



### **FAQs, Roles and Responsibilities of APLU IEP Universities Program Campus Contacts**

APLU requests each campus participating in the IEP Universities program (either pursuing the designation or current designees) maintain two points of contact to represent your institution in the program. These two primary points of contact receive all communications from APLU regarding the institution's participation in the IEP Universities Program.

When pursuing the designation, the contacts co-lead the campus IEP application team and application process.

Once designated, the contacts serve as the institution's representatives to APLU for IEP Universities and are responsible for disseminating pertinent special opportunities and information to the appropriate campus stakeholders.

Please help us so that IEP-designated universities keep APLU up-to-date on any changes to campus contacts so that information is disseminated as needed.

#### **1. Who is best suited to serve as our institution's IEP contacts?**

University administrator with an *institutional-level* portfolio or responsibility for economic engagement are ideal candidates to lead the designation process and represent the institution in the program once designated. IEP contacts do not need to report directly to the president, provost or senior research officer. However, given that the IEP designation process is at the institutional level, it is highly recommended that the contacts have support of and access to senior leadership.

IEP contacts typically hold positions on campus focused on *at least* one facet of [economic engagement](#). However, contacts should have a strong interest in and/or understanding of the entire campus economic engagement enterprise as well as a willingness to engage with on and off-campus stakeholders involved with the various aspects of economic engagement:

1. **Talent** and workforce development
2. **Innovation**, entrepreneurship and technology-based economic development

3. **Place** development via community engagement, public service, outreach and extension

## 2. What are IEP campus contacts responsible for and what is the time commitment?

**Important:** *Campus contacts are the institution's liaison to APLU and vice-versa in regards to the IEP Universities program. It will be up to the IEP campus contacts to deliver pertinent information to campus colleagues and members of their staff and/or committees.*

**For institutions pursuing the designation:** IEP contacts co-lead the campus' IEP team and process. IEP contacts coordinate with APLU staff throughout the process including participating in monthly calls with fellow campuses pursuing the designation. IEP contacts should be able to attend APLU's annual IEP Universities workshop (at the Summer Meeting) and, ideally, the APLU Annual Meeting at least once during their time leading the institution's IEP application process.

Details on the IEP application process and guidelines may be found online at [www.APLU.org/IEP](http://www.APLU.org/IEP).

**For designated institutions:** IEP contacts receive all communications from APLU regarding the institution's status as an IEP Designee including details to apply for an IEP award, opportunities for learning/sharing economic engagement best practices with other IEP designees, special invitations to participate in opportunities and events in Washington, DC or during APLU conferences, occasional requests for help identifying the appropriate campus representatives for APLU meetings, projects and initiatives, as well as details regarding the institution's 5-year interim report and 10-year renewal.

APLU is highly cognizant of the busy schedules and day-to-day responsibilities of campus professionals serving as IEP contacts. Once designated, IEP campus contacts can expect to receive only program opportunities and updates.

## 3. Do IEP Campus Contacts receive any individual recognition for leading the IEP process for their campus?

Yes, while the IEP University designation is an institutional recognition and while the IEP process should be valuable to a wide variety of on and off-campus stakeholders, IEP Campus Contacts work closely with APLU staff, their counterparts at other institutions, and national leaders throughout and beyond the designation process. Many IEP Campus Contacts have gone on to serve in leadership roles within APLU's Commission on Economic and Community Engagement, APLU's Council on Research, and other member bodies.

In addition, both IEP Campus Contacts are awarded certificates of their own once the institution has earned the IEP designation in recognition of their professional achievement, contribution to their institution, and commitment to the IEP process.

As the formal representatives of the institution in the IEP Universities program, IEP Campus Contacts are oftentimes called upon to speak at APLU conferences, participate in studies or projects, and contacted for special opportunities (see above).

## 4. How are IEP campus contacts identified?

IEP campus contacts are first identified in the letter of intent (template available on request) sent from an institution's president/chancellor to APLU's President.

It's highly encouraged that others throughout senior leadership are informed and engaged in the selection process of campus contacts, so the selected individuals are better positioned to work across units regardless of whether they report to the chief research officer, the chief academic officer, the chief engagement officer or another leader. Institutions may change their IEP campus contact at any given time using the instructions included below.

Typically, presidents and chancellors of IEP Universities will receive an annual update on IEP Universities from APLU's president which will include a request to affirm the institution's IEP campus contacts.

#### **5. I am my institution's new IEP campus contact. What should I know, and how can I get up to speed?**

APLU staff are happy to speak with an individual new to the institution regarding the IEP Universities program. However, there is likely pertinent background information or institutional history that APLU staff can't be aware of. IEP contacts should take responsibility for passing along such information to the new contacts.

Individuals new to a given campus, APLU or the IEP Universities program should also consider:

- Reviewing the [IEP Universities webpages](#) on the APLU website
- Reviewing APLU's Economic Engagement Framework series (and in particular, [Higher Education Engagement in Economic Development: Foundations For Strategy and Practice](#)), which underpins the IEP Universities program.
- Review the institution's IEP university application and make note of when the institution is due to submit it's 5-year interim report and 10-year renewal process.
- Assess your institution's strengths and consider applying for one of APLU's annual IEP Awards.
- Plan on attending an APLU IEP Universities workshop (held every June or July in conjunction with the Summer Meeting).

#### **6. Does it matter who is listed "first" or "second"?**

No. There is no operational difference between the two roles—both contacts will receive all communication from APLU regarding the IEP Universities program. APLU requests two individuals represent a single institution in the program in order to ensure a smooth designation application process and a smooth transition in case of sudden staff changes on campus.

#### **7. Can my staff or colleagues participate in IEP-related activities or events?**

Unless otherwise specified, yes. IEP Universities is first and foremost a community of practice, sharing and learning. Anyone who may benefit from this exchange of economic engagement ideas is welcome to join IEP-related calls, webinars, discussion forums, meetings and events.

*However, IEP campus contacts will receive all communications from APLU regarding the institution's participation in the IEP Universities program and vice-versa. It will be up to the campus contacts to deliver relevant information or opportunities to colleagues and their staff.*

**8. Can my staff or colleagues help my institution prepare and submit an IEP award application?**

*Reminder: Only IEP Designees may compete for IEP awards.*

Certainly. In fact, it's encouraged that a cross-campus multi-profession economic engagement team is put in place when pursuing the designation, awards and beyond.

However, as stated above, only the IEP campus contacts will receive communication from APLU regarding the awards program.