our website, placed in our e-news, and printed out and distributed around the Manhattanville and Morningside campuses.

## Seasonal Newsletter

The *Neighbors* print newsletter is produced every semester typically in time for Manhattanville Community Day.

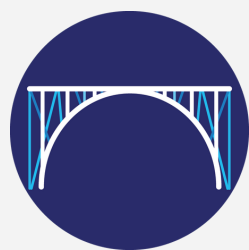


Monthly Bulletin



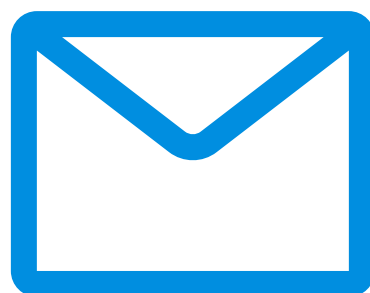
Newsletter

 [neighbors.columbia.edu/content/about-us](https://neighbors.columbia.edu/content/about-us)



# How to Share With Us

We want to hear what you're up to and share it with our neighbors. Here's how we can start the conversation.



## **Email us!**

Launching a new program, know someone in your office with an interesting neighborhood connection, publishing research applicable to the community, but don't know where to start?

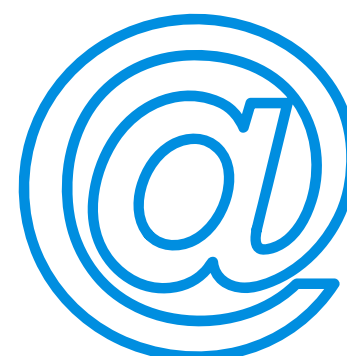
Email:  
**neighbors@columbia.edu**



## **Promotion Request Form**

Have an already-published event, piece of content, or social media post that you think would be of interest to our neighbors, share through this form and mark Neighbors/Harlem Community under "Who's the Audience?"

**<http://bit.ly/3xzHTav>**



## **Tag us!**

Tag us on social media for amplification of community stories.

Facebook/Instagram:  
**@ColumbiaNeighbors**

Twitter:  
**@NeighborsHub**



## **Community Partnerships**

Curious about the Community Advisory Council, the Community Benefits Agreement, or specific programming/partnerships?

Email:

**communityaffairs@columbia.edu**



**Community Advisory Council**  
at Columbia University in the city of New York

# Background

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### Community Advisory Council at Columbia University

As part of a multi-faceted effort to address the legacy of generations of structural racism in the U.S., Columbia has created an institution-wide Community Advisory Council to support and expand community partnerships; to facilitate meaningful engagement with our neighbors in surrounding communities; and to seed new ideas to achieve greater impact.

Our mission is to support a prosperous and equitable ecosystem in Harlem and Upper Manhattan through the efficient use of technical assistance, health-equity programming, loans, grants, education, training and other community-based programming

# Community Advisory Council

## Co-Chairs of the Community Advisory Council



**Melissa D. Begg**

Dean, School of Social Work;  
Professor of Social Work and  
Biostatistics, School of Social Work



**Wafaa Mahmoud El-Sadr**

Director, Columbia World Projects;  
University Professor; Dr. Mathilde  
Krim-amfAR Professor of Global  
Health (in Epidemiology); Director,  
ICAP, Department of Epidemiology



**Rafael Antonio Lantigua**

Professor of Medicine at the  
Columbia University Medical Center;  
Dean's Special Advisor for  
Community Health Affairs, Dept of  
Medicine General Med



**Olajide A. Williams**

Professor of Neurology and  
Associate Dean of Community  
Research and Engagement,  
Department of Neurology Stroke

# Community Advisory Members



**Melissa D. Begg**

Dean, School of Social Work; Professor of Social Work and Winstatistics, School of Social Work



**Kellie Bryant**

Associate Professor of Nursing at the Columbia University Medical Center; Assistant Dean of Clinical Affairs and Simulation, Sch of Nursing Academics Div



**Alwyn T. Cohall**

Professor of Sociomedical Sciences, Population and Family Health and Pediatrics at the Columbia University Medical Center, Dept of Sociomedical Sciences



**Geraldine Downey**

Niven Professor of Humane Letters, Department of Psychology



**Constantinos Maglaras**

Dean, Columbia Business School; David and Lyn Siffen Professor of Business, Graduate School of Business



**Peter E. Pilling**

Director of Intercollegiate Athletics and Physical Education, Dept Intercollegiate Athletics



**Felice B. Rosan**

Deputy General Counsel, Office of the General Counsel



**Goleen Samari**

Assistant Professor of Population and Family Health, Dept Population & Family Health



**Wafaa Mahmoud El-Sadr**

Director, Columbia World Projects; University Professor; Dr. Mathilde Krim-antAR Professor of Global Health (in Epidemiology); Director, ICAP, Department of Epidemiology



**Flores A. Forbes**

Associate Vice President, Community Affairs; Adjunct Associate Professor of Architecture, Planning and Preservation, Govt & Community Affairs



