

PACE Annual Report: Fall 1999-Spring 2000

Summary

The academic year 1999-2000 witnessed the official birth of PACE with the inauguration ceremony on October 26th. At the end of the spring semester, PACE was given its first home at 305 College Ave.

Although funding from the Kerr Fund did not begin until January 1st, PACE began operations in the fall with a citizen satisfaction survey of Fruitland. In the spring semester, PACE initiated three more faculty-student research teams; first, in Snow Hill (revenue enhancement) and, second, in Salisbury (recycling). The third project was an extensive civic education program in partnerships with the League of Women Voters and *The Daily Times* on the topic of two forms of government, mayor-council versus council-manager. This initiative involved a lengthy report on the history, various structures and the ethical and political arguments for each form of government. Subsequent to a League sponsored presentation by the PACE directors in which the issue was presented in an impartial way, PACE sponsored a citizens forum with presentations from representative of both sides and opportunity was afforded for citizens in the audience to ask questions and make comments. The program was carried live on the community access channel 26 and shown throughout the following weeks. Finally a full page impartial voters guide authored by the PACE team was printed in *The Daily Times* several days before the referendum was voted on.

PACE completed in the spring and summer its first survey project for the Community Access channel, interviewing residents of Wicomico County for their views on local programming.

Additionally, PACE appointed two students interns, one to the office of the mayor of Salisbury and the other as a writing intern for the Institute. Besides the generation of several news stories about the faculty-student teams, a brochure was developed for PACE by our writing intern. All told, sixty students (twelve of which worked on faculty-student teams) and faculty members from five different departments worked on this year=s PACE projects.

Organizationally, PACE directors were involved in supervising these research teams and interns. While concentrating their efforts on locating a space for PACE, they also set about hiring a part-time assistant director. The house on 305 College avenue has been designated as PACE=s new home and work and remodeling should be finished by the fall semester.

Publicity for PACE has been noteworthy. Besides newspaper articles in *The Daily Times* and *The Salisbury Advertiser* covering our programs, a story featuring PACE appeared in *The Baltimore Sun* in October. The directors have appeared several times on local radio and T.V. spots that have featured the Institute and the directors= comments on current political and ethical issues. An interview with the PACE directors was the lead story in the spring issue of the *Salisbury State University Magazine*.

PACE received its first contributions since the Kerr Fund allocation: two \$1,000 gifts and the Institute was awarded a percentage of the Hargreaves money which it will use to set up the AHargreaves Distinguished Legislative Fellow≅ program and also to fund the new CATI system to facilitate the survey research arm of the Institute.

Next year, PACE will embark on a fall program of voter registration and education targeting SSU students and citizens in the community. In the spring of 2001, the Distinguished Legislative Fellow program will be inaugurated with the selection of our first legislative fellow.

Detailed Account

ACTIVITIES

- # PACE INAUGURATION: October 26, 1999.
Press conference in Great Hall, Holloway Hall
Featured speaker: Honorable Harry Hughes
Invited remarks: Charles Middleton, Vice Chancellor for Academic Affairs (USM)
Barbara Hawk, Director of IGS, Univ. of Md.
Ronald Dotterer, Fulton School Dean
Opening and Closing Remarks: Harry Basehart and Francis Kane, Co-Directors of PACE

- # FRUITLAND CITIZENS SATISFACTION SURVEY (Fall 1999-Spring 2000)
Faculty-student research class: Dr. Basehart=s Methods class of 40 students; Kristen McFadden, student coordinator and presenter.
Rick Pollitt, Fruitland town manager was contact person for partnership. Mr. Pollitt delivered a talk to the class on Fruitland and the meaning of his public service there. The class studied various survey instruments and developed one tailored to the needs of Fruitland. The survey was sent out to 1,100 households, 339 were returned. The results were tabulated, recorded and put into a final report that was delivered to the Fruitland City Council at its April 10th meeting by Harry Basehart, Francis Kane and Kristen McFadden.
The report was very well received and the entire team was commended by Council members.
Kristen McFadden presented her work at the Fulton School=s AUndergraduate Research Day≅ in the Spring, 2000.

