

Speaker Profiles

Michael Akin

**President of LINK Strategic Partners,
Washington DC, USA**

Michael Akin is president of LINK Strategic Partners, a full-service strategic communications and stakeholder engagement firm proudly based in Washington, D.C. LINK provides high-touch and high-tech expertise and personalized assistance in public and media relations, marketing and communications, community relations, branding, online engagement, digital strategy, event management, and creative services for corporate, government, nonprofit, and association clients. As president and founder of LINK, Mr. Akin oversees the firm's hyperlocal work with clients around the country.



Prior to founding LINK, Mr. Akin was vice president of the community and government relations practice at Reingold Inc, a national communications firm headquartered in Alexandria, VA. He played a key role in two national campaigns for the U.S. Department of Veterans Affairs. First, Mr. Akin led community-based outreach campaigns for the Veterans Crisis Line, leveraging partnership development and targeted advertising to pilot intensive local outreach strategies to prevent Veteran suicides. Additionally, he led the coordination of kickoff events in 20 media markets nationwide to launch the VA's Homeless Veterans Outreach Campaign. In the two weeks after the launch, calls to the National Call Center for Homeless Veterans were up 240 percent.

Previously, Mr. Akin served as The George Washington University's assistant vice president of government, international, and community relations, overseeing and managing the university's outreach to city, state, and federal officials and agencies; embassies; business, civic and cultural organizations; and community groups. Named GW's first director of community relations in 2004, Mr. Akin made his office the

university’s “go-to” resource for community and city residents who had partnerships to propose, challenges to address, or problems to resolve.

Presentation:

- i. *Exploring the most notable social media platforms to target student and community audiences by creating innovative, engaging content. (Blue E)*

The face of engagement is rapidly changing how universities and organizations interact with their students, clients, and partners. Nothing can replace in-person interactions, but the opportunities for meaningful digital engagements are innovating and evolving constantly. This interactive session will explore the most notable social media platforms your target audiences broadly use and include dynamic workshops for creating innovative, engaging content. Phones will NOT be put away; it’s time to play! There’s no better time than NOW.

- ii. *High Touch & High Tech Engagement: Community Partnerships From Across The Pond (Pink B)*

Effective engagement strategies meet stakeholders where and how they are most comfortable. In a constantly evolving world of communications, it can be overwhelming to prioritize what is most important. Using a combination of high-touch and high-tech strategies, LINK will share engagement examples from the United States while interactively teaching new engagement formats – like the Twitter Town Hall – live in the room! Meeting people where and how they are makes engagement truly about US.

Emily Allen
Community Liaison

**Colorado State University and
the City of Fort Collins, USA**



Emily Allen has worked in higher education for over 11 years and is committed to helping community members learn from, live with, and understand one another. In her position as Community Liaison between the City of Fort Collins and Colorado State University (CSU), she helps strengthen relationships between students and long-term residents through educational outreach. Additionally, she works to increase communication between CSU and City police, administrators, faculty, local business /non-profits. Emily's strong background in program management, diversity and social justice, community relations and communication play an instrumental role in connecting with members of the CSU and Fort Collins communities.

Presentation

- i. *Collaborative Partnerships: The Art of Using Town-Gown Relationships to address issues surrounding noise, alcohol, neighborhood conflicts & common student pitfalls. (Green C)*

As colleges and universities continue to evolve, so do the communities in which they reside. With new housing developments popping up and more students moving further into established neighborhoods, the need for building and maintaining relationships with city officials, student housing representatives and long-term residents is essential.

Communities near and far share similar concerns around noise, parking, over-occupancy, property management, unkempt yards and community expectations. Colleges, universities and communities can address these concerns through collaborative partnering.

Collaborative partnering is an effective strategy for building community between students and long-term residents who live in close proximity. It involves the development of initiatives and programs to address noise, alcohol, parties, trash, neighborhood expectations, and more.

Learn how the City of Fort Collins, Colorado and Colorado State University pooled resources to help improve town-gown relationships. This presentation will provide a description of the jointly-shared position, collaborative programming used to educate students about local ordinances and the art of neighboring, enhancing enforcement and prevention, developing social norming campaigns, and promoting community connectedness in their college town. The presenters will provide their expertise to participants looking to replicate or develop similar programming in their own community.

ii. *Community Living: An Innovative Classroom Experience (Pink A)*

Educating students around living in the community can be tricky. If you don't have a requirement before they live off-campus, it can be difficult to get them to come proactively and learn important information about community living. Colorado State University (CSU) and the City of Fort Collins (City), partner together through the Community Liaison position to create academic workshops and classes that are already built into the academic setting for students. This session covers two major academic initiatives.

