



**The 2019 Joint Summer Meeting of APLU's
Commission on Economic and Community Engagement (CECE)
and
Council on Research (CoR)**

*Featuring the 6th Annual
[Innovation & Economic Prosperity \(IEP\) Universities Program](#) Workshop*

Sunday, June 16 – Wednesday, June 19, 2019

Penn Stater Hotel and Conference Center | 215 Innovation Blvd, State College, PA 16803 | 814-863-5000

Hosted by Eric Barron, President, Pennsylvania State University and CECE Chair

Sunday, June 16– CECE and CoR

3:45-5:15 **CECE Executive Committee Meeting, Room 104**

Executive Committee Members Only

5:30-7:00 **CECE-CoR Welcome Reception, Presidents 1**

Tracey Huston, Vice-President for Outreach, Penn State University

Neil Sharkey, Vice-President for Research, Penn State University

*Please find 2 complementary drink tickets (GREEN) in your name badge holder.
You must present your I.D. to be served alcoholic beverages.*

Monday, June 17 – CECE and CoR

7:00-8:30 **Breakfast, *Deans 1 & 2***

8:30-9:00 **Meeting Kick-Off, *Deans 1 & 2***

Eric Barron, President, Pennsylvania State University; CECE Chair

Sandra Brown, Vice Chancellor for Research, UC San Diego; CoR Chair

9:00-9:15 **Welcome from the Community, *Deans 1 & 2***

Introductions by Neil Sharkey, Vice President for Research, Penn State University

Dennis M. Davin, Secretary of the Department of Community and Economic Development, State of Pennsylvania

Vern Squier, President & CEO, Chamber of Business & Industry of Centre County

9:15-10:30 **Session 1 – Presidential Perspective: Strengthening Research and Economic and Community Engagement, *Deans 1 & 2***

Description: Presidents and chancellors play an important role in setting the strategic priorities of an institution, aligning assets, removing roadblocks, and incentivizing action when it relates to maximizing the impact of university research on the economy and society. Hear first-hand the perspective of presidents and chancellors in maximizing the economic and societal impact of universities.

Moderator: [Eric Barron, President, Pennsylvania State University; CECE Chair](#)

Patrick Gallagher, Chancellor, University of Pittsburgh; CECE Chair-Elect

Judy Genshaft, President, University of South Florida

Neville Pinto, President, University of Cincinnati

10:30-10:45 **Networking Break, *Break Area***

Monday, June 17 – CECE and CoR

10:45-12:00 **Session 2 – [CECE-CoR Open Forum](#), Deans 1 & 2**

Description: This session will serve as an interactive discussion for members of CECE and CoR to get to know one another, as well as their respective groups, and to explore shared areas of interest. The importance of connecting research leadership and economic and community engagement to maximize the impact of public universities on society will be emphasized.

Janet Weisenberger, Senior Associate Vice President for Research, Ohio State University; CECE Vice-Chair for Economic Engagement

James Weyhenmeyer, Vice President for Research and Economic Development, Auburn University

12:00-12:30 **Lunch, Deans 1 & 2**

12:30-1:30 **Lunch Keynote and Facilitated Discussion, Deans 1 & 2**

Introduction by Neil Sharkey, Vice President for Research, Penn State University

Keynote Speaker: [Antoine Van Agtmael, Author of *The Smartest Places on Earth*](#)

Facilitated discussion by **Eric Barron**, President, Penn State University

Description: Antoine Van Agtmael in his book, [The Smartest Places on Earth: Why Rustbelts are the Emerging Hotspots of Global Innovation](#), shows how onetime rust-belt areas in the U.S. and Europe are emerging as new centers for innovation. Through extensive travel to places ranging from Albany, New York, to Akron, Ohio, to Dresden, Germany, to Eindhoven, Netherlands, the author discovered common themes among these unlikely “brainbelts.” These include innovation sharing between research universities and corporations, physical spaces that encourage collaboration, and environments that attract talent. The authors make a strong case that a renaissance in the development and manufacturing of “chips, new materials, and biosciences” is happening not in tech or major urban centers, but in reclaimed factories and settings like the revitalized American Tobacco Campus in the North Carolina Research Triangle.

