

# LUAG &

POLS 312/412  
Fall 2021

# South Bethlehem

## Arts and Culture in the Community

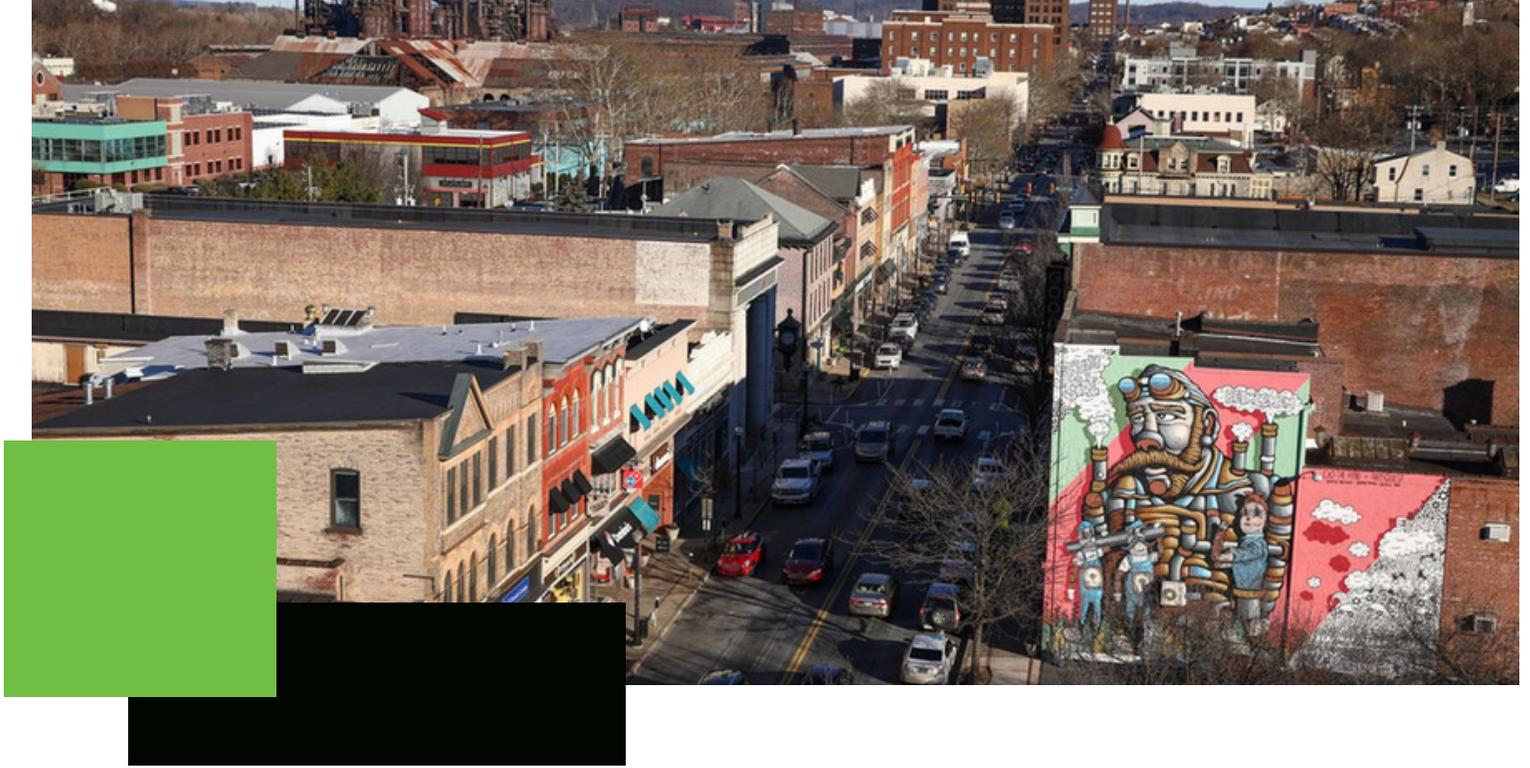


Prepared For:

By:



Natalia Montero, JP Christen, Christian Mule, Matthew Marker,  
Sarah Steffens, Kaitlin Forman, Lindsay Lebresco,  
Andrew Nakhjavan, Isabelle Lovvoll, Elizabeth Strattner,  
Erica Ashby, Max Serventi, George Welch, Matthew Tashjian



# Project Definition & Objectives

Lehigh University Art Galleries (LUAG) is looking to grow as a permanent fixture in the South Bethlehem Community.

How can LUAG do this and expand beyond their walls, while also making community members feel welcome and inviting community members into the gallery?

- Increase awareness of LUAG's offerings including their collection, exhibits and programming, and their space to visit, hold events and gather.
- Introduce LUAG to Lehigh faculty, staff and students, local community members, and educators and organizations who have never heard of or engaged with the institution, collection or its members, staff or artists.
- Increase understanding of the value of informal, self-directed learning opportunities and cultural institutions in general.
- Increase understanding of the role LUAG and art can play in supporting personal, academic and/or professional growth.

# How Arts Benefit the Community

For nearly half a century, data and research have shown that arts can have a substantial impact on communities, both culturally and economically.

## Cultural Benefits:

- Provides community members a sense of pride and belonging
- Connects residents with resources
- Community art and culture organizations help engage, empower and give voice to residents
- Creates a city identity
- Events can help to create cultural experiences that tell historical stories, bring heritage to life and connect neighbors through shared interests
- Can help to attract members of the “Creative Class” leading to more innovation and cultural development

The cultural benefits include benefits to both individual residents and to the city in general. Individual residents enjoy a better sense of pride and belonging, they can become more connected with resources, and they become more engaged and empowered through the voice given to them and the creative outlet provided to them. As a whole, the city benefits by creating more of a city identity, creating cultural experiences that tell historical stories and bring city heritage to life, and by attracting new members of the creative class which leads to further innovation and cultural development.



# How Arts Benefit the Community

The economic developments of arts and culture are mainly driven by increased traffic to the area. Having an arts district often draws more visitors to an area in general and hosting special events has the potential to draw thousands of tourists. These visitors increase spending at local restaurants and shops which keeps money circulating within the community. And oftentimes, financial investment can even come if events create enough publicity. In addition, residential populations can also increase, which can have a positive effect on property values, employment rates, and income.