1) CityWorksEDU – Campus, City & Civic Engagement is a 3-credit course being offered for the first time this fall to 31 first-year students and allows them to hop on public transportation and explore City resources and services.

2) Rams Around the Fort, a one-time workshop offered in various first-year seminars, provides education to CSU students on what it means to be a good neighbor now, tomorrow, and in any future community.

A part of this presentation will allow you to switch perspectives and experience what students are learning inside the academic classroom around community living. Become a student today, sit through an interactive lesson – using real-time keypad polling – and see how this informative presentation could be implemented in your community. The session will cover how to create academic partnerships, how to start a

for-credit class and one-time educational classes, a condensed example of the academic classroom presentation, the data collected, and time for questions and answers.

Beth Bagwell

Executive Director, International Town and Gown Association, USA

Beth Bagwell MPA, is the Executive Director of the International Town & Gown Association. She has 15 years of teaching experience and has worked in the non-profit sector for over a decade.



She holds a Master's Degree in Public Administration with a concentration in Non-profit Management from Clemson University. Ms. Bagwell also has a Bachelor of Arts Degree in Elementary and Early Childhood Education from Lander University in Greenwood, SC.

Her work in the public sector and post-graduate position at the Strom Thurmond Institute of Government and Public Affairs at Clemson University helped prepare her for her current position with the ITGA.

Presentation:

Reviewing the history of the ITGA to highlight current initiatives that address hot topics relating to off campus communities from across the USA .(Green A)

The presenters of this session will review the history of the International Town and Gown Association and highlight three current initiatives that address hot-button topics on campus communities around the US. These initiatives include: *An Alcohol Responsibility Program* (inspired by the “Best Bar None” initiative in the UK); The Development of a *Sociable City Guide* that highlights promising practices for addressing special challenges in night-time economies;

and the national “It’s on Us” Public Awareness Campaign to help prevent campus sexual assaults. Attendees of this session will be encouraged to share prevention strategies used on their campus

Michael Barton

Chief Constable for Durham, Durham Constabulary, UK



Michael is a proud Lancastrian and adopted North Easterner who served in Lancashire Constabulary for 28 years before joining Durham Constabulary in 2008 as Assistant Chief Constable. He has been Chief Constable since 2012.

Keynote Speaker

Michael has led new ways of tackling organised criminals with local beat officers and PCSOs through challenging traditional ways of policing and encouraging paradigm shifts. Durham is now recognised as a leading force in tackling serious and organised crime as well as managing offenders. A glance at the most recent HMIC PEEL inspection will show a police force at the top of its game with an enviable slew of outstanding grades. He attributes this to inspired and positive staff that have their feet on the ground and a burning desire to look after victims of crime and anti-social behaviour. The most often repeated phrase of visitors to Durham Constabulary is ‘it feels different here!’

He has long been a keen exponent of problem-orientated policing and integrated offender management, including restorative justice, and has successfully embedded these concepts in Lancashire and Durham.

Michael is the National Policing Lead for Crime and intends to use this position to ensure British Policing is in the vanguard of tackling crime on the internet.

He has attracted a degree of media attention through his advocacy for a 'grown up' debate on drugs – challenging the efficacy of outright prohibition.

Michael at his worst has been described as a maverick and at his best as a maverick! He has enjoyed a few scrapes and still pinches himself every morning that someone asked him to be a Chief Constable.

What has and hasn't working in policing a city dominated by a successful university.

Alexander Clark

Environmental Coordinator, The University of Manchester, UK



Alexander has experience of the Sustainability sector having worked for the University of Manchester since 2009. His remit covers project management of funds dedicated to improving the energy efficiency of the Residential Estate and leading strategy within the student experience and facilities on resource use, travel, energy, biodiversity, procurement, behaviour change and catering. As well as working in a University commercial sector and student focussed areas he has had practical exposure to working in a borough council and Site of Special Scientific Interest. In 2015, Alexander won the UK University Business's Young Leaders Award in Sustainability, for his dedication and commitment to the role.

Presentation:

The Manchester approach to off campus management across partnership agencies; The Universities, The Council and Greater Manchester Police (Blue D)

Alexander's presentation carried out in partnership with Manchester City Council and Greater Manchester Police will focus on how working

in partnership with other organisations within a city, benefits wider campaigns, awareness and the overall success of University and city wide environmental sustainability, social responsibility and safety strategy.