- # MAYOR-COUNCIL VERSUS COUNCIL- MANAGER FORM OF GOVERNMENT (Spring 2000)
City of Salisbury referendum, May 2.
Faculty-student team: Faculty: Dr. Haven Simmons (Communication Arts), Dr. Harry Basehart, Dr. Francis Kane; Students: Erica Wagenhalls, January Taylor, Sandy Hedger (graduate)
Partnerships with the Tri-County League of Women Voters and *The Daily Times*.

- X League of Women Voters Presentation of the Issues (February 23, 2000) at Wicomico County Library: Harry Basehart and Francis Kane (attendance about 60 people)
- X Citizens Forum (April 17) at Salisbury State University=s Wicomico Room Moderator: Haven Simmons; Speakers: Rex Hailey (Mayor of Berlin), Michael O=Loughlin (SSU, Political Science), Robert Taylor (Salisbury Charter Review Committee), Gil Weidenfeld (former mayor of Greenbelt, Md.). Attendance: 100 *The Daily Times* co-sponsored (Greg Bassett ed.) and ran feature cover story on April 18 and entire op-ed page on Sunday, April 23. Live coverage provided by Community Access Channel 26 (Taped presentation throughout following weeks.)
- X *Mayor-Council vs. Council-Manager: Two Forms of Self-Government (A Report submitted to the Citizens of Salisbury as a Guide for the May Referendum)* 46 page report completed in April and made available to local libraries and interested citizens. Authored by faculty-student team.
- X Voters Guide prepared in partnership with the League of Women Voters and published in full page coverage in *The Daily Times* on Sunday, April 30.
- X Student Erica Wagnehalls presented her research at the Fulton School=s AUndergraduate Research Day≅ (Spring, 2000)
- X Student Independent study: January Taylor Worked on project while studying civic journalism and wrote extensive paper on civic journalism and the Salisbury case

REVENUE ENHANCEMENT FOR THE TOWN OF SNOW HILL, MD. (Fall 1999-Spring 2000)

Faculty-student team: Dr. Jill Caviglia (Economics) and students John Hozik and Sara Qureshi.

Al Cohen: Snow Hill town manager requested PACE=s assistance.

Two reports were completed: a preliminary analysis of geographic, demographic, and economic conditions of Snow Hill as they related to other lower Eastern Shore municipalities; a final report that offered a comparative analysis of revenue sources with other municipalities and made suggestions for revenue enhancement.

Preliminary report presented to Snow Hill City Council in fall, 1999 and final report completed in May and delivered to Snow Hill in summer of 2000.

This faculty-student team delivered its findings at Salisbury State=s AFulton School=s Undergraduate Research Day≅ and was selected by the *National Conference for Undergraduate Research (NCUR)* to present in its annual conference in Montana.

RECYCLING IN SALISBURY (Spring, 2000)

Faculty-student team: Faculty-Joan Maloof (Biology) and students Danny Twilley, Pete Curran and Sarah Broadway

Project initiated at request of Mayor Tilghman of Salisbury.

Report prepared on current recycling situation in Salisbury and recommendations for improvement of system presented to Mayor and City Council at its working session on May, 26.

- # SURVEY FOR COMMUNITY ACCESS CHANNEL (Spring, summer 2000)
PACE was sub-contractor for Community Access channel to gauge the views of residents of Wicomico County about public access TV and local programming.
The poll was a telephone interview; 513 residents interviewed; 12 students participated; Interviews ran about 15 minutes apiece; total time 288 hours.
Survey began on May 15 and completed on June 8.
Revenue generated for PACE: \$500.

INTERNSHIPS

- # PACE writing intern: Amy Forbes
Writing intern developed PACE=s first brochure; authored 3 press releases which included numerous interviews and performed other writing duties.
- # Mayor=s intern (city of Salisbury): Jill Smith
Intern worked on a number of projects for the mayor, including developing and writing a brochure on the advantages of living in the city of Salisbury and identifying tax incentives for those interested in purchasing and rehabilitating older homes in Salisbury=s historic districts.