**Julie C. Franks**

Assistant Professor of Sociomedical Sciences (in ICAP) at the Columbia University Medical Center, Dept of Sociomedical Sciences



**Amy K. Herbert**

Assistant Professor of Dental Medicine at the Columbia University Medical Center, College of Dental Medicine



**Samuel K. Sia**

Vice Provost for the Fourth Purpose and Strategic Impact; Professor of Biomedical Engineering, Office of the Provost



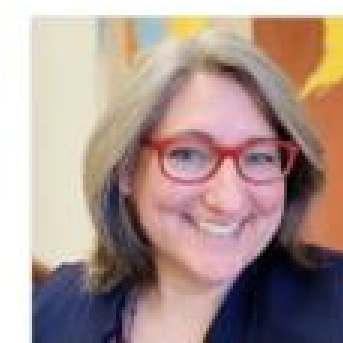
**Kendall Thomas**

Nash Professor of Law, Director Center for the Study of Law and Culture, School of Law



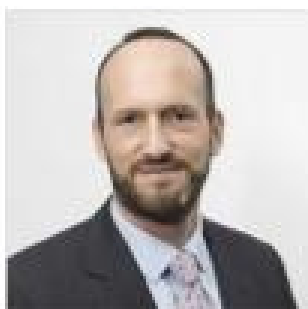
**Olgier Cornelius Twyner III**

Executive Director, Community Impact, Community Impact



**Carrie A. Walker**

Deputy Chief of Staff, Office of the President



**Orin Herskowitz**

Senior Vice President for Intellectual Property and Technology Transfer; Executive Director, Columbia Technology Ventures (CTV); Adjunct Professor of Industrial Engineering and Operations Research, Columbia Technology Ventures



**Kellie E. Jones**

Hans Hofmann Professor of Modern Art and Professor of African American and African Diaspora Studies, Chair Department of African and African Diaspora Studies, Art History & Archaeology



**Julie Kornfeld**

Vice Provost for Academic Programs; Associate Professor of Epidemiology at the Columbia University Medical Center, Office of the Provost



**Rafael Antonio Lantigua**

Professor of Medicine at the Columbia University Medical Center; Dean's Special Advisor for Community Health Affairs, Dept of Medicine General Med



**Olatide A. Williams**

Professor of Neurology and Associate Dean of Community Research and Engagement, Department of Neurology Stroke



**Mabel O. Wilson**

Nancy and George Rupp Professor of Architecture, Planning and Preservation; Professor of African American and African Diaspora Studies; Director in the Institute for



**Gina M. Wingood**

Sidney and Helaine Lerner Professor of Public Health Promotion (in Sociomedical Sciences), Dept of Sociomedical Sciences



**Renotta Young**

Deputy Controller, Controller

# Community Advisory Council

## Intellectual Hub

Develop best practices for community engagement led by Columbia and set standards for equitable implementation. Begin to measure impact for existing initiatives

## Organized Network

Organize stakeholders into a network that can enhance shared impact and promote successful partnerships with community based organizations

## Funding Mechanism

Leverage Columbia assets, government programs and private funding to grow or develop new ideas for equitable community and economic development in Harlem and Upper Manhattan