Joanne Cox-Brown

**Chief Executive at Malt Cross Trust
Nottingham, UK**



After finishing Liverpool University in 1999 with a double first class honours degree in IT and European Business Joanne Cox-Brown worked for Microsoft on projects such as the millennium bug and on line trading. Joanne was headhunted by Unilever to work as a Marketing Manager managing projects like the Ethical Tea Partnership (Rainforest Alliance). 5 years later Joanne moved to Nottingham to work for Mars Petcare as a Trade Marketing Manager on new product launches for Whiskers and Pedigree. Around the same time she started seeing some of the bad press Nottingham got for crime and Joanne thought ‘that is not the city I know and love’. Joanne wanted to use her skills to make a difference. For the last 8 years Joanne has been the Chief Executive of the Malt Cross Trust, a Charity and social enterprise passionate about working with young people in to reduce crime, promote safety in the night time economy and trains students, universities, bars, clubs and volunteers how to provide a safe party environment. The Street Pastor project has cared for over 15,000 vulnerable students and young people in the last seven years ensuring safe nights out even if they don’t end as planned. By working in partnership with Police, Council, Universities Joanne has played an integral part in reducing night time economy crime levels and been a key partner in securing a safe city purple flag award for Nottingham for the last 7 consecutive years.

Presentation:

The Street Pastor initiative- how to engage successfully with students.
(Orange E)

The Street Pastor initiative equips and trains over 100 volunteers, students, Universities, bars, clubs and the night time economy to work in partnership between 10pm and 4am, taking pressure of emergency services to care for students' welfare in the night time economy, reducing crime, anti-social behaviour and vulnerability of students whilst out partying.

Craig Clarke and Daniel Crombleholme

**Community Co-ordinator, and Vice President Community Engagement
Liverpool Students' Union, UK**



Craig has been in post as Community Co-ordinator at LiverpoolSU since June 2014 and is the staff lead within the department. He's responsible for supporting Daniel with his work, co-ordinating various campaigns within the team and line managing the 25 Community Reps in post within the Union. He previously studied Business Studies at Liverpool John Moores University and has several year in background in youth and community work with the local education authority in Northern Ireland.

Daniel is a Sociology graduate from Liverpool John Moores University, recently completing his research master's degree in Critical Social Science. He was voted in by students at Liverpool John Moores University to represent them on Community issues in the area. This year he will be working on campaigns around supporting vulnerable

students, improving housing within the local communities and ensuring that LJMU students the environment.

Presentation:

Providing an overview of the Community Representatives scheme which offers peer engagement on off campus issues. (Green B)

LiverpoolSU has led the way in peer-led community engagement since 2010 with the introduction of the Community Representative scheme. This session is designed so that you can understand how this peer-led approach works within local communities and how we engage with the various stakeholders within these communities. Within many of these communities there has been a shifting trend of students overtaking the number of permanent residents and with that comes various challenges. This is why we feel having paid members of staff working within these communities brings great results and PR for students, the institution and the Students' Union.

Rory Cunningham

Community Liaison Officer, University of Exeter, UK



Best Bar None is a national scheme supported by the Home Office and aimed at promoting responsible management and operation of alcohol licensed premises. It was piloted in Manchester in 2003 and found to improve standards in the night time economy, with premises now competing to participate. It has since been adopted by 100 towns and cities across the UK and is now taken up internationally.

The aim of the Best Bar None Scheme in Exeter is to reduce alcohol related crime, anti-social behaviour and increase business through the delivery of education, training and the promotion of best practice to broaden the appeal of Exeter more especially it's Evening & Night Time Economy.

Presentation:

Discussing best practice from Best Bar None (Orange B)

The Exeter scheme has gone from strength to strength and the University of Exeter is a very proud member of the initiative. In Roy's presentation he aims to:

- Describe the national origins of the scheme
- Explain why the scheme was instigated in Exeter
- Share some positive examples of how the scheme has improved Exeter's night time economy
- Clarify why University of Exeter has benefitted from being a Best Bar None member

Wayne Denner

Technology & Social Media Pundit, Speaker, Author, Inventor, UK



Social Media pundit, author of 'The Student's Guide to an Epic Online Reputation..and parents too,', RepSelfie App Inventor, Educator, Entrepreneur, School & Event Speaker and Trainer, Wayne Denner set up Ireland's first Social Network platform in the early noughties - before Facebook, Twitter, Myspace and Bebo!.

Wayne is internationally regarded as a thought leader, influencer and expert on app, social media and technology topics in today's rapidly changing digital environment.

Presentation:

Gain an insight into protecting online reputations and learn more about how to use social networks, the internet and smartphones to gain epic advantage into the technologies used by our students. (Orange C)

Wayne tells his story and shares what he's learnt over the last two decades. He provides sound advice on protecting personal, professional and organisational (School) reputation online and shows students how to use social networks, the internet and smartphones to gain epic advantage in today's world.

