

# **RADFORD** UNIVERSITY

## **2018-2023 Strategic Plan**

### **Embracing the Tradition and Envisioning the Future**

#### **Economic Development and Community**

#### **Partnerships**

#### **Fall 2018 Updates**

**Strategy 1A: Consolidate, build and promote a comprehensive economic development, outreach and continuing education office, ACCESS Radford.**



Yellow = Progress has begun, but may be delayed.

***Describe progress toward target:*** The ACCESS Radford Office has not been formally established; however, much work has occurred, and progress has been made.

The Vinod Chachra IMPACT Lab provides competency-based education in cybersecurity, geospatial intelligence, and education via a business-to-business model aimed at working adults. Through the ASSET grant from the U.S. Department of Education; training is being funded for teachers in rural Appalachia related to providing instruction to children and youth with disabilities. The first IMPACT graduate completed the program in July 2018. For Fall 2018, Radford University enrolled 488 IMPACT students, including those participating in the ASSET grant. Also, Radford University's Geohazards and Unmanned Systems provides consultation for the Virginia Department of Transportation and other agencies.

Work is on-going with non-profits for data collection and the creation of research reports. This effort is through the Sociology Department and the Women's Resource Center. Additionally, there is shared expertise of faculty on local governing and non-profit boards utilizing disciplinary expertise. Finally, the campus-based economic development liaison represents Radford University on local economic development boards, such as Onward NRV and GO Virginia.

***Describe challenges:*** This strategy include many facets of the campus and its operations. It will be important to develop an overarching plan and facilitate interaction among these individuals to ensure continued development and progress.

***Who are you collaborating with?*** Vinod Chachra IMPACT Lab; Academic Affairs (Provost's Office and Academic Colleges);

***Does strategy overlap with other goal/strategy? If so, which one?*** This strategy is related to all Economic Development and Community Partnerships strategies, which are closely aligned.

***Describe next steps:*** Next steps include continued development of the initiatives outlined above and others outlined in the strategic plan that have not been started.

***Describe any new investments or reinvestments (realignment of existing resources) to this initiative:*** N/A

***Name of person completing this Strategic Plan Progress Report:*** Kenna Colley (Interim Provost and Vice President for Academic Affairs) on behalf of the Academic Affairs Leadership Team

**Strategy 1B: Establish an Appalachian Community Outreach Institute (centered in Abingdon) to improve the health, vitality and economic sustainability of Southwest Virginia communities, while connecting Radford University with these communities.**



Green = Progress is on track.

***Describe progress toward target:*** Staffing changes have been made with regard to Radford University's presence at the Southwest Virginia Higher Education Center located in Abingdon in order to begin and support the work of the Appalachian Community Outreach Institute. The Institute is led by Theresa Burriss.

For Fall 2018, a Leadership in Management Workshop Series was developed and provided at the Abingdon site. In total, 20 participants from middle management positions participated in a six-part series of workshops with facilitators and presenters from the Davis College of Business and Economics; the College of Education and Human Development; and the College of Visual and Performing Arts. Also, workshops have been offered in Abingdon to share the ideals and strategies of Design Thinking and market the graduate program. A partnership has been developed with WIZE Solutions, a healthcare informatics company located in Abingdon that is interested in creating a center of excellence at Radford University. Jeff Pittges is a member of the Advisory Board at WIZE Solutions. The potential partnership would include students working in Healthcare Informatics, while taking coursework at Radford University.

***Describe challenges:*** The original staffing and programming plan has not been fully operationalized to date. Work remains on-going for future staffing and programmatic expansion.

***Who are you collaborating with?*** Academic Affairs (Provost's Office and Academic Colleges)

***Does strategy overlap with other goal/strategy? If so, which one?*** This strategy is related to all Economic Development and Community Partnerships strategies, which are closely aligned.

***Describe next steps:*** Next steps include fully establishing the Appalachian Community Outreach Institute, continuing the initiatives outlined above, and other initiatives contained within the strategic plan.

