

Corporate/Community Partnerships and Economic Development Subcommittee

Thursday, March 3, 2022

4:00 PM

- I. Welcome, Introductions, and Charge by President Hemphill
 - a. Attendees: Thomas Allen, Dean Claud, Jerry Cronin, Carol Considine, Gail Dodge, Robert Doherty, Judith Dunkery-Bean, Mujde Erten-Unal, Nancy Grden, Todd Johnson, Lisa Koperna, Amy Lynch, Robert McNab, George McLeod, Craig Rollins, Tara Saunders, Wood Selig, Beth T., and Jeff Tanner.
 - b. President Hemphill began his charge by thanking Drs. Koperna and Tanner for their willingness to serve as Co-Chairs.
 - i. They will work with you on defining meeting structures and developing a work plan to ensure the group is successful.
 - ii. Once your work is completed, Drs. Koperna and Tanner will present it to the Steering Committee for review and consideration.
 - iii. Also, as your work progresses and themes emerge, they will provide updates to the Steering Committee as they are both members.
 - c. Important Dates:
 - i. September 2022 – DRAFT plan will be presented to Board of Visitors followed by a campus comment period.
 - ii. December 2022 – Proposed plan will be presented to the Board of Visitors for consideration/approval
 - iii. January 2023 – Implementation of approved plan will occur.
 - d. Internal and external focus groups were held.
 - i. General themes, as well as strengths and weaknesses, should be reviewed and considered as your work begins.
 - e. The Mission and Core Values Subcommittee and Challenges and Opportunities Subcommittee are completing their work in the coming weeks. (*NOTE: March 14, 2022 deadline to Steering Committee*)
 - i. You will have access to their submissions to help inform your focus and work.
 - f. In an effort for both engagement and transparency in the process, we are launching a dedicated webpage.
 - i. The webpage will serve as a resource to the campus and the community on our progress.
 - ii. The agendas and minutes for each of your meetings will need to be available on this page.
 - g. As a member of the Corporate/Community Partnerships and Economic Development Subcommittee, you will review and reimagine our work in this critical area.
 - i. That work will occur through the development of goals and strategies.
 1. Every strategy should have a KPI, or key performance indicator, as well as a timeline, responsible party, and budget.

2. I would encourage you to focus on somewhere between four and 10 overall goals.
 3. It is not uncommon to have three to five strategies for each goal.
 - ii. The Steering Committee will provide a template by which you can populate and submit your subcommittee's work for consideration.
 1. A template will be required for each strategy.
 2. Templates should be completed and submitted no later than June 1, 2022.
 3. For some of the more complex items that require additional staffing, infrastructure, etc., a secondary budget template will likely be required
 4. That is dependent upon the Budget Team, which will begin its work in April.
 - h. Now, let's talk about your specific work (especially as it relates to partnerships)
 - i. I encourage you to focus the many ways in which ODU engages externally.
 1. You may want to approach your work by completing an inventory of all of our external facing functions, such as centers and offices.
 2. You should also work to determine areas in which we are not maximizing engagement and outreach with external entities.
 3. Take your work a step further by recommending actions to engage with these stakeholders.
 - ii. I also encourage you to examine the role that ODU plays in economic development.
 1. We are truly an economic driver for this region.
 - a. What has been our historic role?
 - b. What does the future state look like?
 - c. How will we do our part to ensure this region continues to grow and flourish?
- II. Initial Feedback Discussion Led by Co-Chairs
- a. The Subcommittee will need to rely on regional economic framework that was developed
 - i. Strome and HRCC developed it in partnership
 - ii. 757 Framework
 - b. There are about six industry clusters that matter to the region:
 - i. Maritime supply chain and logistics
 - ii. Tourism and hospitality
 - iii. Healthcare life sciences
 - iv. Data science, cyber
 - v. Advanced manufacturing
 - vi. Food (i.e., Suffolk)
 1. These industry players drive economic well-being and are money-generating industries that can help inform the subcommittee
 - c. Star/open an audit to get baseline knowledge on what's going on
 - i. More education
 - ii. Gap analysis

