



Purpose & Operational Guidelines

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PURPOSE: The Commission on Economic and Community Engagement (CECE) is one of the operational member bodies of the Association of Public and Land-grant Universities (APLU).

CECE convenes senior economic and community engagement officers, extension leaders, presidents and chancellors, provosts, senior research officers, communications and government affairs administrators, and other professionals at APLU [member universities and university systems](#) across North America who maintain responsibility for *planning, executing, or communicating* their institution's work in economic development and community engagement.

CECE focuses on three key areas of work:

- **Talent** and workforce development
- **Innovation**, entrepreneurship, and economic development
- **Place** development through public service, outreach, extension, and community engagement

CECE members affirm that the development of meaningful and sustainable partnerships, founded on the principles of quality engagement between universities, communities, philanthropies, government, and industry, are key to maximizing the positive impact of the university on the economy and society. These efforts ensure relevancy of public universities and reclaim public trust in the beneficial impacts of universities at large.

The CECE is facilitated by APLU's [Office of Economic Development and Community Engagement \(OEDCE\)](#) both of which were established to lead and coordinate APLU's mission pillar of "expanding university engagement."

The OEDCE and CECE spearhead projects collaboratively with national and international peer organizations, think-tanks, and Washington, DC-based policy stakeholders in addition to other APLU offices, councils, and commissions on issues of mutual interest.

Approved with Comment, Oct 17, 2019

ARTICLE 1: Commission Membership

CECE membership shall be open to any senior university economic and community engagement administrators from APLU [member institutions or university systems](#) who contribute to institutional-level planning, executing, or communicating the institution's work in economic and community engagement. While programming is targeted for senior economic and community engagement administrators, the Commission seeks a broad base of participation to include presidents, chancellors, provosts, senior research officers, economic development and innovation directors, extension leaders, communications staff, government relations officers and other personnel who contribute to the goals and objectives of their institution in this arena.

Interested parties may sign-up to join CECE via the [CECE website](#). APLU OEDCE staff will verify that the prospective member's institution is an APLU member and approve the request.

ARTICLE 2: Commission Annual Conferences

CECE shall convene a conference each summer, "**Summer Meeting**", to bring together its members for discussions on issues, opportunities and best practice for economic and community engagement. Occasionally, CECE Summer Meetings will be hosted jointly with other APLU councils and commissions with shared interests. APLU will issue a request for proposals from campuses interested in hosting the summer meeting. Decisions regarding council/commission meeting sponsorships and locations will be made by the CECE Executive Committee.

Additionally, CECE shall also organize appropriate program tracks and sessions for the **APLU Annual Meeting** each November. CECE Members may self-nominate to participate in the **Meeting Planning Committee**. The meeting planning committee shall provide members the opportunity to help shape the CECE Summer Meeting and CECE programming during the APLU Annual Meeting.

ARTICLE 3: Commission Engagement Opportunities

The Commission shall maintain the following engagement opportunities for members.

- 1. Professional Development, Leadership & Peer Exchange.** In addition to the Summer Meeting and Annual Meeting convening, the CECE's "Learning Exchange" will host member or APLU staff-led regular teleconference/ videoconference, digital collection of best practices and forums to provide professional development opportunities for members around a wide range of topic areas related to economic and community engagement. Through these year-round forums, members will have the opportunity to connect, share and learn from one another in an informal, discussion-oriented format. Forums may also lead to creation of articles for the APLU communication channels and may lead to more member driven formal projects and initiatives.

2. **Awards & Designations.** CECE members help facilitate APLU's awards and designations that promote best practice in economic and community engagement in collaborations with partner higher education associations.

Two signature initiatives have continued affiliation with the historic purpose of CECE, and allow for continuous CECE member participation:

- a. **Innovation & Economic Prosperity (IEP) Universities Designation & Awards:** APLU and CECE established the IEP Universities Program to help higher education institutions codify, elevate, and advance their campus enterprise supporting economic and community development. Members may lead campus teams at their institution to earn the IEP University designation and awards. Once designated, members engage in a number of opportunities to elevate and advance their economic engagement initiatives. CECE partners with University Economic Development Association (UEDA) for this designation and best practice.
 - b. **C. Peter Magrath Award for Community Engagement:** This award provides national recognition for the outstanding community-university engagement work of public universities. CECE members may be nominated for these distinguished awards for their institution. CECE's Executive Committee contributes to the governance and selection process in partnership with the Engagement Scholarship Consortium (ESC).
3. **Research Projects and Initiatives.** APLU's Office of Economic Development and Community Engagement develops and manages a funded projects portfolio to support and advance economic and community engagement across APLU member institutions. CECE members contribute and engage directly with many of these projects and initiatives that research, test, and highlight best practices in community and economic engagement through "research and demonstration" projects funded by various federal, industry, community, and philanthropic partners.
 4. **Federal Policy Consultation.** CECE members provide policy input to APLU's OEDCE which, in collaboration with APLU's [Council on Governmental Affairs](#), monitors federal policies and programs affecting economic and community engagement professionals. CECE ensures that member perspectives on federal policy are shared with federal agencies and Capitol Hill stakeholders and keeps members informed about changes in rules and funding opportunities in agencies such as the Department of Commerce, Department of Agriculture, Department of Labor, and the Department of Housing and Urban Development as well as federal science agencies, in cooperation with [APLU's Council on Research](#).
 5. **Communicating Best Practice in Economic & Community Engagement.** CECE contributes to the national dialogue on economic and community engagement of universities by sharing its work and opportunities via regular newsletter to its members and with the wider community. CECE also manages a national blog focused on university-based economic and community engagement. Additionally, CECE organizes special events that highlight the economic and community engagement impact of its members in Washington, DC and beyond.

