



APLU

Innovation and Economic Prosperity (IEP) Universities Program

Why designation matters.

- Recognition for university economic engagement efforts among local and regional stakeholders.
- Visibility at the national level through APLU, national higher education and economic development organizations, business organizations, federal agencies, and others.
- A transformative process that engages internal and external university constituents in enhancing economic engagement efforts, building on accomplishments and planning for growth and improvement.

Designation is just a beginning.

Ongoing participation in the program includes:

- Capacity building workshops.
- Peer engagement and learning through online discussion forums and community webinars.
- Access to research data and results for benchmarking.
- Visibility opportunities through national and international forums related to higher education economic engagement.

What designees are saying:

Clemson University's participation in the IEP university designation process led to a new vision for the type of organizational structure that will most effectively serve our efforts in the future.

- **Dr. Robert H. Jones**, Executive Vice President for Academic Affairs and Provost, Clemson University

Auburn University's designation is a tremendous honor. It provided us with a thorough internal review of our economic development and engagement activity, and enabled us to be both strategic and deliberate in planning for the future.

- **Dr. John M. Mason, Jr.**, Vice President for Research & Economic Development, Auburn University

Texas Tech University's recognition as an Innovation and Economic Prosperity university has allowed us to forge new partnerships with industry leaders and build upon existing relationships.

- **Dr. John Opperman**, Interim President, Texas Tech University

What is university economic development?

In higher education, engagement in economic development means proactive institutional partnership with stakeholders. Partnerships pursue sustainable growth of the regional competitiveness and societal advancement. University engagement in economic development realizes individual, firm, community, and regional-to-global economic and social potential.

How it works.

- Rigorous self-study process
- Internal and external stakeholder engagement
- Examination of current successes in economic engagement
- Identification of areas for improvement
- Linking faculty, staff, and senior-level administrators across multiple departments to communicate and coordinate on a regular basis
- Connecting and sharing with peers nationwide

IEP University designees today.

- 55 universities as of September 2016
- Student enrollments from about 13,000 to about 65,000
- Research enterprise from approximately \$30M to over \$1B annually
- Located in 30 U.S. states and Canada

IEP Universities Learning Exchange

- **Designee report-outs and idea exchange** – current economic engagement activities with responses, ideas, resources through an online forum.
- **Quarterly webinars** – Quarterly focus on issues raised by IEP Universities through the Exchange.
- **Partnerships** – New prospective IEP Universities designees are paired with successfully designated institutions for advice, idea sharing, partnership exploration.
- **Annual workshop** – Yearly meeting to learn about new trends and innovations in university economic development.
- **IEP Universities awards case study library** – Awards are presented annually for outstanding talent development, innovation and entrepreneurship, and social/cultural/community development initiatives. A top-prize "Connections" award goes to an institution that is linking and leveraging across these categories. Case studies from all IEP awards submissions are available online so participants can learn about and from one another

aplu.org/IEP