## Economic Benefits:

- Draws more visitors to the area
- Leads to more spending at local restaurants, shops, etc.
- “Tourist Dollars and Financial Investments”
- Increases residential population
- Combines resources and labor
- Has positive effects on property value, employment, and income

Arts organizations, events and programming should no longer be viewed as luxuries but rather a necessary part of community planning and building.

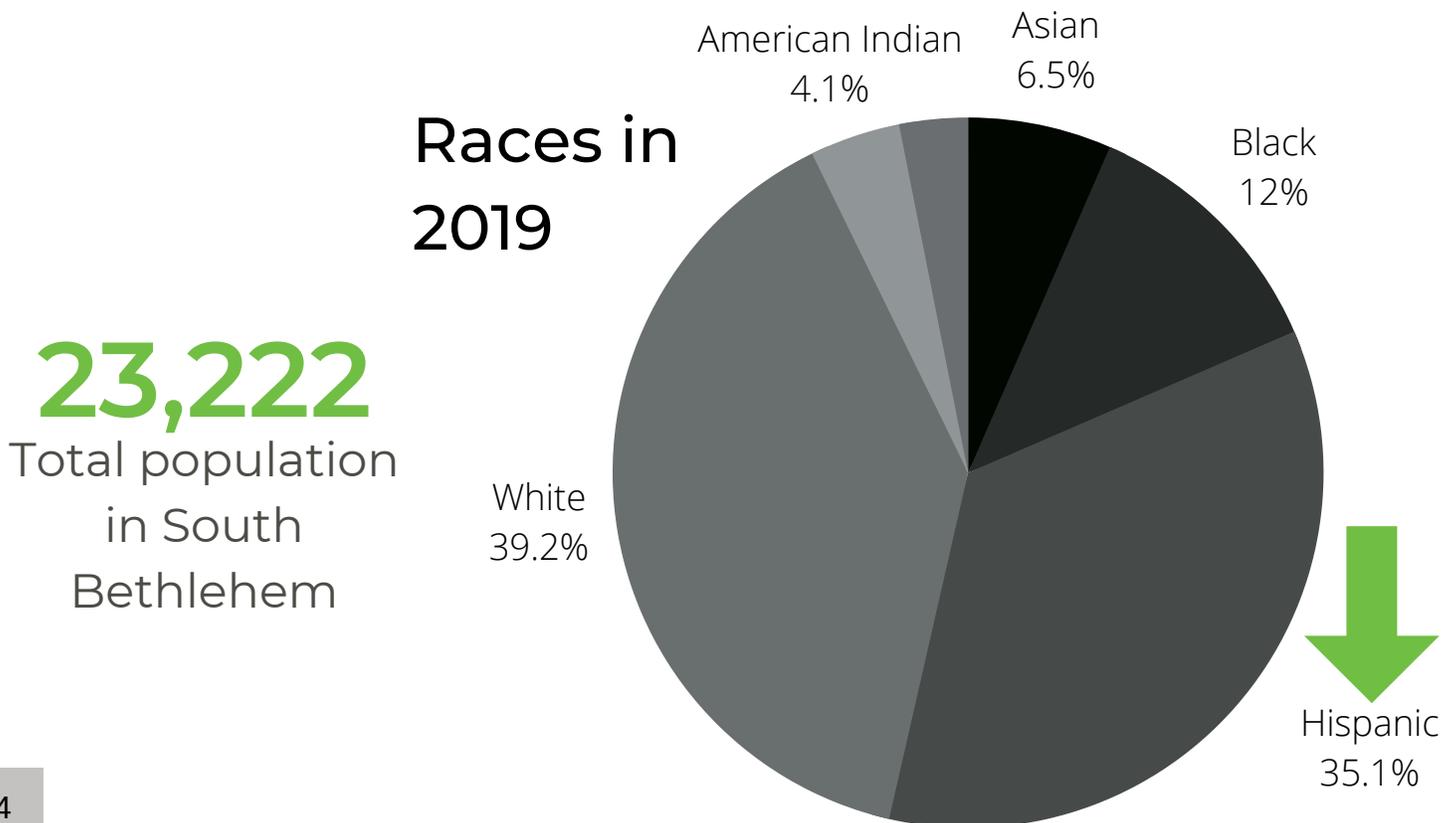


# South Bethlehem Demographics

While analyzing the demographics of South Bethlehem, there were two main areas we focused on to ensure our project would be beneficial and appropriate for the residents of the city.

The first key demographic we focused on was the high Hispanic population within the South Bethlehem neighborhood. The area's population was 34.9% hispanic, giving us the idea to center our project around Hispanic Heritage month and include Hispanic art and cultural aspects. The Hispanic rooting of the project can be seen through the procurement of hispanic art, partnerships with local hispanic restaurants and other hispanic cultural features.

The next key demographic was the average income of a South Bethlehem resident. We noticed the South Bethlehem neighborhood in particular was a low income area, and we wanted to ensure our project would be accessible and inclusive for all. This is why we aimed to have many aspects of the project either free or heavily subsidized. Focusing on these two demographic data points ensured we were creating a project that was accessible and representative of the people within the community.