Since 2012 to date Wayne has spoken to and engaged with over 250,000 students, teachers, parents, and practitioners in schools and communities on e-safety and digital education topics in Ireland, UK, USA and UAE on the Online Representation Matters Schools Project.

School and Community Guidance: New approaches to developing digital resilience, empowering and engaging students, parents and community stakeholders in digital education.

Professor Jen Dyer

**Lecturer (Teaching and Scholarship)
Sustainability and Creating Sustainable
Futures, The University of Leeds, UK**

Jen has been a lecturer in the Sustainability Research Institute since 2013 and has a wide range of teaching, research and management skills in the field of environmental social science.



Jen's ongoing research in student engagement feeds into her role as Teaching Enhancement Coordinator and her work with the Student Experience Team in facilitating student involvement in co and extra-curricular activities and initiatives. Her research also feeds into her teaching and she has recently developed a new module, which includes student placements in third sector organisations.

Presentation

The implementation of the Community Engagement Project Module at the University of Leeds. (Green D)

This interactive session guides participants through the implementation of the Community Engagement Project Module at the University of Leeds. The University of Leeds has a continuing commitment to be a positive partner in society and create mutually beneficial relationships with the wider Leeds community. As part of this commitment, we have developed a second year undergraduate 'Community Engagement Project' module to complement Creating Sustainable Futures Discover Theme. The module involves students working closely with a third sector host organisation to scope, prepare for, deliver and evaluate a practical project. The end result will both benefit the host organisation and provide students with the first-hand knowledge, skills and experience of working within the third sector. Each student is hosted within a host organisation and tasked with designing and completing a substantive piece of work in collaboration with them. Off- campus affairs practitioners will find this session useful through practical advice and guidance on:

- Setting up processes
- Engaging with community benefit organisations
- Engaging with across schools and operational teams
- Linking to staff development processes
- Linking to strategic aims
- Evaluation and measuring impact

Rebecca Foran and Lucy Walker

**Deputy Housing Services Manager
(Communities and Development),
Housing Officer (Advice and Information).**



The University of Sussex, UK

Rebecca is the team lead for Communities and Development at the University of Sussex, responsible for creating positive relationships

with local residents, Ward Councillors and key figures in the community and developing projects in the local area that help bring students and local residents together to improve relationships. Rebecca also manages 2 housing officers responsible for the running of the University of Sussex Information Centre and the Universities homestay and lodgings programme.

Lucy is the Housing Officer for Advice and Information at University of Sussex. Lucy is responsible for the daily running of the Universities off campus Information Centre and works in Brighton and Hove with local residents to host events and workshops that integrate students into existing communities in the city. Lucy has been working within the Housing Team at Sussex for 3 years, previously working within the Headlease housing team and the management of student properties.

Presentation:

The creation of a three step approach to reach off campus communities (Pink C)

This session will take you through the journey that Sussex have made out into the communities surrounding the University campus through open dialogue with community groups and local action teams, the growth of our homestay and lodgings programme and the opening of the University of Sussex Information Centre in the heart of the City.

Lilian Greenwood

Member of Parliament for Nottingham South, UK

Keynote speaker

Lilian Greenwood was elected as MP for Nottingham South in 2010, having previously been a UNISON organiser in the East Midlands.



She campaigned for investment in the Midland Main Line and the Nottingham Express Transit project before becoming a member of the Transport Select Committee.

She joined the Shadow Transport team in 2011 as Shadow Local Transport Minister, in which role she was responsible for Labour's policies on buses, walking and cycling, and she was made Shadow Rail Minister in January 2013.

She retained the Transport brief when she was promoted to the Shadow Cabinet in September 2015 until her resignation in June 2016.

Jane Hardman

**Student Support, Advice and
Guidance Manager, Division of
Student Life**

The University of Manchester, UK



Jane Hardman is the Student Support, Advice and Guidance Manager in the Division of Student Life, which has overall ownership of the University's Regulation relating to the conduct and discipline of students. Jane is currently leading on a project to review the University's approach to discipline procedures related to off-campus student behaviour, informed by a continuing rise in noise complaints in 2015-16. Jane has a particular interest in institutional-student dialogue, and the project focusses on the effectiveness of communications with students around antisocial behaviour.

Prior to this Jane was the Project Manager for The University of Manchester's contribution to a £5.4m HEFCE-funded consortium project aimed at widening access to postgraduate study, the outputs of which helped inform the government's introduction of the postgraduate loan. The programme tested a series of linked interventions to support

progression into postgraduate study and developed practice recommendations around access, transition and support.

Previously she managed postgraduate admissions activity at the University, developing policies and frameworks to support best practice, and led a number of business improvement projects.