1:30-2:30

Session 3 – Addressing Community Challenges through Undergraduate Student Entrepreneurship, *Deans 1 & 2*

Description: Entrepreneurship, whether in the form of startups or social enterprises, is often a rewarding, sought-after and impactful career trajectory for many undergraduate students. Studies and reports reveal that “millennial” and “Gen Z” undergraduate students are especially keen to pursue career paths that address social or community-oriented problems or challenges, be they local or global issues. Learn about two case studies for catalyzing undergraduate student entrepreneurship with a focus on addressing community-oriented challenges.

Moderator: **Lee Erickson**, Chief Amplifier, Happy Valley Launchbox powered by PNC Bank

[Rachel Jagoda Brunette, Program Officer, The Lemelson Foundation](#)
[Juan Barraza, Director of Student Innovation, Portland State University](#)

[John Gershenson, Director, Humanitarian Engineering and Social Entrepreneurship Program, Penn State University](#)

[Scott Johnson, Executive In Residence, Ben Franklin Technology Partners of Central & Northern Pennsylvania](#)

2:30-2:45

Networking Break, *Break Area*

2:45-4:00

Session 4 – [Public Impact-Focused Research](#), *Deans 1 & 2*

Description: During this session, we will receive an update from the Council on Research’s Public Impact-Focused Research Initiative. Then attendees will have an opportunity to weigh in on key aspects of the draft report in an interactive workshop-style session.

Sandra Brown, Vice Chancellor for Research, University of California, San Diego;
CoR Chair

Janet Nelson, Vice President for Research, University of Idaho

Monday, June 17 – CECE and CoR

4:00-5:00 **Session 5 – Reclaiming the Public’s Trust through Public Engagement in Research, Deans 1 & 2**

Description: University and government relations and communication offices are actively communicating their impact and value to political and public audiences. However, these efforts often focus on bringing the university’s contributions into the public domain through science communication, rather than engaging the public in research through community engagement. Building on CoR’s Public Impact Focused Research initiative, this interactive session features public engagement researchers and practitioners discussing what works well and what doesn’t in public engagement in science at universities.

Moderator: **Paul Roben**, Associate Vice Chancellor for Innovation & Commercialization, University of California, San Diego

Erica Palma Kimmerling, Hellman Fellow in Science and Technology Policy, American Academy of Arts and Sciences

Julie Risien, Associate Director, Center for Research on Lifelong STEM Learning, Oregon State University

Laurie Van Egeren, Interim Associate Provost for University Outreach and Engagement, Michigan State University

5:00-6:00 **Shuttles to President Barron’s Residence**

Pickup: End of Presidents Hallway

Shuttles will be available every 15 minutes from 5:00 p.m. to 5:45 p.m. to the President’s residence.

5:30-7:30 **Reception at President Barron’s Residence**

Eric Barron, President, Penn State University; CECE Chair

Sandra Brown, Vice-Chancellor for Research, UC-San Diego; CoR Chair

Please find 2 complementary drink tickets (YELLOW) in your name badge holder. I.D. must be presented to be served alcoholic beverages. Guests are invited to a walk of the Arboretum and Penn State following the reception program.

7:00-8:00 **Shuttles Back to the Penn Stater Hotel,**

Pickup: President Barron’s Residence

Shuttle service will be available every 15 minutes from 7:00 p.m. to 8:00 p.m. from the President’s residence to The Penn Stater.

Tuesday, June 18 – CECE

7:30-8:30 **Breakfast, Deans 1 & 2**

8:30-9:00 **Ways to Engage with CECE, Deans 1 & 2**

Description: Your engagement with CECE need not begin and end with the summer meeting! Learn how you, your colleagues, and your institution can benefit from and contribute to ongoing projects and initiatives of [APLU's Commission on Economic and Community Engagement](#), APLU's member body for senior economic and community engagement officers as well as presidents, provosts, vice-presidents for research, and others with responsibility for engagement.