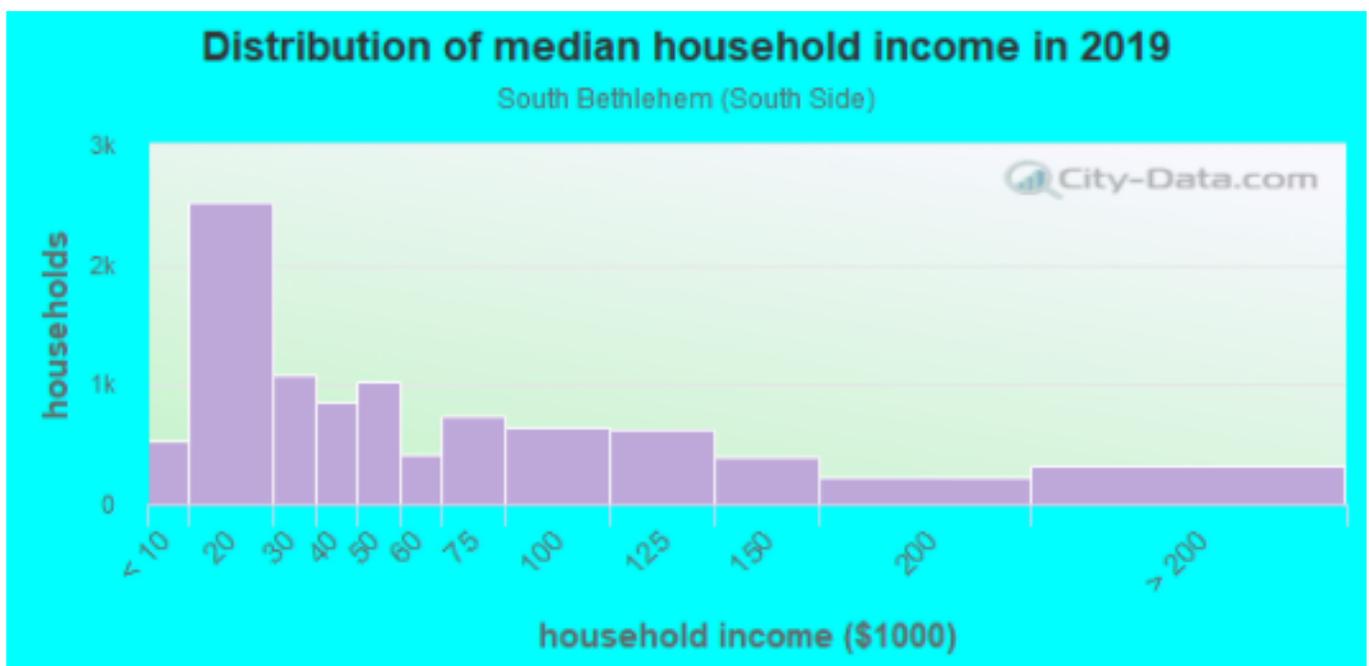
# South Bethlehem Demographics

Median Household Income: **\$53,147** SouthSide  
**\$60,628** Bethlehem

Largest Income Brackets:

**\$10,000 - \$19,999**  
2,547 households

**\$20,000 - \$29,999**  
1,083 households



# Local Influencers

Community leaders, bureaucrats, business owners and engaged residents all play an important role in community planning and organizing. Their voice and opinions can have an outsized influence on decision-making, neighborhood engagement and ultimately, the success of initiatives, projects and events.

For this project, we heard from Jeff Parks who is a lawyer, author and social entrepreneur probably most well known for his founding role in MusikFest, the nation's largest free music festival. He is also known for his work in using arts strategies for community and economic development.

We also spoke with Missy Hartney who acted as the South Bethlehem Arts District for more than four years as well as Hillary Kwiatek who was recently elected as Bethlehem City Councilwoman. All three of these invested community voices spoke about the importance of recognizing and engaging with the Hispanic community in South Bethlehem.

*“People who ignore the Hispanic community do so at their own peril.”* - Jeff Parks

*“I think that would be really celebrated.”* - Missy Hartney

*“Centering our city’s multi-faceted Hispanic heritage doesn’t have to be restricted to just one month- it should really be going on throughout the year.”* - Hillary Kwiatek

# Case Study

## Cultural Revitalization of Pittsburgh, PA



Pittsburgh, Pennsylvania is a national example of a city in America that was challenged with a huge decline in its main industry, steelmaking. This decline, in turn, affected the size of the city's population, its economic prosperity and left community leaders, business owners, and government officials challenged with what to do next.

In 1984, Pittsburgh established the Cultural District; a 14 block area that was formerly a red-light district. This area is now home to theaters, art galleries, public art projects, urban parks, and riverfront recreation space. The creation of this district is credited with attracting millions of visitors each year bringing hundreds of millions of dollars to the Pittsburgh economy.

**2,000,000**

Annual Visitors

**\$303,000,000**

Yearly Estimated Economic Impact

# Case Study

## Cultural Revitalization of Pittsburgh, PA

Pittsburgh's turnaround was done through various efforts which largely included art and cultural organizations, events and performance venues.

### The work included:

- Establishment of the Pittsburgh Cultural Trust
- A planning approach based on preservation
- Through the creation of a cultural district, not just a single center
- Created a downtown “Golden Triangle” area which included old theaters and performance venues in city’s red light district
- Cleaned up the surrounding neighborhood
- Public art projects, urban parks, recreational spaces
- Gallery Crawl - event used to attract visitors to the district



### Results:

- Residential population of downtown tripled over 10 years
- Huge economic impact
- Other cities can follow with determined leadership, support from artistic organizations, and authenticity to the area
- Enabling role of Pittsburgh’s legacy foundations



# Proposal Considerations

Given what we learned about the both the South Bethlehem residents as well as LUAG's resource considerations, we wanted to be explicit about a few things to keep in mind for this proposal.

## For the Target Audience:

- Events and programs need to be accessible
  - Affordability - most or all events and programs should be free of charge to attend
  - Transportation - if/when possible, transportation should be considered or provided
  - Spanish-speaking or bilingual target audience
- Promotional materials and event signage should be presented in both English and Spanish

## For LUAG:

- Event and program ideas presented allow for varying levels of involvement and funding and range from short term projects to projects that could occur on a yearly basis.





# Proposal & Project Overview

## LUAG Presents: A Celebration of Hispanic Heritage

In September & October, 2022, in recognition of Hispanic Heritage month, LUAG will bring members of the Lehigh and South Bethlehem communities together to celebrate and honor LatinX arts and culture.

LUAG will work to accomplish this by connecting community members to, and partnering with, South Bethlehem organizations, businesses and institutions.

This will be done through three main components:

1. Hispanic Heritage Festival
2. Art Installations
3. Community Programming



# 1 Hispanic Heritage Festival

## Overview



On Saturday, September 24, 2022, along the South Bethlehem Greenway, LUAG will present a one-day Hispanic Heritage festival featuring various activities, performances and vendors as well as opportunities to engage with neighbors, members of the Lehigh community and local, sponsoring organizations.

- **Musical acts** will perform on the Greenway stage throughout the day.
- **Artwork** from local community members, the LUAG collection and the Lehigh community will be on display.
- **Food, beverage and goods vendors** will be presented at a designated location.
- **Tables** will be available for local organizations to share their resources, services and information.