Presentation:

Off-campus behaviour and the University disciplinary process: student perspectives on what works (and what doesn't). Green E

House parties and other noise or antisocial behaviour incidents in off-campus areas in recent years have generated considerable numbers of complaints from local residents. The University introduced a series of interventions to reduce the number of complaints, but with limited success. We conducted a focus group with students who had been through the disciplinary process in relation to noise complaints in 2015-16, to discuss the issues and help plan a more effective approach. The group generated a number of ideas around tone, content, timing and channels. These have been developed further by a third year student intern over the summer vacation, with several initiatives being piloted in 2016-17.

Dr Moira Helm

**Director of Student Experience, Canterbury
Christ Church University, UK**



An Occupational Therapist by discipline, Dr Helm joined Canterbury in 1999 as a senior lecturer. She has since been a programme director, Head of Allied Health, Director for the Medway Campus, Project director of a multi-million-pound build, Director of the Change Programme and now the Director of Student Experience. Dr Moira Helm was also the recipient of the UK's first ever doctor of business administration in higher education management from Bath University.

She will be joined in this session by Katie Latchford, Community Liaison Manager Canterbury Christ Church University, Suzanne Ridley, Community Liaison Officer Canterbury Christ Church University and Paul Hennessy, Operations and Quality Assurance Manager Right Guard Security

Presentation:

The Canterbury Street Marshal Scheme: keeping students safe and communities engaged. (Pink D)

This session will showcase the Canterbury Street Marshal Scheme, a joint initiative between Canterbury Christ Church University and the University of Kent that sees trained Marshals patrolling areas of high student footfall to keep students safe while they move around key areas of the city, and quiet as they transit residential neighbourhoods. It will aim to inspire discussion of how we tackle the issues of transient noise and the impact of students on our community neighbourhoods; and common and disparate experiences faced by other institutions with similar issues.

The Canterbury Street Marshal Scheme is only the second of its kind in the UK, and the first to be managed by Universities. We have taken a partnership approach to the scheme, with representatives from both Universities, Students' Unions', Community and Resident Associations, local City Council and Police sitting on the steering group.

Simon Horniblow

Managing Director of CampusLife, UK

Simon is the strategic lead behind Campuslife's operation. Before forming Campuslife in 2007, Simon worked in the UK television industry, working on a number of productions for all five terrestrial broadcasters before moving his attention and skills to the world of new media and multiplatform projects. Simon is passionate



about using his knowledge of digital communication to interpret the needs and demands of the sector and develop new technologies, services and approaches that achieve their goals.

Presentation:

Outduction- how to support students for life off campus (Orange D)

In partnership with Manchester Student Homes, Campuslife are pioneering the use of their Browzer Student Communications Platform to prepare Manchester's students for life after halls through a unique and engaging digital 'outduction'. This presentation explores the origins of this project, looking at how Campuslife engage with university students every day, the data they've collected about Generation Z and how we can better engage with these digital natives on how they transition from halls of residence to living in the wider community.

Kirsty Hutchison, PC Pete Baldwin and Martin Saker

Volunteering and Community Engagement Consultant for The University of Manchester, Police Officer for Greater Manchester Police & Neighbourhood Manager at Manchester City Council, Manchester, UK

Kirsty has over 10 years' experience working in volunteering and community engagement at The University of Manchester. She currently leads on the volunteering aspect of the University's 'students as good neighbours' agenda, developing and implementing initiatives where there is a high density of students living alongside local residents.



Kirsty also works with academic schools to source and develop community course projects for students to undertake as part of their studies. She actively works with community partners to develop projects in which students will integrate and have a positive impact on the local community.

At The University of Manchester, we take our social responsibilities seriously, especially towards our local neighbours. Student volunteering is integral to this as it brings our student volunteers and the community together, provides our students with a greater awareness of the city and enables them to make a meaningful impact on the local community.

Pete Baldwin is a Police Officer with Greater Manchester Police with over 18 years of front line experience. Pete is currently the Neighbourhood Beat Police Officer for the Fallowfield and Withington areas of south Manchester which encompasses the predominantly student accommodation areas and its night economy. Pete has also represented Greater Manchester Police on several TV programmes including The One Show and Match of the Day.



Martin Saker is a Neighbourhood Manager with Manchester City Council. His work covers developing local partnerships to address student issues and community cohesion in the student areas in South Manchester. Martin is a trained town planner and has 30 years' experience in neighbourhood regeneration and service delivery working for a number of local authorities in the North West



Presentation:

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Amanda Jackson

Sustainability Project Officer, The University of Leeds, UK



In the 15 years that Amanda has worked on community matters at the University, she has overseen the development of the agenda to one of more strategic importance whilst maintaining a focus on relationship management and developing trust in the communities of Leeds where the majority of our students live. Key achievements include: overseeing the delivery of the Leeds Universities and Colleges Neighbourhood Helpline, delivering Living in Leeds initiatives to support and encourage students' integration into local communities, multi-agency partnership work to ensure local services are responsive to the needs of our students, reporting on the University's social, economic and cultural contributions to Leeds through a regular community newsletter, building community capacity through delivery of the Community Mentoring Scheme. As the main liaison with the local community, including local residents, community organisations, Leeds City Council, charities, regional bodies, MPs and civil servants, Amanda has successfully built a reputation of understanding and trust in her balanced and fair approach.