Eric Barron, President, Penn State University; CECE Chair

Chad Wootton, Associate Vice President for External Affairs, Texas A&M University; CECE Vice-Chair for Community Engagement

Janet Weisenberger, Senior Associate Vice President for Research, Ohio State University, CECE Vice-Chair for Economic Engagement

9:00-10:30 **Excellence in Economic and Community Engagement: Innovation & Economic Prosperity University Strategies, Deans 1 & 2**

Description: Since 2012, [APLU's Innovation and Economic Prosperity \(IEP\) University designation](#) has recognized institutions that have demonstrated a sustainable, institutional and substantial commitment to economic engagement. Through the program, campus leaders collaborate with one another, external stakeholders, and national peers to better know, measure, and tell their economic and societal impact. IEP designees compete for annual *IEP awards* which recognizes specific programs and strategies universities use to develop ***talent*** and workforce development; ***innovation*** and entrepreneurship, and ***place*** stewardship in their region, and in building connections across these types of contributions. Awards finalists will share successful institutional strategies that have enabled their universities to excel in economic engagement. Attendees will weigh-in on the winners of the IEP Talent, Innovation, and Place award which will be announced during the [2019 APLU Annual Meeting](#) in San Diego, CA. **(cont.)**

9:00-10:30

**Excellence in Economic and Community Engagement:
Innovation & Economic Prosperity University Strategies (cont.)**

Deans 1 & 2

Introduction: **Eric Barron**, President, Penn State University; CECE Chair

Moderator: **Renee Reijo Pera**, Vice President for Research and Economic Development, Montana State University; 2018 IEP Connections Award Winner

IEP Talent Award finalists:

Ahmad Ezzeddine, Associate Vice President for Educational Outreach and International Programs, Wayne State University

Leslie Boney, Vice Provost for Outreach and Engagement, North Carolina State University

IEP Innovation Award finalists:

Paula Sorrell, Director of the Economic Growth Institute, University of Michigan
Michael Bloom, Assistant Vice President, Office of Corporate Partnerships, University of South Florida

IEP Place Award finalists:

Gregory Deason, Senior Vice President for Entrepreneurship and Place Making, Purdue University

Julia Potter, Director of External Relations and Special University Projects, California State University-Northridge

10:30-10:45

Networking Break, *Break Area*

10:45-Noon

Excellence in Economic and Community Engagement: Partners Perspectives, *Deans 1 & 2*

Description: 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. This session will feature past recipients of [APLU's Peter Magrath Award for Community Engagement and the Engagement Scholarship Consortium's K.W. Kellogg Foundation Awards](#) and their community partners as they reflect on their successes, challenges and opportunities for building reciprocal, long-term relationships. (cont.)

10:45-Noon **Excellence in Economic and Community Engagement: Partners Perspectives (cont.), Deans 1 & 2**

Welcome by **Tracey Huston**, Vice-President for Outreach, Penn State University

Moderator: **Chad Wootton**, Associate VP for External Affairs, Texas A&M University; CECE Vice-Chair for Community Engagement

Catherine Howard, Vice Provost, Virginia Commonwealth University

Sharon Paynter, Assistant Vice Chancellor for Engagement, East Carolina University and **Community Partner**

12:00-12:30 **Lunch, Deans 1 & 2**

12:30-1:30 **Lunch Keynote and Facilitated Discussion, Deans 1 & 2**

Introduction by **Eric Barron**, President, Penn State University; CECE Chair

Keynote Speaker: **Anne Hazlett**, Senior Advisor for Rural Affairs at the White House Office of Drug Control Policy; former Assistant Secretary for Rural Development, U.S. Department of Agriculture

Moderated discussion by **Duane Nellis**, President, Ohio University

1:30-2:45 **Concurrent Sessions: Economic & Community Engagement Deep-Dives**

Session A: STEAM factories and Cultural Spaces, Presidents 1

Description: During the 2018 Summer Meeting in Richmond, we examined “Creative placemaking” as a collaborative tool, working with the public, private, nonprofit & community sectors to strategically shape the physical and social character of rural, urban and suburban neighborhoods, towns, cities and regions around arts and cultural activities. Building on that work, this session examines cases in which universities create spaces on or near campus that use creativity to develop community identities. These community identities become a catalyst for neighborhood revitalization and economic development. What are the benefits, risks, and costs of creating these spaces? What resources are required, and how can they be acquired? How do these activities fit into the university’s engagement and economic development strategy? How long do they take to pay dividends? (cont.)