# Hispanic Heritage Festival

## Brief and Details

During this one-day celebration, Lehigh University Art Galleries, in partnership with ArtsQuest, will put on a festival that involves local restaurants, businesses, Lehigh clubs and community groups. This event will include food, performances, panel discussions, and Hispanic art in the gallery.

Primary audience: Lehigh and Local Community

Featured partner: ArtsQuest

Location: South Bethlehem Greenway

LUAG involvement: Primary

### Goals:

1. Attract 750 attendees (mix of local community members and Lehigh community)
2. Have 12 vendors and 8 organizations participate
3. Garner media coverage in 3 local news outlets

### Metrics:

1. Media impressions
2. Attendees
3. Partner sign-ups



## 2

# Art Installations

## Overview



Art installations will include a mix of permanent, semi-permanent and temporary works created by professional, local and everyday community artists focused on four main projects:

- A **LUAG exhibit** featuring LatinX artists from their collection.
- Targeted **small business exhibitions** throughout South Bethlehem featuring reproduced pieces from LUAG's collection.
- A permanent, professionally commissioned **mural** completed in partnership with Broughal Middle School art students.
- Creation of an **"Arts Garden"** on a vacant lot where temporary, outdoor art created by members of the local community would be on display.

# ■ LUAG Collection Exhibit

## Brief and Details

LUAG would display pieces from their extensive LatinX collection featuring artists with Hispanic Heritage roots or subjects and experiences related to hispanic culture.

Primary audience: Lehigh Community

Featured partner: LUAG

Location: On campus

LUAG involvement: Primary

### Goals:

1. 8% of visitors to the gallery during the time period are first time guests
2. 5% of gallery attendees identify as Hispanic
3. 5% of visitors during the time period are local community members

### Metrics:

1. Gallery visitors
2. Visitor demographics (will need to be added during check-in)



# South Bethlehem Installations

## Brief and Details

Targeted small businesses in South Bethlehem would feature a reproduction from the LUAG collection in their establishment throughout September and October with information about the piece, LUAG, and events happening throughout Hispanic Heritage Month.

The artwork placard accompanying the piece could include a QR code to understand engagement for possible future installations.

**Primary Audience:** Local Community Members

**Featured Partners:** Small Businesses

**Location:** South Bethlehem

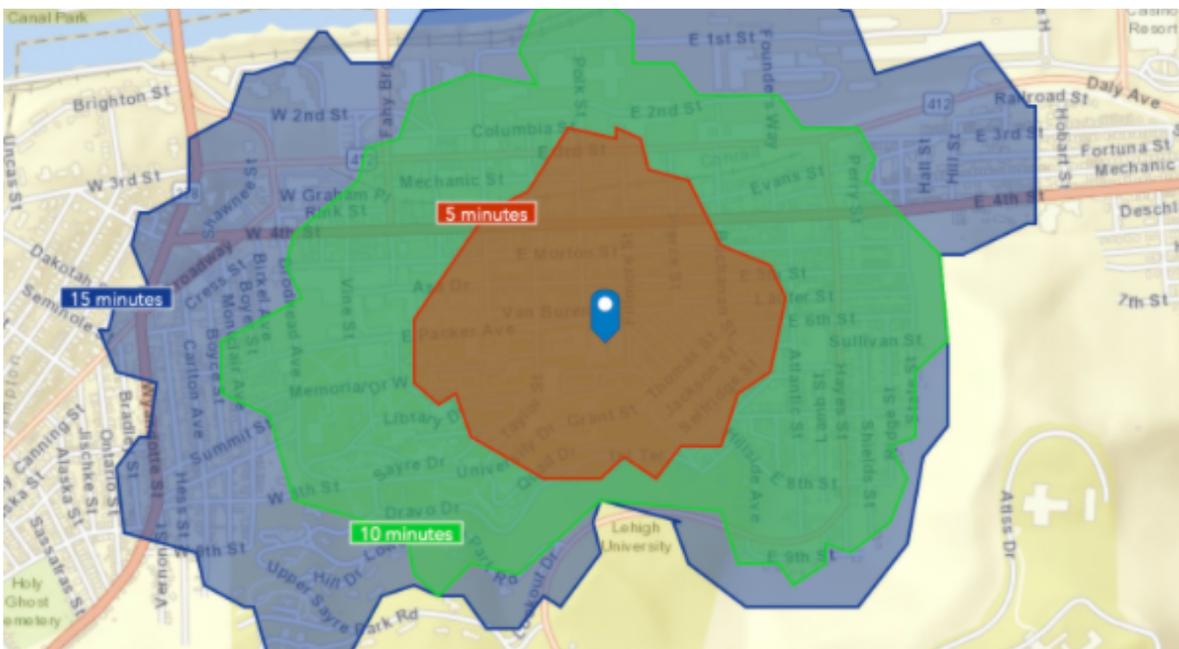
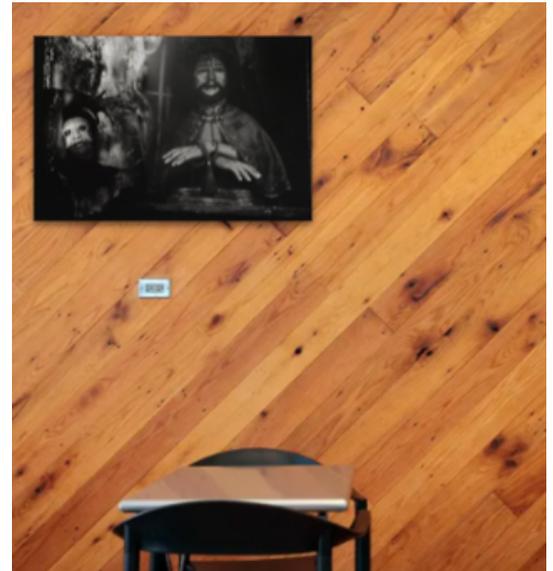
**LUAG Involvement:** Primary

### Goals:

1. 12 Businesses participate
2. 75 QR code scans
3. 80% commitment to participate in year 2

### Metrics:

1. Participant numbers
2. Data from QR codes



# ■ South Bethlehem Mural

## Brief and Details

As an addition to the SouthSide Urban Arts Trail, LUAG would commission a professional mural artist to create a piece honoring the LatinX community that could be painted with contributions from Broughal Middle School art students.