Students come to the University of Leeds to study in a vibrant, research intensive environment. While they're here, we encourage them to think beyond their studies and become responsible citizens who contribute to the communities they live and work in. We want our students to be part of Leeds and to contribute to making Leeds the

great city it is. This means everything from organising and taking part in events to being responsible neighbours or volunteering for local organisations. Ultimately it's about exploring the city and getting involved.

Our long held view is that living in local communities is an important part of our student's development as responsible citizens. We recognise that there are both negative and positive impacts on communities associated with large concentrations of students, these are well documented in university towns and cities across the country. Our students' inexperience brings unique local challenges, including noise, waste and parking. We also recognise that students bring very many positive benefits to the communities they live and work in making Leeds a vibrant and diverse city.

Presentation:

Being Good Neighbours: A University of Leeds Approach to Community Engagement and Supporting Students as Active and Responsible Citizens (Orange A).

The role of the Sustainability Service is to engage with our neighbouring communities, support our students' integration, foster positive benefits and, where necessary adopt unique approaches to minimise and mitigate against the potential negative effects on the wider community. To do this, we are involved in a number of strategic partnerships with Leeds University Union, Leeds City Council, Leeds Beckett University, Police and community representatives. This session will guide participants through the University of Leeds approach; our strategic vision, our representation and engagement with communities, and our initiatives to educate and encourage our student to be responsible Leeds residents.

Mike Manley

Head of City Policing and
Strategic Partnership, Nottingham
City Police, UK

Keynote Speaker



Superintendent Mike Manley joined Nottinghamshire Police in 1991 having previously served with the RAF. From early years of Policing the City he has performed Uniformed and Detective Roles throughout the County

Promoted to Superintendent in 2006 he has held lead roles in Divisional Command, Head Quarters CID Corporate Development , Media and Communications. He has held portfolio roles including Domestic Violence, Homicide Prevention and Vehicle Crime.

In 2012 he was awarded an MSt in Applied Criminology and Police leadership from Cambridge University.

Presentation:

Great Partnerships for Great Futures. The 'Aurora change programme 'will demonstrate how Nottingham Police and City Council work in partnership to deliver safe and healthy communities from an off campus perspective

In the last 2 years he has commanded the City Division leading the 'Aurora change programme 'bringing together Police and City Council teams to deliver safe and healthy communities. He jointly chairs the City Crime and Disorder partnership Executive Group, and is a member of the One Nottingham Partnership and the Nottingham Youth Justice Board and recently helped to develop the National Police Early Intervention Academy.

Councillor Nigel Murphy



Executive Member for Environment

Chair of the UKTGA Conference

Nigel Murphy is a Labour Councillor representing the Hulme ward having been elected first in 2006 and again in 2010 & 2014. He became the Executive Member for the Neighbourhoods in May 2015 having previously held the roles of Executive Member for the Environment (2010-13) and Executive Member for Housing and Regeneration (2013-14). His portfolio includes responsibility for waste and recycling, crime and community safety, licensing policy, neighbourhood management and public sector reform (reforming justice). Prior to becoming Executive Member Nigel worked in the IT industry.

Nigel is a governor of Trinity High School, and has served on the boards of a number of other organisations, he represents Manchester City Council on the Greater Manchester Waste Disposal Authority where he is chair and has served as the vice chair of Eurocities Knowledge Society Forum.

Jeannie Ortega

Director, Off-Campus Life, Colorado State University, USA



Jeannie Ortega has worked in higher education for nearly 30 years and is passionate about helping students have a fulfilling and meaningful college experience. She has worked in various positions within the division of student affairs in areas involving diversity, leadership, and commuter student/adult learner support. In her position as Director of Off-Campus Life at Colorado State University (CSU), she helps students in their transition and integration into the Fort Collins community through the oversight of various programs and services that support student success in the Fort Collins community. Additionally,

Jeannie was one of the original key players in creating and developing the first community liaison position and programming at CSU.

As colleges and universities continue to evolve, so do the communities in which they reside. With new housing developments popping up and more students moving further into established neighborhoods, the need for building and maintaining relationships with city officials, student housing representatives and long-term residents is essential.

