

Approved June 26, 2024



## *Purpose & Operational Guidelines*

**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.

CECE is facilitated by APLU's [Office of International, Community, and Economic Engagement \(ICEE\)](#) which leads and coordinates APLU's mission pillar of "expanding university engagement". ICEE 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.

### **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 official website](#). APLU ICEE staff will verify that the prospective member's institution is an APLU member and approve the request

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## **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 may 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, CECE may host member or APLU staff-led virtual programs to share best practices and 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 the 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).

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- 3. Research Projects and Initiatives.** APLU's Office of International, Community, and Economic Engagement (ICEE) 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 ICEE which, in collaboration with APLU's [Council on Governmental Affairs](#) monitors federal policies and programs affecting economic and community engagement professionals. CECE ensures 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 within the U.S. Departments of Commerce (DOC), Agriculture (USDA), Labor (DOL), and Housing and Urban Development (HUD) and federal science agencies, in cooperation with APLU's [Council on Research](#).

**Communicating Best Practice in Economic & Community Engagement.** CECE contributes to the national dialogue on economic and community engagement of universities by sharing best practices and opportunities via regular communications to its members and with the wider community.

#### **ARTICLE 4: CECE Executive Committee**

The ongoing operation of the commission is overseen by the 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 15 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 serving on the EC.
- The CECE Chair will serve on the APLU Board of Directors as a Commission Representative for the duration of their term to represent the interests of CECE.
- The vice-chair must have served on the EC for at least one year prior to assuming his/her roles. The Chair and vice-chair assume their position during the APLU Annual Meeting. Role and 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 :** Must be a Vice-president/Vice provost, Associate Vice-President/Vice Provost, or equivalent with institution-wide responsibility for community and/or economic engagement.. Must be available to serve a 2-year term and served at least one year on executive committee.

- 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 leaders into CECE
- Serves on Summer Meeting planning committee

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## **ARTICLE 5: ELECTIONS**

As the CECE Executive Committee is leading national agenda, it is preferred 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 5 members, as needed to maintain a target of 15 Executive Committee each year. Executive Committee members may not serve more than two consecutive terms. Membership to the Executive Committee will be decided through the following process:

1. The Commission will accept applications between June 1 and August 31<sup>st</sup> each year for consideration of the next year's class of the Executive Committee
2. A Review Committee comprised of at least four people (one member per class along with the Vice Chair). will be established at the Executive Committee's Summer Meeting to review applications. The Review Committee will be Review Committee members should represent the diversity of the Commission and include people responsible for community engagement, economic development, and cooperative extension if possible.
3. It is the responsibility of the Review Committee to review all applications for EC membership and recommend a new class of five members to the Executive Committee for consideration.
4. At the Third Quarter Executive Committee meeting, the EC will vote on the Review Committee's recommendations and officially select the new incoming class to the Executive Committee.

Applicants will be notified by September 30<sup>th</sup> each year, for participation and inauguration during the APLU Annual Meeting held in November.

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

Each new class of EC members and any new Vice Chair will be confirmed at the APLU Annual Meeting CECE Business Meeting E, 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.