

IS LISTENING FINDINGS FROM THE WINTER 2010 LOYOLA IS LISTENING PROJECT

Loyola University Maryland's 2008-13 strategic plan includes an initiative to take a leadership role in the development of a plan to improve the quality of life for those living, working, and learning in the York Road corridor.

Taking the time to understand community strengths, resources, challenges, and history is a critical part of this process.

Throughout the winter and spring of 2010, Loyola engaged in "Loyola is Listening," a series of listening projects where trained interviewers asked questions, listened without judgment, and recorded community members' answers.

Would you be willing to work with others on some of the neighborhood concerns you've expressed to us?



What do you like best about living here?

Those interviewed noted four main areas of strengths: a sense of community, diversity, history, and convenience.

How do you get information about what happens in your neighborhood?

The primary ways people obtain information are through word of mouth, Internet, and associations/meetings.

If Loyola were to consider some of these program ideas, would you or your neighbors be interested in:

- Responses Ranked:
1. SPORTS/ RECREATIONAL PROGRAMS
 2. COMPUTER LITERACY
 3. REDUCING VIOLENCE
 4. MUSIC AND ARTS PROGRAMS OR AFTERSCHOOL PROGRAMS
 5. HELP WITH YOUR PERSONAL FINANCES
 6. HEALTHY PARENT AND LIBRARY PROGRAMS
 7. NARCOTICS OR ALCOHOLICS ANONYMOUS OR SIMILAR PROGRAMS
 8. DAYCARE OR A PRESCHOOL PROGRAMS
 9. SMALL BUSINESS SEMINARS

Who was Surveyed?



63% have children and 24% have grandchildren. Of those children 15% go to school in the neighborhood.

How do you think Loyola could partner with you and your neighbors?

Of those interviewed, the ideas can be categorized into seven main themes: supporting neighborhood youth, creating infrastructure, increasing campus offerings to the community, improving safety and perceptions of safety, stabilizing real estate, lending its voice and influencing the community, and involving students in the neighborhood.



As a resident of this community, what would you most like to see changed in your neighborhood?

Those interviewed noted four main areas that need improvement: a need to unify divisions, a need to feel safe, a need to strengthen the commercial strip, and a need to help youth.

Do you feel part of this neighborhood?



What do children in your neighborhood need?

Of those interviewed, many spoke of the needs of children in relation to the east side of York Road. These needs included: things to do (after-school programs), people to positively influence them (mentor opportunities), a safe place, and better education.



Would you be interested in:

- Responses Ranked:
1. Farmers market
 2. A new food store
 3. Community garden

For more information on this initiative please visit:

www.loyola.edu/listening