The mural would be permanently located in South Bethlehem, adjacent to Broughal for the school and local community to enjoy.

Students could vote on which commissioned work would be turned into a mural. And then the mural painting would be planned as an event that incorporates the middle school students into the artwork process and gives them an opportunity to work in collaboration with each other, a professional artist, and the LUAG galleries. Through the process, they would have a better understanding of the mural's importance to the Hispanic heritage of the community and how it's a part of the broader southside Bethlehem's art district's art and purpose.

**Primary audience:** Local community

**Featured partner:** Broughal Middle School

**Location:** Brodhead House on 4th Street across from Broughal Middle School

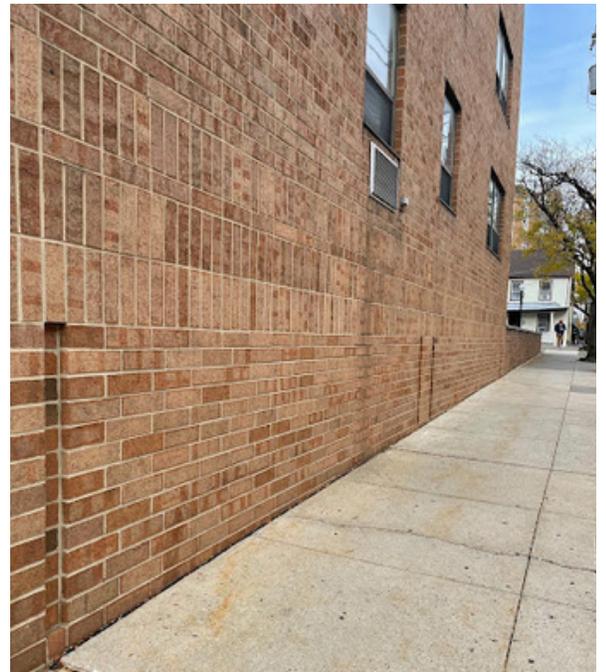
**LUAG involvement:** Primary

**Goal:**

1. Involve 150 Broughal Middle School students (voters and painters)

**Metric:**

1. Student participation



# ■ South Bethlehem Mural

## Case Studies & Inspiration

Lehigh Valley mural artist, Matt Halm, has worked to create many mural paintings across the Lehigh Valley and beyond. Matt is responsible for the mural titled “Southbound” located at the intersection of 3rd and New Streets as part of the Urban Arts Trail.

Last summer, Matt worked with students at Broughal Middle School to create a mural during a summer camp at Arts Quest. Students worked with Halm to paint the mural inside Broughal Middle School and it is now on display outside their auditorium. This model is a great template for successful student participation in a professional mural -- now LUAG should take it outside for the community to enjoy!



# South Bethlehem Mural

## Case Studies & Inspiration

From the nationally recognized and long-established programs like the City of Philadelphia Mural Arts Program to the smaller town programs like that of South Bethlehem and Bangor, PA, mural arts programs have been recognized as both place-based and people-based investment programs to beautify and engage the community.

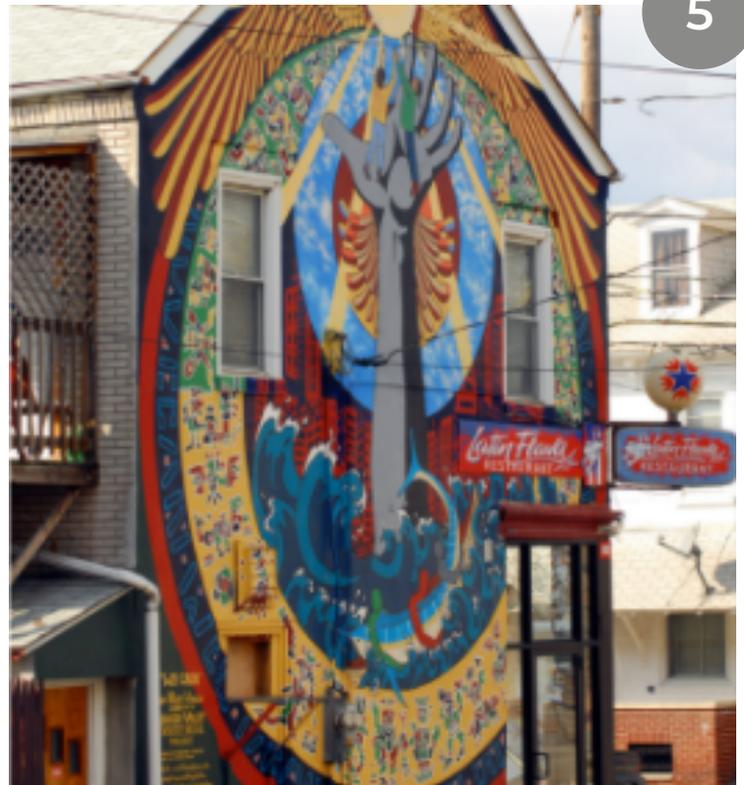
### Examples:

1. Philadelphia Mural Arts Program - 3,800 pieces in more than 35 years
2. Flint Public Art Project - 175 pieces in approximately 5 years
3. Portland Street Art Alliance - 200 pieces in less than 10 years
4. Beautify Bangor - 20 pieces in 3 years
5. The Lehigh Valley Community Mural Project

1



5



\*Also created by artist Matt Halm

# Arts Garden

## Brief and Details

In a vacant lot identified by the City of Bethlehem, LUAG would work with local community organizations and members to create an arts garden where temporary art like fence art, upcycled garden art or yarn bombing created by everyday artists would be featured throughout the year. Long term, LUAG could partner with other “adopting” organizations for seasonal upkeep.