Communities near and far share similar concerns around noise, parking, over-occupancy, property management, unkempt yards and community expectations. Colleges, universities and communities can address these concerns through collaborative partnering.

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ii. *Community Living: An Innovative Classroom Experience (Pink A)*

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A part of this presentation will allow you to switch perspectives and experience what students are learning inside the academic classroom around community living. Become a student today, sit through an interactive lesson – using real-time keypad polling – and see how this informative presentation could be implemented in your community. The session will cover how to create academic partnerships, how to start a for-credit class and one-time educational classes, a condensed example of the academic classroom presentation, the data collected, and time for questions and answers.

Professor Edward Peck

Vice-Chancellor, Nottingham Trent University, UK

Professor Edward Peck joined Nottingham Trent University as Vice-Chancellor in August 2014, where he leads the Executive Team overseeing approximately 29000 students and 4000 staff across four campuses. Prior to this he worked at the University of Birmingham, initially as Director of the Health Services Management Centre and then as Head of the School of Public Policy. Latterly he was Head of the College of Social Sciences. Having played an active role in the civic life of the Birmingham, Edward is currently Treasurer of University Alliance and sits on the Creative Quarter Board in Nottingham, and the Board of UCEA.



Professor Robert Ralphs

Senior Lecturer, Criminology, Manchester Metropolitan University, UK

Rob Ralphs is a Senior Lecturer in Criminology, the Co-Director of the Manchester Centre for the Study of Legal Highs



(MCSLH) and Co-convenor of SUAB (Substance Use and Addictive Behaviours) research group at Manchester Metropolitan University, England, UK. His research expertise spans violent gangs, drug markets and substance use. Rob's gang focused research has included one of the largest studies of gangs in the UK, the three Economic and Social Research Council funded 'Youth Gangs in an English City: Social Exclusion, Drugs and Violence' through to local needs assessments, exploring parents of 'gang' members support needs and evaluations of gang interventions (e.g. mentoring projects). He is widely regarded as one of the most knowledgeable and experienced UK academics in the field of gang research and has built up an international reputation. He is a member of the Eurogang Network and has presented his research in Argentina, Australia, Denmark, Germany, Norway, Spain and Sweden and published findings in a number of key US, European and UK publications including The British Journal of Criminology, The Handbook of Gangs; The Modern Gang Research and Youth Gangs in International Perspective. Rob will be co-presenting with his student Emily Wakeland.

Presentation:

The role and prevalence of New Psychoactive Substances (formerly legal highs) within the student community. (Blue B)

Rob's research on substance use dates back to the late 1990s when he was involved in several school-based surveys focusing on alcohol and drug prevalence, through to surveys of drugs and clubbing and a range of qualitative studies involving heroin and crack cocaine users. He has a keen interest in drug policy, for example, his co-authored book (with Seddon and Williams), Tough Choices: Risk, Security and the Criminalization of Drug Policy examines the transformation of recent drug policy, the growing emphasis on links with crime and the integration of drug treatment within the criminal justice system.

More recently, his research has focused on emerging drug trends, in particular new psychoactive substance (NPS) use and performance and image enhancing drugs (PIEDs) This has included the largest in situ study of clubbers (2,139 surveys), seminal research in the prison

estate exploring prison NPS markets and prevalence and the subsequent impact on prisoners, staff and the prison regime. He is currently conducting research funded by Manchester City Council's Community Safety Board on NPS prevalence and markets that is specifically focused on synthetic cannabinoid use amongst the homeless and 'chemsex'. He has recently completed an ethnography of PIED use in a North West gym and he is developing cross disciplinary research with PIED users that incorporates chemical analysis, blood sample analysis and biomedical testing. Rob will be discussing the prevalence of NPS usage amongst the student population and will deliver his presentation in partnership with student, Emily Wakeland.

Professor Darren Smith and Professor Michael Fox

Professors of Geography, Loughborough University, UK & Mount Allison University, Canada

Darren Smith is the Associate Dean Enterprise and Professor of Geography at Loughborough University, UK. He coined the term studentification in 1999 to conceptualise urban changes tied to the expansion of student populations. He has undertaken research on studentification in UK, China, North America and Australia. He has undertaken consultancy work for a range of universities, commercial organisations, national and local government (planning, housing, environmental health, regeneration), and local communities. He is Co-editor of *Population, Space and Place*, and Associate Editor of *Journal of Rural Studies*.



Michael Fox has been working in the field of post-secondary teaching, research and administration for over 35 years. His teaching



and research have focused on university-community relations, community planning, and municipal affairs, including a wide range of consultation work on municipal strategic planning processes, town and gown relations committee work, housing issues, and small town economic development and sustainability projects.

