The presenter will introduce a unique program spearheaded by Ball Brothers Foundation to create a new city image to encourage physicians who train in the community to return to the community to live and work when they complete their medical training. The program is titled “Optimus Primary” and it includes a cluster of grants to strengthen medical education in Muncie. Community partners include Indiana University School of Medicine-Muncie, Indiana University Health Ball Memorial Hospital Foundation, Ball State University, and Meridian Health Services. One of the program components is to improve housing options for medical students. The session’s key message will revolve around the importance of quality corporate housing that is located near both the medical campus and amenities in the heart of the city in attracting medical students which will allow them to experience the city in a positive way.

Abstract:
The Maplewood Mansion Learning Laboratory (MMLL) is one of a few corporate housing facilities operated by academic departments. Its workforce includes Ball State University
students, with most of them majoring in Hospitality and Food Management or Residential Property Management. MMLL houses medical students/residents on a six-week clerkship rotation. Each of these individuals represents an opportunity either to return to the community as a practicing physician or to be an ambassador for the city.

**Learning outcomes:**

1. Identify how town and gown relationships can be established to reach mutual goals
2. Identify challenges and solutions to working with a variety of partners
3. Discuss student and faculty involvement with the project (immersive learning)
4. Discuss financial constraints and creative solutions to such constraints
5. Show how this partnership contributes to Quality of Place