1:30-2:45

Concurrent Sessions: Economic & Community Engagement Deep-Dives

Session A: Creative placemaking: STEAM factories and Cultural spaces (cont.), Presidents 1

Introductions by Catherine Howard, Vice Provost, Virginia Commonwealth University

Moderator: **Phil Weilerstein**, President & CEO, VentureWell

Jan Weisenberger, Senior Associate Vice President for Research, Ohio State University

Ana Puga, Associate Professor, Department of Theatre, Ohio State University

Lindsey Shirley, Associate Provost-Outreach & Engagement, Associate Director-Extension, Oregon State University

Emily Thompson, Place-Based Initiatives Manager and Detroit Revitalization Fellow, Wayne State University

Session B: Power of Partnerships: Strengthening Communities through University-Economic Development Organization Collaborations, Presidents 2

Description: Embodied by the 2019 International Economic Development Council meeting, “*Driving Growth: The Race for Talent, Innovation, and Place*,” modeled after the three facets of economic engagement described in [APLU’s Economic Engagement Framework publications](#), universities and public and private economic development organizations (EDOs) are well positioned to collaborate and build robust and economically resilient communities. Learn how peers are working with their regional EDO partners to promote economic growth and opportunity in their state and regions.

Introductions by Elizabeth Kuuttila, Chief Economic Development Officer, University of New Mexico; Winner of the 2018 IEP “Place” Award

Moderator: **Diane Palminteri**, President, Innovation Associates; IEDC Board Member

Faith Knutsen, Director of Social Innovation and Entrepreneurship, Ohio University

John Glazer, Senior Executive in Residence for Strategic Development, Voinovich School of Leadership and Public Affairs, Ohio University

Katie Stebbins, Vice President for Economic Development, University of Massachusetts System

Tuesday, June 18 – CECE

2:45-3:00

Coffee Break

3:00-4:30

Concurrent Sessions: Engaging in APLU-CECE Projects & Initiatives

Learn about ways to engage and benefit from [APLU's ongoing and upcoming projects and initiatives portfolio](#) from APLU's Office of Economic Development and Community Engagement and Commission on Economic and Community Engagement.

Session A: Rural Engagement for Resilient Communities: Partnerships for Digital Inclusion, *Presidents 1*

Description: APLU is developing a project to help members expand connectivity access and improve utilization in rural communities by sharing best practices and addressing shared challenges. In Spring 2019, APLU issued a survey to assess the work public research universities are doing in the e-Connectivity realm. This panel will highlight the types of initiatives that provide greater connectivity to rural communities, improve rural economies and communities through connectivity, enhance educational opportunities, and improve digital equity. The panel will engage the audience in a discussion of how to highlight, connect, and scale existing efforts.

*Introductions by **Jorge Atilas**, Associate Dean for Extension and Engagement, Oklahoma State University*

Moderator: **Sheila Martin**, Vice-President for Economic Development and Community Engagement, APLU

Monica Babine, Senior Associate, Program for Digital Initiatives, Washington State University

Sascha Meinrath, Palmer Chair in Telecommunications, Penn State University

Johnny Park, Executive Director, Wabash Heartland Innovation Network

3:00-4:30 **Concurrent Sessions: Engaging in APLU Projects & Initiatives**

Session B: Bolstering Student Success through Financial Literacy and Aligning Certifications with Degree Programs, *Presidents 2*

Description: How can universities improve student success and employability outcomes of their students while equipping all students, regardless of major, with financial literacy skills that are so paramount for a successful career and life? With support from the Lumina Foundation, APLU, Workcred, and the University Professional and Continuing Education Association are exploring how certifications can be integrated into 4-year degree programs to improve student success and workforce preparedness ([learn more](#)). Meanwhile, APLU and the National Endowment for Financial Education seek to expand the availability of financial literacy learning opportunities for university students. Learn how your institution can better prepare business students can enter the workforce better prepared for financial planning careers and ensure that all students

*Introductions by **Ashley Stokes**, Assistant Vice President for Engagement and Deputy Director of Extension, Colorado State University; Winner of APLU's 2018 IEP Talent Award*

Moderator: **Roy Swift**, Executive Director, Workcred

[Karen Elzey, Associate Executive Director, Workcred](#)

[Mary Kay Svedberg, Director of Education, Certified Financial Planner Board of Standards \(CFPB\)](#)

[Billy J. Hensley, President and CEO, National Endowment for Financial Education \(NEFE\)](#)

4:30-4:45 **Prepare for Shuttle Departure, Loading Site: End of Presidents Hallway**

Guests who did not pre-register for tours online will be able to select one at the Meeting Registration Welcome Desk only.

