

INNOVATION & ECONOMIC PROSPERITY UNIVERSITIES

DESIGNATION AND AWARDS PROGRAM



Overview
Webinar

April 26th,
2017

IEP UNIVERSITIES LEADERSHIP



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IEP UNIVERSITIES OVERVIEW

Designation

1 - 3 years

**Interim
Report**

**5 years after
designation**

Renewal

**10 years after
designation**



Awards Program

Annually After Designation

Learning Exchange

Throughout IEP Universities Experience

IEP UNIVERSITIES PROGRAM OVERVIEW

- **IEP Universities Designation Process** (1-3 years)
 1. Submit a timeline and action plan.
 2. Conduct an institutional self-study and stakeholder engagement.
 3. Engage with IEP designees and fellow “startups.”
 4. Apply for the designation: submit your a) self-study and engagement narrative, b) areas of accomplishment, c) and areas for growth and improvement.
 5. Incorporate reviewer feedback and re-submit, if necessary.

- **IEP Universities Awards** (annually after designation)
 - Universities who receive the designation can apply for the awards program, even if the designation was received in a previous year.

IEP UNIVERSITIES PROGRAM OVERVIEW

- **IEP Universities Learning Exchange** (continuous)
 - Startups and designees have multiple opportunities to learn about and from one another's economic engagement activities, which range from online discussion forums to webinars.
- **Five-year Interim Report** (fifth year post-designation)
 - Discuss significant changes in your institution's economic engagement enterprise since designation.
 - Explain implementation of the growth and improvement plans as well as new areas for growth and improvement identified.
 - List practices shared and adopted through the Learning Exchange.
- **IEP Universities Renewal** (tenth year post-designation)
 - Previously designated institutions complete an application for IEP Universities designation renewal.

IEP UNIVERSITIES DESIGNEES OVERVIEW

- Since the program's inception in 2013, 55 universities have earned the IEP Universities designation.
- Designees differ in size, region, community, and students.
- More than 1/3 of designees are state flagship institutions and/or land-grant institutions.
- Designees complete the application process at different paces.

IEP UNIVERSITIES SUBMISSION OUTLINE

■ **The designation submission outline includes:**

1. Process and Economic Engagement Narrative
 - Introduction
 - Self-Study Process Experience
 - The Economic Engagement Enterprise
 - Economic Engagement Planning
 - Promotion and Communication
 - Advancing University Economic Engagement
2. Summary of Accomplishments
3. Growth/Improvement Plan

IEP UNIVERSITIES DESIGNATION TIMELINE

■ **May – June, 2017:**

- Download and become familiar with tools from the CICEP Economic Engagement Framework:

<http://www.aplu.org/CICEPFramework>

- Download and become familiar with the IEP Universities submission guidelines:

<http://www.aplu.org/iep>

■ **June 25th – 28th, 2017:**

- Attend the CICEP Summer Meeting ([**bit.ly/CICEP2017**](http://bit.ly/CICEP2017)) in San Diego, CA, including the IEP Universities Summer Workshop on June 28th.

IEP UNIVERSITIES DESIGNATION TIMELINE

■ **By August 25th, 2017:**

- Submit a letter of intent (template will be provided) to APLU's Office of Economic Development and Community Engagement confirming your university's plans to complete the IEP Universities designation process.

■ **After August 25th, 2017:**

- Participate in the IEP Universities Learning Exchange, which includes:
 - Monthly check-in calls;
 - Interactions with designees (mentors) and other aspiring institutions; and
 - Access to helpful resources.

IEP UNIVERSITIES DESIGNATION TIMELINE

■ **September 2017**

- Plan your institution's approach to the self-study and stakeholder engagement processes.
- Consider using APLU's Economic Engagement Framework tools, or design your own self-study.
- Begin participating in IEP Universities Learning Exchange.

■ **By October 6th, 2017:**

- Submit a one- to two-page description of your institution's self-study and stakeholder engagement plan, including a timeline and activities details (examples will be provided).

IEP UNIVERSITIES DESIGNATION TIMELINE

■ **October, 2017:**

- Begin conducting your institutional economic engagement self-study and stakeholder engagement.

■ **November 12th – 14th, 2017:**

- Participate in CICEP sessions at the APLU Annual Meeting in Washington, DC.

■ **December, 2017:**

- Establish a target submission date for 2018: February 2nd, May 4th, August 3rd, or December 7th.

■ **Spring, 2018:**

- Complete or continue developing your IEP submission.

IEP UNIVERSITIES APPLICATION DETAILS

- **The application is approximately 20 - 30 pages and includes :**
 - Narrative description of self-study process and university economic engagement enterprise;
 - Identification of three areas of university accomplishment in economic engagement, including information about evidence of accomplishment;
 - Identification of three areas for growth and improvement in economic engagement, including information about evidence of need for growth and improvement.
 - The application form is online and allows the addition of hyperlinks, but photos and documents (graphs, charts, etc.) must be added as attachments.