PUBLICITY

- # *The Baltimore Sun* (October 29, 1999), A Maryland= section story on Salisbury State University, featuring PACE and its work in the community.
- # AAn End to Apathy?: An Interview with Dr. Francis Kane and Dr. Harry Basehart= by Genie Lynch in *Salisbury State University Magazine* (Spring, 2000)
Cover story and extensive interview about PACE.
- # Radio interview with Mike James, news and public affairs director at Q105 and WLWV.
One-half hour program interview with directors of PACE. ASound bites= played throughout the following days.
- # Numerous stories featuring PACE and its activities appeared in *The Daily Times* and *The Salisbury Advertiser*. Also, PACE=s inauguration and activities covered within the University by the student newspaper, *The Flyer*, and the University=s *Newsletter* and the Fulton School=s *Exchange*.
- # PACE brochure written and printed.

PRESENTATIONS

- # PACE Inauguration: Opening and Closing Remarks by Co-directors
- # Salisbury State University=s Board of Visitors (Oct. 16, 1999)
Dr. Kane presented the idea and mission of PACE to the Board=s fall meeting. The Board approved unanimously the PACE initiative.
- # Co-directors Basehart and Kane presented workshop on PACE at Fall meeting of faculty sponsored by the Faculty Development Committee.

CONSULTATIONS

- # AProject Outcome≡: Research on welfare to work program in Wicomico county conducted by Marvin Tossey of the Social Work department under the auspices of The Project Management Group.
Drs. Francis Kane and Michael O=Loughlin of the PACE Institute wrote a commentary on the study placing it within the context of the national debate on welfare reform
- # Leadership House: Dr. Kane served on the planning committee for the new Scarborough Leadership house.
- # Service/Leadership/Civic Engagement Task Force: Co-directors served on the presidential task force and Dr. Kane developed a mission statement for the group.
- # Meetings were held by the directors on several potential projects: with John Willis, Maryland Secretary of State to discuss ANew Millenium Project≡ and our participation in February 2001 conference; with Derieth Sutton, Director of the Dept. of Economic Development, Worcester County; with Wayne Bell, Vice-President for External Relations, Univ. of Md. Center for Environmental Studies about the AShore Leadership≡ project; with Ed Richards, Institute for Governmental Service (U. of Md.) for economic development about regional cooperation on economic planning among the counties on the Eastern Shore.

PARTNERSHIPS

(External)

- # Partnerships with the Tri-County League of Women Voters and *The Daily Times* on issue of Salisbury=s governance
- # Institute for Governmental Service at College Park: partnering on project to assess the economic impact of tourism in Worcester County; Monica Thompson, Government Consultant.
PACE provided a student intern (Erica Wagenhalls) who will do the field work in Worcester County.

(Internal)

Partnered with Project Management Group and Social Work department on study of welfare reform in Wicomico county.

Partnered with Service Learning to acquire a campus house for both Institutes

DONATIONS

Kerr Fund grant (\$250,000)--beginning January 1, 2000.

Hargreaves donation (\$95,000)--beginning June, 2000.

Private Contributions (\$2,000): 2 unsolicited gifts from a local citizen and an alumnus.

ORGANIZATIONAL

Space for PACE: House located and negotiations for renovations, wiring, etc. completed. Projected move in date: August 15, 2000.

Assistant Director: advertised, interviewed and hired for part-time position to manage the PACE office.

PLANNING

Voting initiative: PACE will embark upon an extensive operation to increase voter registration and education for the fall election, particularly targeting Salisbury State students.

75th Anniversary celebration: PACE will contribute to the festivities with a booth on political views and voting.

Distinguished Legislative Fellow program: will begin with Hargreaves endowment in spring, 2001. Presidential appointment and inaugural address of legislator.

Advisory Board will be established in fall of 2000.