**Primary audience:** Local community

**Featured partner:** SouthSide Garden Alliance

**Location:** Parham Park, South Bethlehem

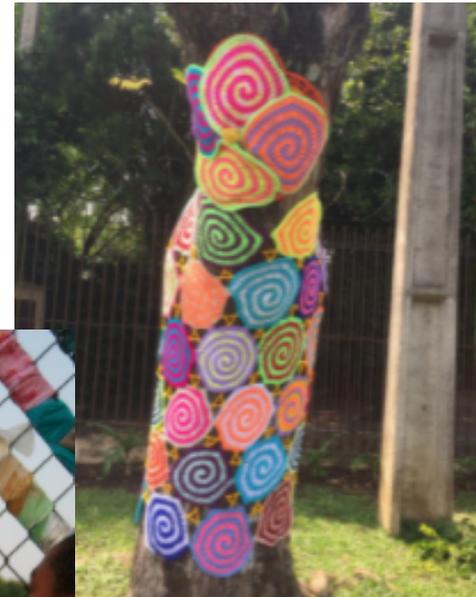
**LUAG Involvement:** Secondary

### Goals:

1. Gain park access from city to establish arts garden
2. Establish partnership with SSGA for 3 year period
3. Host 4 community artwork projects in the garden in year one

### Metrics:

1. Approved city requisition
2. Partnership
3. Art projects



# Arts Garden

## Case Study & Inspiration

**Opportunity:** *Parham Park*  
Adjacent to the Touchstone Theatre is Parham Park, a city-owned park that was once a vacant lot. In 2013 it was established as a park as part of a SouthSide community improvement effort. The space has potential to attract more residents and flourish if "sponsored" by LUAG and a partner like the SouthSide Garden Alliance.



Touchstone Theatre



**Example:** *Chicago, IL*

In a vacant lot adjacent to his home, local artist Milton Mizenberg Jr. started creating sculptures that he worked on and placed in a vacant lot near his home. Local neighbors "adopted" the lot and cleaned it up and it grew over time. Residents, local organizations, and even the city, contributed materials, artwork and time to maintain it. Creative residents of the area said they were drawn to buy in the neighborhood because of the art. It was formally established in 2020 as the "Oakland Museum of Contemporary Art" dedicated to the founding artist who passed away.



## 3

# Community Programming

## Overview



The month-long community programming will include a mix of art creation and exhibitions, performances, food and beverage exploration, as well as academic enrichment aimed at engaging both the Lehigh community as well as the local residential and business community. Programming in these four areas include:

- **Gallery openings** featuring artists from Lehigh's Community Schools, Banana Factory members & Lehigh community members hosted at LUAG.
- **Dance and theatre performances** by local community members, supported by involvement of Lehigh students.
- **Restaurants and vendors** participating in a LatinX-themed First Friday and a weekend of Riverport Public Market specials.
- An **academic symposium** featuring Lehigh faculty, invited speakers, alumni and students discussing topics relevant to the local and national LatinX community.

# Local Artist Exhibitions

## Brief and Details

This local artist exhibition gives multiple artist groups from Lehigh and the South Bethlehem community the opportunity to showcase their work in a more formal art exhibition space while encouraging more community involvement and connection between community members and the gallery.

Invited artists will be from Lehigh's two community schools Fountain Hill and Broughal Middle, ArtsQuest/Banana Factory members and the Lehigh community.

**Primary audiences:** Local and Lehigh Community

**Featured partners:** Community Partner Schools and Banana Factory

**Location:** LUAG

**LUAG involvement:** Primary

**Goals:**

1. Host 4 gallery nights during the one month period
2. Attract 115 total guests across the 4 events
3. 75% of attendees are first-time LUAG visitors

**Metrics:**

1. Number of events and guests
2. Guests' first time visits

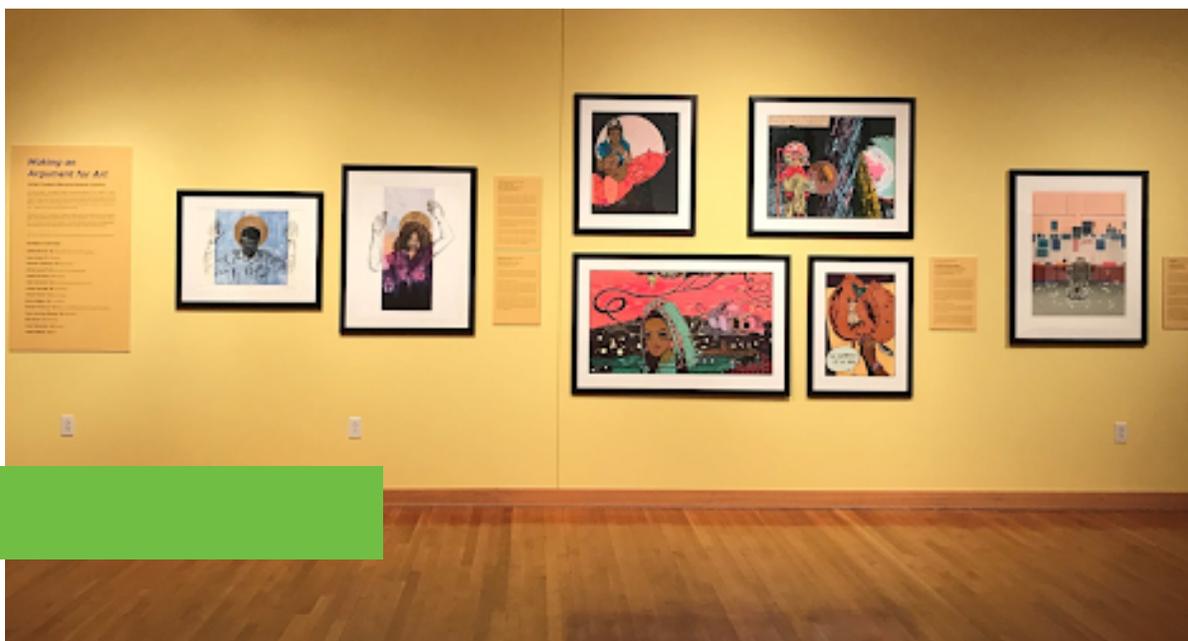


# Local Artist Exhibitions

## Case Study & Inspiration

Community school partners could follow the Moravian Academy 4th grade class example which explored a selection of famous Mexican artists in the LUAG Collection. They explored how these artists incorporated identity, culture and social justice issues into their work, and then students were encouraged to explore their own identity through the creation of hand cartography drawings. This program would take this learning experience one step further by exhibiting these drawings at LUAG where the students' invited guests could visit the gallery to see the featured artwork. This exhibit would continue to promote and enhance the community school partnership and build that relationship between LUAG and the community.

