**Wichita State University**

**Engagement and Regional Prosperity Task Force**

**Friday, April 10, 2020**

**Welcome and Introductions**

Twenty task force members met via Zoom and reviewed the following purposes and background from previous meetings. The members added to an initial WSU “inventory” (see excel document). Based on those steps, members identified several strategies, ideas, or actions that need attention in the next 12-18 months (see list below). The meeting ended with a review of upcoming meetings, including presenting initial ideas to Dr. Golden.

**Task Force Purpose**

Our purpose is to develop an inventory and gap analysis of WSU programs and create an initial set of recommendations to more effectively coordinate efforts and address gaps**.**

**Today’s Purpose(s)**

* Identify strategies, ideas, or activities to address the gap of where we (WSU) are currently and where we (WSU) want to be at related to Engagement & Prosperity efforts.
* Prioritize that list into those that need attention in the next 12-18 months.

**Recap From Previous Work & Meetings**

* Learned from national organizations, other universities how they approach engagement and prosperity (APLU, East Carolina, etc).
* Identified examples of what Engagement and Regional Prosperity currently look like at WSU (WSU Strategic Plan; Review of Centers, Departments; Survey)
* Identified what Engagement and Regional Prosperity could look like at WSU.

**Inventory of WSU activities, departments, etc related to Engagement & Prosperity**

* See separate Excel document.

**Identify Strategies, Ideas, Activities to close the Gap of where we are currently & where we could be**

* See notes below from last meeting below with highlights
* Provide additional connection and clarification to the ideas suggested.
* What additional strategies, ideas, or activities do we suggest in order to close the gap?

**Prioritize Strategies, Ideas, and Activities**

* Based on what we’ve discussed, what needs attention in the next 12-18 months?
* Economic Impact - Bringing vendors to campus (Braeburn Square, RSC, Farmer’s market, Biz Fest, Buy Black ICT, Empowered Women’s Event, Shop Small Events, Career Fairs)
* Determine which areas/issues in the community we would like address/impact.
* Define the WSU continuum of engagement (graphic).
* Adopt some shared language that captures the desire for collective impact.
* Collective point of entry, will require culture shift and increased awareness, expectations.
* Create structure that limits bureaucracy AND supports innovation and entrepreneurial spirit. Promote connections without having to go through the ‘hub.’
* Start with the assumption that the work is happening and then move to enhancement. Get the story out. Recognize and Celebrate.
* Identifying what the university believes is a great example of community engagement. Perform an autopsy/diagnosis the success to extrapolate what went well (Ad Astra).
* Basic data gathering, such as
  + Students remaining in Wichita (Human Capital, talent attraction to develop Wichita and WSU). Create markets for alumni who are vendors, keep connected.
  + # of non-WSU people who come to campus.
  + Economic impact study.
* Creating metrics for engagement.
* Increase utilization of alumni and their philanthropy in ways that are meant to improve the disparities. (we are capturing their giving to WSU, but not other causes).
* Enhance the engagement of athletics.
* Maximize the relationships with our alumni. How do we bring them back onto campus to help bolster their businesses and create a line of mentoring for graduates to see what the alumni have done and that they can do it too?
* Make sure we include ‘friends of WSU’ not just alumni (example Evergy).
* Establish connections with groups focused on similar issues.
* Celebrate WSU’s strong alumni relationships. Improve those relationships with alumni that can help with the work in the community to improve the disparity so that they too have an opportunity to give back.
* Acknowledge those alumni who have helped within the academic setting, with applied learning experiences for students. It's great that we’re centralizing all the information so that we can even do more and there's no overlap.

**Any Big, Bold Ideas?**

* Increase university presence at community events (State fair, Riverfest, OpenStreets) – *Place making*

*NOTE: The meeting ended before this question could be discussed in detail.*

**Next Steps**

* April 24 – Deadline for any updates, revisions, or suggestions to the inventory
* May Meeting with President Golden
* May Meeting to review final recommendations and inventory

**Selected Notes from Last Engagement &**

**Regional Prosperity Task Force (March 2) with Actions Highlighted**

What could an effective, coordinated effort focused on Engagement and Prosperity look like at WSU?  What would that look like from the perspective of students, faculty, staff, administrators, community partners, and others?

1. Clear point of entry or one that can coordinate or connect with others across university.
2. Match maker – bring together multiple departments, faculty, centers with community needs, interests. Some place to work beyond the traditional academic silos. Someone/something that can facilitate the connections, help launch. A developer, builder, including creating new opportunities for students throughout the community.
3. Create and elevate the relationship(s) with the chambers, local school districts/institutions, business, health organizations, and others.
4. Staff, faculty, centers, departments working together in a coordinated way on signature or identified areas that are important to southcentral Kansas. Finding out the needs, disparities, creating recommendations, and pulling together those who want to make an impact.
5. Supporting faculty who want to do engagement and prosperity type-work. Create the structure by which faculty can be incentivized, rewarded, acknowledged for this type of work. This work is “messy”. Faculty need time, encouragement, and support to do it.

What are possible ideas, suggestions, or initial steps to move WSU toward what it could be?

1. Bring faculty, staff, centers together – awareness internally of those who “do this type of work”.
2. Greater awareness by the community of these types of efforts – additional branding, highlighting, and elevation of this work. What is the front facing aspect of this work?
3. Someone/entity who can coordinate partnership efforts and lead the charge.
4. Build on current resources and relationships (including staff, students and current campus partners).
5. Research and develop additional pipelines for students.
6. Define the quality of life on campus. How does Innovation campus integrate into the WSU community and vice-versa?
7. Initiate a culture change and stay the course.
8. Move forward with the mindset of strategic enrollment management with the goals of community engagement & prosperity.