Corporate/Community Partnership - Economic Development (CCP-ED) Meeting minutes

3/17/22

Call to order by Lisa Koperna

Members present: Vinod Agarwal, Ph.D., Dean Claud, Carol Considine, Jerry Cronin, Gail Dodge, Ph.D., Mujde Erten-Unal, Ph.D., Annie Gibson, Nancy Grden, Lisa Koperna, Ph.D., Amy Lynch, George McCleod, Karen Meier, Craig Rollins, Tara Saunders, Wood Selig, Ed.D., Beth Tremblay, Ph.D.

Members excused: Tom Allen, Ph.D., Robert Doherty, Judith Dunkerly-Bean Ph.D., Bob McNab Ph.D., Jeff Tanner, Ph.D., Danielle Veras, Djuan Wilkins

Review and approve minutes from the 3/3/22 meeting

Minutes reviewed with no changes made

Motion to approve minutes – Carol Considine, second the motion – Lisa Koperna, all voted to approve

1. Old Business
   o Feedback from President Hemphill regarding K-12
     o Jeff Tanner spoke with President Hemphill and learned President Hemphill was inclined to not include K-12 in the CCP-ED Committee’s work but if anyone feels strongly that we should, we may
       • All members were satisfied that K-12 would fall under a different focus group
     o Discussion/Questions/Answers led by Dr. Koperna regarding resources in the TEAMS Strategic Planning Folder including:
       ▪ External Focus Group
       ▪ Internal Focus Group
       ▪ Strategic Plans
         • 2020-2025 Strategic Plan
         • 2009-2014 Strategic Plan
         • 2014-2019 Strategic Plan
       ▪ SCHEV Pathways to Opportunity: The Virginia Plan for Higher Ed
       ▪ Economic Reports

2. New Business
   o Begin the process of developing a mind map to identify opportunities for CCP-ED in the following areas: Maritime, Health, and Data
Jerry Cronin used mind mapping technology to facilitate brainstorming who our customers are within Data, Health, and Maritime. (copy attached and uploaded to TEAMS)

- Health has six large “pots” of customers. Please see mind map attachment.
  - Academic
  - Public Health
  - Not for Profit/Community
  - Hospitals/Medical Systems
  - For Profit
  - Treatment Centers

- Maritime has six large “pots” of customers and seven areas the customers deal with.
  - Port consulting firms
  - Architecture and engineering construction firms
  - Industry associations
  - Operational Firms
  - Government – local, state, federal
  - Port attracted businesses
    - Port
    - DoD
    - Resilience
    - Offshore wind
    - Supply chain
    - Shipbuilding
    - Tourism
    - Fisheries/Aquaculture

- Data has six large “pots” of customers. Data can be data science, data analytics, big data.
  - Corporate clients
  - Government clients
  - Other universities
  - Health related organizations
  - National labs
  - Community organizations
➢ ODU engagements with community and corporate partners. Customer Relationship Management (CRM) system that integrates with Outlook to track and share ODU engagement with all external partners. Make sharing easy and available.

3. Next Meeting March 24, 2022, Constant Hall 2003 and zoom (link to be shared)
   o Panel Discussion with Doug Smith from the economic development alliance, Shawn Avery from HR Workforce, and Stephanie Gorham from Volunteer HR
     ❖ Panelists will join via Zoom