- d. Report on the workforce's need for the mega0region to come together
 - i. Richmond South to Virginia Beach
 - ii. Share findings with group
 - 1. Helps us think of the role ODU plays in the community and Commonwealth more broadly, outside of just Hampton Roads
- e. Funding
 - i. Do not worry about the source of funding for said resources/goals
 - ii. Make footnotes for things outside of state funding
 - 1. Then, it can be assessed if it can be accomplished through federal or corporate funding
- f. Governor's research triangle – something to consider
 - i. As we move into our new R1 status, think about Governor Youngkin's initiative to bring R1 universities together to develop things
 - ii. Determine what's broad enough for the Commonwealth and what is reserved for Hampton Roads
- g. Student's perspective
 - i. Students on the subcommittee have a pulse for what's currently occurring on campus
 - ii. Will be able to share your current experience and engagement from the current students
- h. Use every individual's strength to the subcommittee's advantage
 - i. i.e., Jerry's superpower is mind-mapping
- i.
 - i. Formulate a panel to discuss each organization's research
 - 1. Bring in Sean Avery from HR Workforce
 - 2. Doug Smith from the Economic Development Alliance
 - 3. Stephanie Gorham from Volunteer HR
 - ii. Science partnerships and their research labs
 - 1. JLAB
 - 2. NASA
 - a. These research labs can also discuss research scholarship opportunities
 - iii. Volunteer Hampton Roads
 - 1. Encompasses vulnerable populations and those who's first step at advancement begins at ODU, higher education.
 - 2. Non-profits
 - iv. Business leaders
 - 1. Connect with students for partnerships
 - a. Job placement
 - b. Philanthropy
 - c. Research
 - 2. Work with employers to leverage educational benefits
 - a. Remove financial barriers so employers pay up front, for tuition assistance, so students don't have to front the cost
- j. A lot of the information being presented by different organizations comes from Dragas' research

- i. Region five economic analysis
 - ii. Analysis gap, industry clusters
 - k. Annual Economic impact plan
 - i. Will be shared on teams by Todd
 - l. Struggle of region: Synergy of efforts
 - i. Desire to work as a region will be very important
 - m. Discussion needs to be had for research health collaborative enterprise
 - i. How do we develop that niche?
 - n. Concerns:
 - i. Cities and regional groups don't have a great handle on what ODU does
 - 1. We must do a better job at outreach
 - 2. We must educate each respective city and work on ways to develop partnerships
 - 3. We must make ourselves accessible to the city in any outreach efforts
 - o. Advantage:
 - i. Resilience is an area where the cities are engaging with ODU
 - 1. Hampton Roads adaptation forums and symposiums
 - p. Final note:
 - i. Do not focus on solely economic development at the expense of community relationships/engagement
 - 1. Community partnerships, engagement is broader than economy development
- III. Work Plan Discussion Led by Co-Chairs
 - a. Microsoft teams will be used to load relevant documents and other information
 - b. Possible subgroups
 - i. Economic development
 - ii. Research partnerships
 - iii. Municipality relationships
 - iv. Educational partnerships
 - 1. K-12
 - 2. Higher education
 - v. Service partnerships
 - c. Established deadlines
 - i. Panel date: 03/24/2022
 - ii. Next meeting: 03/17/2022
- IV. Other Business
 - a. Meeting frequency
 - i. Weekly meetings initially
 - b. Meeting date, time, location
 - i. Thursdays at 4:00 PM, 90 minutes long with potential to end early
 - c. Meet format
 - i. Hybrid
- V. Next meeting
 - a. Take the time during spring break to absorb documents
 - b. Nancy will check availability of panel speakers

- c. Space for future on-site meetings needs to be determined. Committee members may participate in meetings in person or via Zoom.

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