Call to Order

New Business

- The majority of those present liked the layout of the PPT goals and strategies worksheets. Jerry kept track in the mind map

1. First slide – Build University Capacity for Engagement
   - WHY?
     i. A unified approach is needed,
     ii. A central entry point for engagement and follow through is needed,
     iii. Engagement builds brand awareness/recognition
   - HOW?
     i. Build an infrastructure for engagement.
     ii. CRM.
     iii. Include a unified approach to engagement internally share activities and collaborations
     iv. Create a campus-wide education series to help with changing the culture – faculty evals and reward/recognition need to be aligned to support engagement.
     v. Hire one or two new positions in the Office of Community Engagement
     vi. Standardize the university’s partnership framework/model
     vii. Hire a corporate engagement position
     viii. Need clear definitions of engagement and partnerships
     ix. Coordination of splintered relationships
   - KPI
     i. Choose a CRM system and implement and put it in place
     ii. We’ve entered current engagements and partnerships into the unified tracking system – there will be work to populate the new system because not all current systems will automatically upload
     iii. Increase the number or percentage of new areas of engagement/partnerships
iv. Measure the benefit of the partnerships – did we increase enrollment, grant funding, other funding, etc.

v. Reduction in splintered/redundant partnerships after establishing the baseline

vi. Expand current existing partnerships

Adjournment

Next Meeting 5/19/22 at 4:00PM (Hybrid Format)

- On site in the Strome College of Business Room 2003 and via Zoom