**NEAR TERM OPPORTUNITIES (2014-15)**

Academic /Student Assistance

Mason Transportation Policy students conduct City traffic study/strategy for downtown and Rt. 50.

Communications

Develop Town-Gown Blog with university, city and county contributors

State of Students presentation by Student Government at Mason/Community Forum

Introduce university leaders at FCAB

Develop Social Media Campaign to support Welcome Back Kit program

Market Weekends at Mason website to event organizers

Economic/Workforce Development

Expand business relationships to include Mason Business Council, MEC, EDA and Chamber of Commerce

Seek community advertising opportunities to Mason

Event/Participation

Expand opportunities for elected officials/staff on campus (including Meet and Greet with Student Government, Basketball Night, CFA Night, judging opportunities)

Engage Mason representative in City Council/County Board meetings as appropriate

**LONG TERM OPPORTUNITIES**

Academic/Student Assistance

City walking tours by student ambassadors

Streamline process for class engagement on external projects

Develop public performing and fine arts programs by Mason students for the community

Communications

Historical Marker Sign at the University regarding origins

Economic/Workforce Development

Expand City EDA funds for Mason Merchants program

Explore County EDA opportunity to fund Mason Merchants

Explore sponsorship opportunities with area businesses for Relax in Fairfax

Pipeline Internship program for surrounding municipalities

AV Adventures Program for Welcome Week

University input on local City/County development projects

Event/Participation

Adopt-a-Block Program in adjacent neighbors where off-campus students reside

Develop opportunity for City/County representative to welcome new students

Develop Braddock District/University student event

**WISH LIST**

Collaborative (financial and otherwise) partnership for a public project

Create a Not-for-Profit Incubator

Create a Lab School at Green Acres

Improve University Bookstore and other university facilities access for the community

Co-brand local community tourism and prospective student advertising

Expand the downtown toward Mason