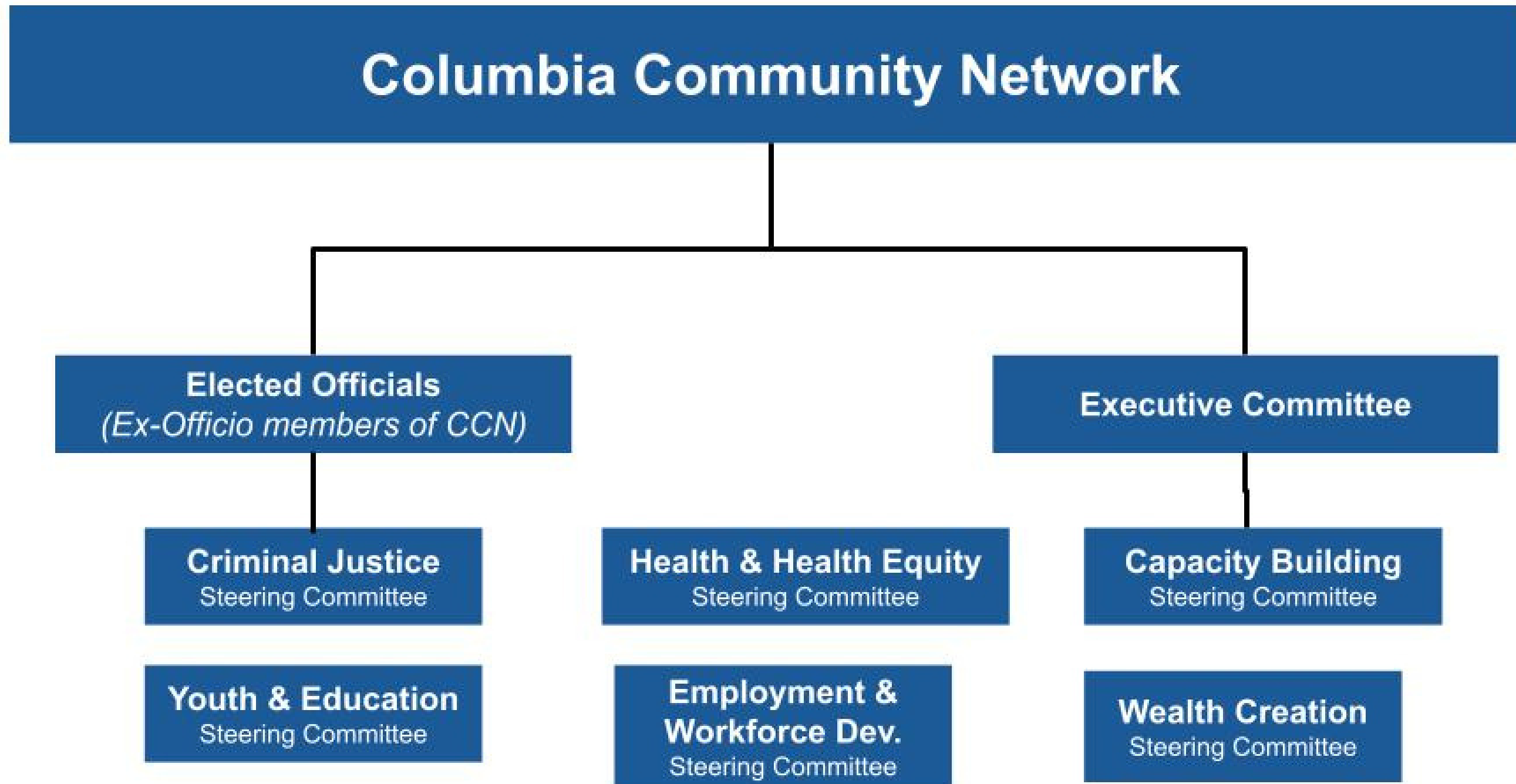
# Columbia Community Network

## Organized Network

Mechanism by which we connect the communities surrounding Columbia with the university's public-facing programs and initiatives to benefit economically disadvantaged communities.

- Comprise of all of our external stakeholders, including small businesses, faith-based institutions, arts and culture organizations, social service agencies, economic development organizations, schools etc.
- Per the advice of electeds, each focus area will have its own steering committee.

# Columbia Community Network Structure



**Executive Committee** - Reps of orgs who have significant influence, convening power or budgets.

**Steering Committee** - Individuals / orgs who either do work in or serve the targeted population of the respective cluster area. Committee composition TBD.

## COLUMBIA NEIGHBORS

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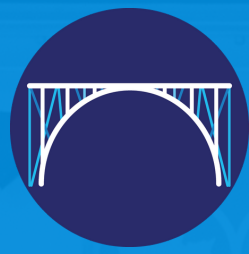
[Community Advisory Council](#)

[Sign Up for the Columbia Community Netv](#)

# Sign Up for the Columbia Community Network

Organization Name \*

Organization Contact Name \*



# Brainstorm!

- How do YOU approach community storytelling and partnerships in your work now?
- What challenges do you face in engaging our neighbors in your work?
- What are upcoming editorial priorities?

Let's brainstorm a community content angle.





# Let's Stay Connected

Here are some specific priorities for us over the coming months! We'd love to hear your ideas around any of these themes.

1

Do you know any soon-to-be Columbia graduates with community connections? We'd love to interview them!

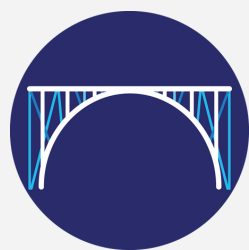
2

Manhattanville Community Day is on May 20, 2023 from 12 p.m. to 4 p.m. Help us spread the word!

3

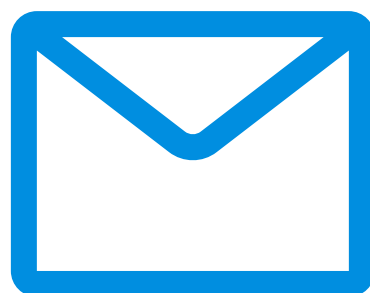
Know a colleague who is active in the local community or a neighbor leading social impact initiatives? Share your local spotlight ideas.





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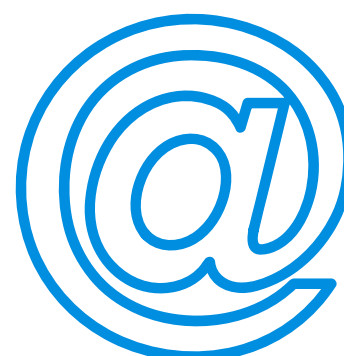
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