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ARTICLE 4: CECE Executive Committee

The ongoing operation of the commission is overseen by [CECE Executive Committee \(EC\)](#). The EC will seek to elevate and promote the profession, practice and impact of economic and community engagement across other APLU offices, councils and commissions.

- Senior economic development, community engagement, extension officers and other university senior administrators may apply for seats on CECE's EC. The 24 person EC is led by a sitting President or Chancellor of an APLU member. Appointed by the APLU President, the chair coordinates CECE activities with support from a vice-chair for community engagement and a vice-chair for economic engagement.
- Because the Commission was established by the union of two prior APLU councils and commissions, CECE maintains two representatives to the APLU Board of Directors: The chair and the vice-chair for community engagement.
- Vice-chairs must have served on the EC for at least one year prior to assuming their roles. Chairs and vice-chairs take positions during the APLU Annual Meeting. Chair/vice-chair terms, qualifications, and key responsibilities, include:

Chair: President or chancellor appointed by President of APLU. The chair serves as an APLU Board of Directors member, representing the Commission.

- 2-year term
- Option to host Summer Meeting during second year as chair

Chair-Elect: President or chancellor appointed by the President of APLU.

- 2-year term
- Participates in meetings and activities as schedule allows

Vice Chair for Community Engagement: Must be a Vice-president, Associate Vice-President, or equivalent with institution-wide responsibility for community engagement, public service, extension, or outreach. Must be available to serve a 2-year term and served at least one year on executive committee.

- Serve as a member of the APLU Board of Directors representing community engagement
- Serves on selection committee for the C. Peter Magrath Award for Community Engagement and presides over award sessions at the ESC and APLU Annual Meetings.
- Leads efforts to recruit new community engagement leaders into CECE
- Serves on Summer Meeting planning committee

Vice Chair for Economic Engagement: Must be a Vice-president, Associate Vice-President, or equivalent with institution-wide responsibility for innovation, entrepreneurship, economic development, or other related functions. Must be available to serve a 2-year term and have served at least on year on executive committee.

- Serves as Executive Committee liaison to the Innovation & Economic Prosperity Universities program
- Leads efforts to recruit new economic engagement leaders into CECE
- Serves on Summer Meeting planning committee

ARTICLE 5: ELECTIONS

As the CECE Executive Committee is leading national agenda, it is preferred that applicants have university or system-wide responsibility for economic or community engagement offices, extension programs or hold leadership position that contributes to this arena at an APLU member institution or system.

The EC will be comprised of three annual classes of 7-10 members, as needed to maintain a target of 24 member total each year. The committee retains the discretion to elect additional members to ensure that it represents the diversity of institutions within APLU's membership. The Commission will seek eligible applications for its EC between June 1 and July 31st each year. Each EC member will serve a three-year term. EC Members may not serve more than 2 consecutive terms.

Eligible applicants will be reviewed and ranked for invitation by the current EC members as feedback to a nominating committee led by the Commission Vice Chairs. The Vice Chairs may seek additional EC member participation through formation of a nominating committee. Vice Chairs will present slate to entire EC in September EC Telecon. Applicants will be notified by September 30th each year, for participation and inauguration during the Annual Meeting held in November each year.

The EC will strive to maintain a balanced perspective among members including institution type, geographic diversity, professional background, leadership ability, gender, race and ethnicity. A balance in membership of the EC will be maintained between leaders with institutional-level responsibility for economic engagement and community engagement.

Additionally, Vice Chair positions, as open, will be elected from EC members who have expressed interest and completed at least one year on the EC. EC members elected Vice Chair, will have membership extended 2 years to complete Vice Chair term.

Each new class of EC members and any new Vice Chairs will be confirmed at Annual Meeting Business Meeting of CECE, with official terms beginning immediately thereafter.

ARTICLE 6: QUORUM AND AMENDMENTS

The CECE Guidelines of Operation shall only serve as operational tools for the management of the commission. The Guidelines may be amended by a simple majority recommendation of the CECE Executive Committee. A quorum, defined by those Executive Committee members in attendance at any summer meeting, annual meeting or regularly scheduled teleconference, is required for any required official vote.