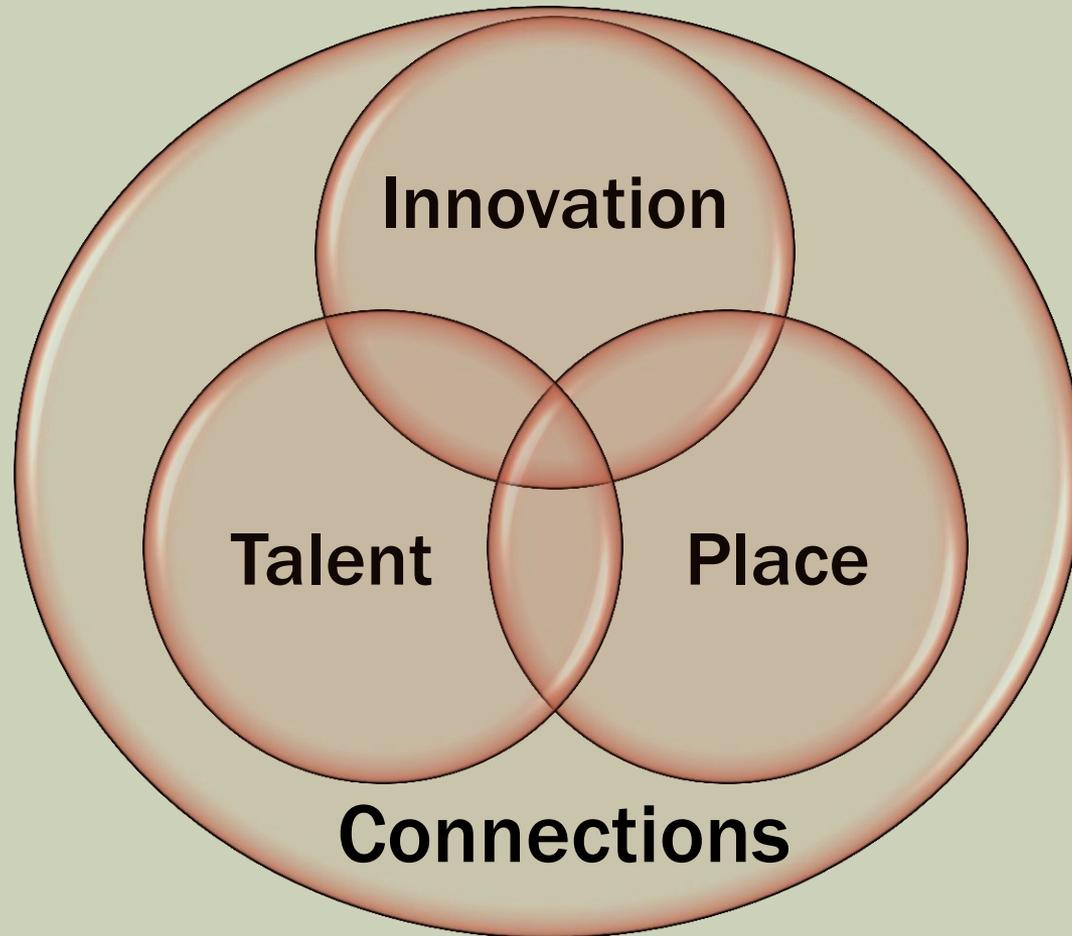
IEP UNIVERSITIES APPLICATION DETAILS

- One month prior to an application deadline, you will confirm your intent to submit an application **for comment only** or **for decision**.
- If you submit **for comment only**, or submit **for decision** and do not receive the designation, you must wait two submission cycles before submitting again.
- Applicants are notified of designation status within two months.
- New designees will receive a media kit, will be honored in a ceremony at the APLU Annual Meeting, and will be eligible to apply for IEP awards in the next awards cycle.

IEP UNIVERSITIES AWARDS

- Apply in the *Talent, Innovation, or Place* category.
- The Connections Award Winner—our top honor—is selected from all of the categories.
- The awards application consists of an economic engagement narrative and three case studies that demonstrate a) your institution's strength in the category, and b) connections among talent, innovation, and place.
- Awards applications are due the first Friday of August.
- Case studies from prior awards applicants, including winners are available online in the [case study library](#).

IEP UNIVERSITIES AWARDS



IEP UNIVERSITIES AWARDS

- **Talent:** This award recognizes an institution with exemplary initiatives in education and workforce development.
- **Innovation:** This award recognizes an institution demonstrating outstanding work in technology transfer, entrepreneurship, and business development.
- **Place:** This award recognizes a university that is excelling in community, social, and cultural development work.
- **Connections:** This award recognizes an institution that is making connections between all of these university-engaged economic development areas.

WHAT'S NEXT?

- **Review** the Economic Engagement Framework tools at <http://www.aplu.org/CICEPFramework>
- **Attend** the [CICEP Summer Meeting](#) and IEP Universities Workshop, June 25 – 28 in San Diego, CA.
- **Prepare** the letter of intent based on the template we send you.
- **Submit** a letter of intent, signed by your University president or chancellor, by Friday, August 25th to oedce@aplu.com.
- **Let us know** if you need any assistance.

CONTACT INFORMATION

■ **IEP Universities Co-Chairs:**

- Duane Dunlap, Purdue (ddunlap@purdue.edu)
- Ozlem Garibay, University of Central Florida (ozlem@ucf.edu)

■ **APLU Staff:**

- Jim Woodell, VP for Economic Development and Community Engagement (jwoodell@aplu.org)
- Mark Rivera, Economic Development and Community Engagement Coordinator (mrivera@aplu.org).

ANYTHING ELSE?

- Questions?
 - Comments?
 - Thoughts?