In this format, not only is the art being used as a learning tool, but it is also continuing to strengthen relationships and drive awareness about the gallery's location and its availability to the public for free.



# Dance and Theatre Performances

## Brief and Details

Leading up to the Hispanic Heritage festival, Lehigh student dance groups will work with members of the YTP to create a LatinX-inspired dance routine to be performed at the festival. Members of the Hispanic Center will put together a production that will be performed at the Touchstone Theatre during the month's celebration. Performers will be encouraged to invite family and friends to attend the performance.

**Primary audience:** Local Community

**Featured partner:** Bethlehem's Pennsylvania Youth Theatre (YTP) & Lehigh Dance Clubs and the Touchstone Theatre

**Location:** Touchstone Theatre and the Greenway

**LUAG involvement:** Tertiary

**Goals:**

1. 2 Lehigh Dance groups take part
2. 25 community dancers and actors perform
3. 75 guests attend performances

**Metrics:**

1. Participation and guest numbers



# Food and Beverage Exploration

## Brief and Details

LUAG will work with SouthSide Arts District to create a LatinX First Friday (September 16th) theme that would feature food and drink celebrating Hispanic heritage. Restaurants could include La Lupita, Tulum, El Jefes, etc. LUAG could also work with vendors from the new Riverport Market to offer LatinX-inspired specials and provide discounts for Lehigh students and identified community groups.

**Primary audience:** Local Community

**Featured partner:** SouthSide Arts District & Riverport Market Vendors

**Location:** South Bethlehem and Riverport Market

**LUAG involvement:** Tertiary

**Goals:**

1. 10 Hispanic (4 new) businesses participants in First Friday
2. 5 Riverport Market vendors offer special discount to Lehigh community

**Metrics:**

1. Participant numbers
2. Specials created



# ■ Academic Symposium

## Brief and Details

Host an academic symposium featuring Lehigh faculty members, students, alumni and invited speakers discussing topics relevant to the local and national LatinX community.

**Primary audience:** Lehigh Community

**Featured partner:** Lehigh University faculty

**Location:** Health, Science & Technology Building

**LUAG involvement:** Primary

**Goals:**

1. Host 4 panel sessions featuring 12 researchers
2. Attract 150 attendees throughout the event
3. 20 community members/partners/organizers in attendance

**Metrics:**

1. Symposium content
2. Attendee numbers and demographics



# Marketing & Promotion

## Overview



Marketing and promoting every aspect of the Hispanic Heritage celebration will be critical to its success. LUAG will need to take advantage of their promotional partners and their target audiences to spread the work about the events and programming and they'll need to use as many marketing tactics as possible to reach as many people as possible.

### Promotional Partners:

- Campus Community
- Local Community
- Business and Partners

### Marketing Tactics:

- Web
- Social Media
- Email
- Print
- Media Outreach

# Marketing & Promotion Details

## Community

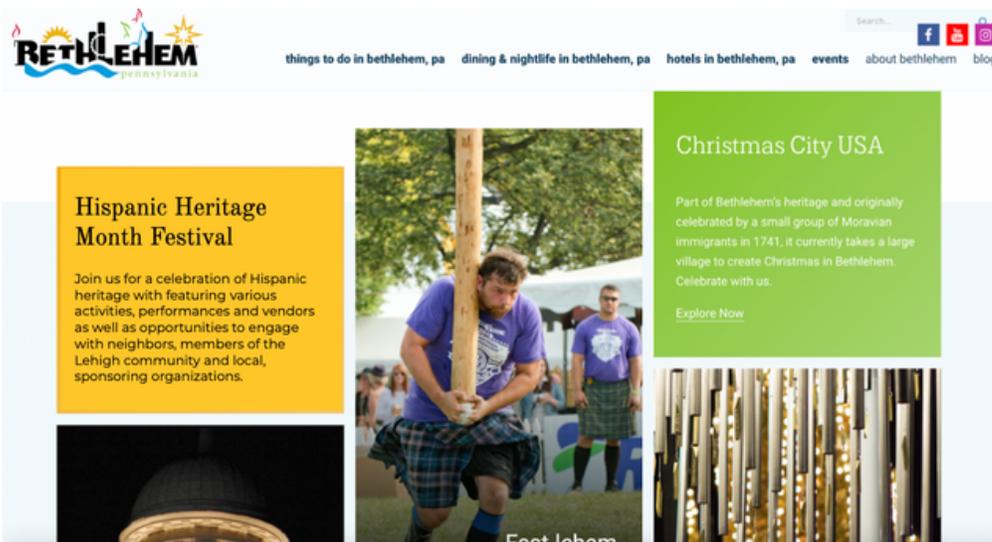
- Flyer distribution in local restaurants, shops and schools
- Email blast to community school families and employees
- Social media promotion on local business' accounts
- Promotion on City of Bethlehem website
- Media relations outreach to local news outlets

## On Campus

- On-campus signage in front lawn, libraries, dorms and apartments
- LUAG and LehighU social media promotion (and others if involved)
- The Brown and White advertisement and editorial pitch
- Lehigh Events Calendar and digital Information Boards

## Business and Partners

- Arrangement of one-on-one meetings with local restaurants
  - Encouragement of special cultural food offerings
  - Proposal to display art pieces at the restaurants
  - Negotiation of price discounts
- Promoting special restaurant and business discounts and offerings on Lehigh's social media
- Distribution of coupons to Lehigh students/community members



# Funding & Timelines

## Overview



There were four main funding sources we focused on using for our project. The first being federal grants. These were the most long term sources of funding and had to be applied for, at least a year before the start of the project, and for larger grants sometimes even longer than that. The next funding source was alumni funding, which was on a more per need basis. Alumni funding can be applied for and received through the year. That being said there are some deadlines depending on which channels the alumni funding is raised through. The next potential funding source would be corporate sponsorships. The typical lead time for these funding sources are 3 to 6 months, that being said many corporations do budget yearly. Finally, the main funding source will be through Lehigh funding which has a budget due date of July 1st.

Federal  
Grants

Alumni

Corporate  
Sponsorships

Lehigh/  
LUAG

# ■ Funding Sources

## Details

The Lehigh University Art Galleries are funded through various streams. The largest portion, approximately 50% comes from the College of Arts and Sciences through tuition dollars. They will be awarded endowments for specific LUAG projects and be gifted donations through alumni, community members and organizations. The third source of funding comes through grants. LUAG has received \$170,000 in federal grants and \$35,000 in the past 3 years and they are currently working on receiving more corporate grants and foundation dollars. Opportunities for funding can be expanded.