***Describe any new investments or reinvestments (realignment of existing resources) to this initiative:*** The part-time administrative assistant position was elevated to a recruiter with the hiring of Amanda Baldwin Estep, who is well connected to the communities there and is working diligently to grow opportunities for Radford University.

***Name of person completing this Strategic Plan Progress Report:*** Kenna Colley (Interim Provost and Vice President for Academic Affairs) on behalf of the Academic Affairs Leadership Team

**Strategy 2A: Establish and operate a business incubator, Student Venture Lab, to promote new start-ups.**



Green = Progress is on track.

***Describe progress toward target:*** During Spring 2018, work began toward initial ideas related to the Venture Lab. Steve Childers has completed work on the start-up design and goals. The first meeting of the Advisory Committee was held in October 2018. Dean Joy Bhadury has offered to contact a consultant/former coworker at The University of North Carolina at Greensboro that has built a similar lab. Work is on-going to identify a space on campus for the Venture Lab. At this time, current available shell space has been identified in the Davis College of Business and Economics. Furthermore, a concept design has been developed for this program as the final design and construction are awaiting funding.

***Describe challenges:*** In the strategic planning process, the name was set as the Student Venture Lab. Since that time, the lab, in concept, will primarily serve students, but also provide support to faculty and staff. As such, there is discussion regarding change the formal name to Venture Lab. Additional discussion is around the concept of the Highlander Venture Lab. The name will need to be finalized prior to fully implementing this strategy. Implementation is slated for Fall 2020.

***Who are you collaborating with?*** Division of Finance and Administration and Academic Affairs (Davis College of Business and Economics)

***Does strategy overlap with other goal/strategy? If so, which one?*** This strategy is related to all Economic Development and Community Partnerships strategies, which are closely aligned.

***Describe next steps:*** Next steps include continued work on space location and needs with the Division of Finance and Administration; establish monthly meetings for Advisory Committee with clear goals and strategies; and bring consultant to campus in early 2019 to work with the Advisory Committee.

***Describe any new investments or reinvestments (realignment of existing resources) to this initiative:*** A stipend is being provided to Steve Childers for his work during the summer months, his attendance at the Entrepreneur and Innovation Conference; and his visit to The University of Virginia's College at Wise to explore their NEST Venture Lab. Books for Advisory Board members have also been purchased to help frame the conversation and the path forward.

***Name of person completing this Strategic Plan Progress Report:*** Kenna Colley (Interim Provost and Vice President for Academic Affairs) on behalf of the Academic Affairs Leadership Team

**Strategy 2B: Develop a Tourism and Special Events Resource Lab to engage students and faculty in collaborative community projects to promote tourism in Radford and the New River Valley.**



Yellow = Progress has begun, but may be delayed.

***Describe progress toward target:*** Work is currently underway for the development of a Tourism Lab that connects the campus and the community with local tourism agencies and events. Currently, students under faculty supervision are working on managing content on the local tourism websites with assistance for web design and services.

***Describe challenges:*** This strategy was to be implemented in Fall 2018. Work remains on-going. As such, the Tourism Lab is slated for future implementation. Therefore, progress has been made; however, the Tourism Lab is behind schedule. Also, at this time, no advisory board is in place.

***Who are you collaborating with?*** Tourism Faculty; Jeff Pittges; Academic Colleges; City of Radford; and Local Counties and Tourism Boards

***Does strategy overlap with other goal/strategy? If so, which one?*** This strategy is related to all Economic Development and Community Partnerships strategies, which are closely aligned.

***Describe next steps:*** Next steps include continued development of the Tourism Lab and an examination for reinvestments.

***Describe any new investments or reinvestments (realignment of existing resources) to this initiative:*** A stipend is being provided to Jeff Pittges for his work during the summer months.

***Name of person completing this Strategic Plan Progress Report:*** Kenna Colley (Interim Provost and Vice President for Academic Affairs) on behalf of the Academic Affairs Leadership Team