Tour bus operators may accommodate stand-by guests as space permits.

Tuesday, June 18 – CECE

4:45-6:00

Tour of PSU (Each tour restricted to 45 attendees – see above)

All tour shuttles will return guests back to Penn Stater Hotel

- [Happy Valley Launchbox by PNC Bank](#) - Happy Valley LaunchBox, a signature program of Invent Penn State, is one of 14 LaunchBoxes in Pennsylvania. Designed to be the community “hub” that connects entrepreneurs to the resources and facilities they need to build a scalable business, LaunchBox offers no cost co-working, accelerator programs, legal and IP advice, and access to industry expertise. *HVLB is located in State College, 10 minutes from the Penn Stater. Find map [here](#).*
- [PSU Student Farm](#) - The Student Farm at Penn State was established in 2016. This one-acre diversified farm grows much more than produce--it grows student leaders, effective communicators and community organizers. Students grow and sell our produce to campus dining, lead dozens of community events each year, and are at the forefront of community outreach across Centre County. *The student farm is located on the north side of campus, 5 minutes from the Penn Stater. Find map [here](#).*
- [AccuWeather](#) - The tour of AccuWeather’s state-of-the-art Global Weather Center in State College, which hires many local PSU students and interns, features an overview of the AccuWeather business while taking in a bird’s eye view of operations from the third-floor executive suite level; data and technology highlights, our studios and production facilities; digital media and apps stations and a visit through AccuWeather’s famed Hall of Accuracy. *AccuWeather is located 15 minutes from the PennStater. Find map [here](#).*

7:00-8:30

Local Dine Arounds (Private)

Registered guests will have received their CECE host and dinner assignments via email. Unfortunately, no late registrations may be accommodated due to space limitations.

2019 Innovation & Economic Prosperity Universities Workshop Agenda
Deans 1 & 2

8:00-9:00 Breakfast and Overview of the IEP Universities Program

Description: Enjoy breakfast, connect with colleagues, and learn more about APLU's signature Innovation & Economic Prosperity University designation and awards program.

Welcome by **Eric Barron**, President, Penn State University; CECE Chair

9:00-10:15 Communicating the Impact of IEP Designees in Washington, DC and State Capitols

Description: Attendees will discuss and ideate how IEP designees and APLU can work together to communicate the impact of university-based economic and community engagement to federal and state policy stakeholders.

[Colleen Kerr, Vice President for External Affairs, Washington State University](#)

Debbie Altenberg, Assistant Vice President for Research Advocacy and Policy, APLU

10:15-11:15 Advancing Best Practices through IEP Research

Description: With funding from NIST, the Economic Growth Institute at the University of Michigan completed a two-year study of trends and best practices for innovation and lab-to-market strategies across IEP designees. In this session, learn about the outcomes of IEP research and help University of Michigan and APLU ideate ways it can connect research to practice and advance best practices in economic engagement through research.

Paula Sorrell, Director, Economic Growth Institute, University of Michigan

Sarah Crane, Research Manager, Economic Growth Institute, University of Michigan

11:15-1:30 Impact of the IEP University Designation on Campus

Description: In 2018, the IEP Universities program hit its five-year anniversary. 64 institutions across North America have now earned the IEP University designation. Discover the IEP designation's impact on campus and how can designees continue to reap value from their status as designees through implementation of growth and improvement plans?

Emily Gresham, Assistant Vice President, Florida International University

Laura Holmes, Director of Operations Koffman Southern Tier Incubator, Binghamton University

12:15-1:30 Networking Lunch & Closing Comments

MANY THANKS TO:

OUR HOST

The Pennsylvania State University

OUR SPONSORS

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Ohio University

Cooperative Extension/ECOP

University Economic Development Association

AND THE CECE SUMMER MEETING PLANNING COMMITTEE

Juli Golemi - Georgia Institute of Technology

C. Emily Gresham - Florida International University

Laura Holmes - Binghamton University

Colleen Kerr - Washington State University

Ivory W. Lyles - University of Nevada, Reno

Tanna Pugh - The Pennsylvania State University

Janet M. Weisenberger - Ohio State University

Chad E. Wootton - Texas A&M University