### Federal Grants

- Pennsylvania Partner in the Arts (PPA): Funding initiative through the Pennsylvania Council on the Arts (PCA)
- Spark Grants: Lehigh Valley Community Foundation
- Bethlehem Fine Arts Commission

### Alumni

- Crowdfunding
- Gifts/Donations
- Endowments

### Corporate Sponsors

- Pennsylvania Council on the Arts
- Hispanic Center of the Lehigh Valley
- Hispanic Chamber of Commerce of The Lehigh Valley
- SouthSide Arts District
- ArtsQuest
- St. Luke's
- Community Action Development Corporation

# Funding Timelines

## Federal Grants

Applied at least a year before the start of the project.

## Alumni Funding

More fluid, can be applied throughout the year though there are deadlines depending on what channel the alumni funding goes through.

## Corporate Sponsors

3 to 6 months is the typical lead time.

Important to note, from a corporate budget perspective, many budget yearly.

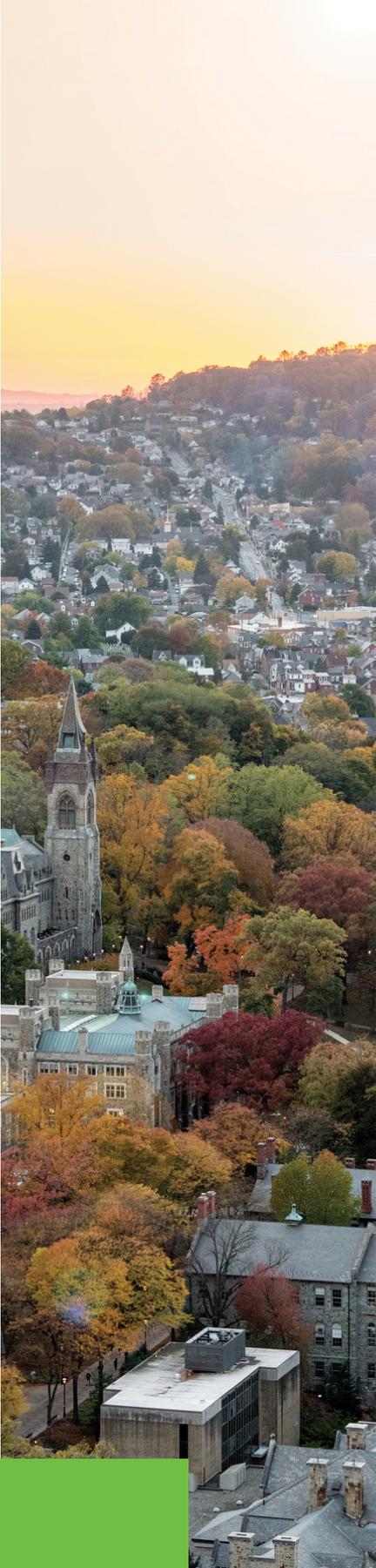
## Lehigh Funding

Runs on a fiscal budget timeline from July 1st to June 30th. LUAG budgets are due each July.

# Budgets/Costs

- Art
  - Most of the collection is permanent: donated or purchased through endowment funds
  - Direct cost: framing and maintaining the art
  - Indirect cost: staff cost to prepare the work (this will be highest cost)
  - Reproduction costs: copyright cost
- Permits and Policing
- Advertising
- Supplies
- Coordination Cost





# Surveying Success

While goals and metrics were created for each individual tactic, a very important, but hard to measure, objective is opinion; did opinions or perceptions of both the local community and the Lehigh community change because of LUAG's efforts to engage in the South Bethlehem community?

## **For the Local Community:**

Surveys should be sent prior to the launch of Hispanic Heritage month, targeting the Hispanic community to understand if their awareness of LUAG has changed and also how they feel about LUAG, Lehigh University and the Lehigh community. Following Heritage month, the same people would be surveyed as well as those who were recorded as participating in any of the sponsored events or programs.

## **For the Lehigh Community:**

LUAG should also survey the campus community (faculty, staff and students) to better understand their knowledge of the Hispanic heritage in South Bethlehem, how they feel about the community and its members and if they'd have interest in participating in events targeted the local Hispanic community. A post-celebration survey should be sent to campus along with known participants to see if attitudes changed.

# Scaling & Sustainability

Every idea in this proposal has the opportunity to continue on after year one. How success is defined and determined will ultimately decide whether a continuation of an event or program makes sense. However, a large part of creating success will be through a collective effort of LUAG and the community.

The more partners and stakeholders involved, the more likely it is that each individual group, business, or organization will take ownership over the project and thus, be responsible for the continuation of the Hispanic celebration.

As small successes are achieved, scaling can begin. The projects that lend themselves to scaling up are:

- **Hispanic Heritage Festival** - increase vendor participation
- **Business art exhibitions** - increase participation and scale to include outdoor/semi-permanent installations like InsideOut Detroit
- **Academic Symposium** - could grow to include more speakers and be longer
- **Food & Beverage Exploration** - increase number of vendors offering specials
- **Arts Garden** - find more vacant lots and partners to expand number of gardens





# Next Steps

When creating a program for a community, it's imperative that you ensure their opinions are considered. The best approach would be to create a survey that focuses on the programs and events that are part of the Hispanic Heritage celebration. The survey should include a scale of 1-10 where respondents can rate the ideas. The second part of the survey would be a short response on anything they feel could be improved, should be taken out all together, or added to the festivities.

Distribution of the survey would go through the email lists of organizations like the Hispanic Center Lehigh Valley, Greater Lehigh Valley Hispanic Chamber of Commerce, Latino Leadership Alliance, Community Schools, and the Lehigh Campus Community. To incentivize people to take the survey, offer a \$50 gift card to one random respondent. We would also like the general population to take the survey so we plan on putting up QR codes within the community where we might install art to broaden our audience.

Overall our goal is to provide a lasting experience for the community so the programming and planning should reflect that. Lehigh is large institution that can feel isolating to outsiders so to create something that makes the community feel like they belong is our purpose.



Thank  
You