Keynotes speakers

The term 'Association' can be defined as a 'mental connection' or doing things together with a distinct purpose in mind. From this starting point, this presentation draws upon findings from a recent survey on off-campus student housing issues in North America, as part of a wider project to produce a *Studentification Guide for North America*. The discussion will highlight key commonalities and differences between the UK and North America, and will serve to demonstrate the importance of sharing leading practices to integrate student populations into town and cities in effective ways. The paper will show the wider social, cultural and economic benefits of student populations for towns and cities. It is concluded that the 'mental connections' between members of organisations such as the International Town and Gown Association, to deliver more harmonious town and gown relations, is critical to alleviating some of the possible challenges of studentification in different international contexts.

Michael will also be hosting a breakout session:

Discussions around community-based planning issues, and studentification from an international perspective. (Blue C)

Susan Stafford

**Off-Campus Housing and
Neighbourhood Relations Director,
University of Colorado Boulder, USA**



Susan Stafford is the Director of Off-Campus Housing & Neighborhood Relations at the University of Colorado-Boulder. She has been with the university for 28 years and holds a Master of Arts degree in counseling and student personnel development. Susan also has Bachelor of Arts degrees from the University of Central Florida in legal services, political science and elementary education. As the director of Off-Campus Housing & Neighborhood Relations, Susan is responsible for strategic planning, designing and developing programs to meet the needs of off-campus students. She works with the city of Boulder's University Liaison, Municipal Court, Police and Rental Licensing offices as well as property managers and neighbors to help resolve student related neighborhood active with the International Town Gown Association and has served as President and Treasurer as well as an Instructor for the Town/Gown Certificate Program.

Presentation

Reviewing the history of the ITGA to highlight current initiatives that address hot topics relating to off campus communities from across the USA .(Green A)

The presenters of this session will review the history of the International Town and Gown Association and highlight three current initiatives that address hot-button topics on campus communities around the US. These initiatives include: *An Alcohol Responsibility Program* (inspired by the "Best Bar None" initiative in the UK); The Development of a *Sociable City Guide* that highlights promising practices for addressing special challenges in night-time economies; and the national "It's on Us" Public Awareness Campaign to help prevent campus sexual assaults. Attendees of this session will be encouraged to share prevention strategies used on their campus

Stephen Charles Stott

**Anti-social Behaviour Manager, Community Protection,
Nottingham City Council, UK**

Born in Swindon, Wiltshire Stephen Charles Stott came to Nottingham to study law at Trent Polytechnic in 1980 and effectively never went back home.

Stephen has worked for Nottingham City Council for 25 years in a number of roles and for the last 6 years has worked within the Community Protection Directorate managing teams of both uniformed and non-uniformed enforcement officers. Stephen currently manages a team of 24 Enforcement Officers who deal with the more complex cases of anti-social behaviour and environmental crime.

Presentation:

Learn about the student journey; how Community Protection works and the partnership working arrangements across the two Nottingham universities. (Blue A)

Nottingham City Council's Community Protection service has grown from the humble beginnings of a small Neighbourhood Warden service to a nationally unique partnership with Nottinghamshire Police, with 100 uniformed Community Protection Officers delivering a front line service aimed at tackling anti-social behaviour and environmental crime.

The presentation/workshop will explain a little about the journey, showcase how Community Protection works today, and highlight the partnership working arrangements with the City's two universities.

Carolyn Uphill

Chairman, National Landlords Association

After 30 years' at the helm of her own Construction Industry Manufacturing Company Carolyn invested the proceeds of its' sale, in 2008, into the Private Rented Sector.



Becoming an Accredited Landlord, Carolyn joined the Board of the National Landlords Association Ltd, a Trade Association working with over 73000 landlords, and was elected Chairman in 2013.

Carolyn also serves on the Boards of SIBA Ltd (The Society of Independent Brewers), where she chairs the Standards and Ethics Committee, plus City West Works Ltd. a housing maintenance / development company. Carolyn's qualifications include a Law Degree and Level 7 Diploma in Leadership Mentoring.

Presentation:

Student landlords: Part of the problem or part of the solution? (Pink E)

Sam Webster

**Councillor, Nottingham City Council,
UK**



Councillor Webster is responsible for education, employment and skills in Nottingham City. He also represents the Wollaton East and Lenton Abbey Ward which includes the University of Nottingham's University Park and Jubilee Campuses.

Councillor Webster came to Nottingham as a student himself and studied Government and politics at Nottingham Trent University. He has a background in the employment, skills and training sector.

Keynote speaker

The presentation will cover how Nottingham is promoting itself as a destination of choice for students and graduates and explore the Council's commitment to retain more graduates.