ASSESSMENT OF TOWN-GOWN RELATIONSHIPS:
5 PUBLISHED PAPERS, 5 BIG IDEAS

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Big Idea #1: The metaphor of marriage works quite well in describing town-gown relationships


Big Idea #2: The Optimal College Town Assessment can help take the guesswork out of measuring town-gown relationships


Big Idea #3: Data-gathering efforts are part of a larger Mobilization Cycle that includes awareness raising, coalition building, information interpretation, and evidence-based action plan development


Big Idea #4: Town-gown relationships ideally are measured both quantitatively and qualitatively


Big Idea #5: The definition of the engaged institution requires the systematic gathering of data from community stakeholders


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