# **Engagement, Regional, Prosperity Taskforce**

Notes from May 8, 2020 – Zoom Call

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* Visit from Dr. Golden
* Taskforce discussion

What recommendations can we make for the short-term in the next 12 to 18 months?

* Decide where the concentrated efforts will take place first (local versus regional). For example, take the first 6 to 12 months and focusing on the region or the local area and then look at the South-Central region.
  + *Scott: Initial, do not want to limit our reach too much. Some of the work is statewide in nature. If we limit too much, other universities may take ownership of the area. Scott’s recommendation: Keep it broad so that WSU can respond to those needs as they come up.*
  + *Andy: We were regional/statewide/nationwide and global. WSU should not limit themselves in service areas.*
  + *Lynn: The foundation is aligning themselves with the I35 corridor to host events alongside the admission and alumni association in Dallas and Houston to leverage relationships built and create that synergy as well.*
  + *Kaye: No limit on the scope of services provided and certainly with focus on South-Central Kansas.*
* Build a group that comes together on a regular basis to discuss the efforts being made in the engagement task work across the state. That group/individual engagement leader is then able to respond as opportunities come in.
* Start a service-learning academy for those interested as a way of recognizing the importance of engagement.
* Student learning opportunities (like the AmeriCorps program).
* Creative communication about where are they now, a celebration of engagement.
* A web page listing key contacts with Engagement partners, resources, contact information and folks can see who and where to start.
* Work with student groups in the community engagement (i.e., the community service board, the black student union).
* In the next 12-18 months to understand where we might be able to help the community recover from COVID-19 and being very clear what that strategic agenda needs to look at when we look at engagement and prosperity that may be an opportunity for WSU to highlight what resources we have available on campus and utilizing both faculty and staff. In helping to address some of those issues and making our mark in lanes where we want to have impact long-term.
* Look at the model of a million-cups that would allow WSU to showcase community engagement and celebrate and build awareness of what is happening and really a showcase.
* Be willing to develop ideas and giving room to grow, fail and rebuild.

Will we have a lean and mean setup or something more robust?

* What did Jay mean when he said lean & mean or robust? The space could be a VP and an admin. Or it could be an office with several directors. Is it a space? Or is it a solution hub that has additional staff with a person who specializes in each area of focus (health, education, economic development)?
* The organizational structure can be lean and mean but the breath and scope must be big and robust. Who is running the data, who is keeping the data and who are all of the people? And then how often they meet to understand the big picture of the opportunities presented. Build some sort of hybrid model that the department is this, but it works with the group and share that information to be effective.
  + We must determine what “lean and mean” means. Is it 25 or 1? A department should be as small as they can. Then the “engagement department” leverages the resources of the university to pull in the needed direction. The department focuses on it but it’s the place you go to, that place has the contacts and the relationships to say here is how the university can help. The university needs to understand that this group is running the “engagement pool” and that they need to share their information.
* Lean & mean could be a web-like structure using RACI principles (responsible, accountable, consulted and informed). Identifying each person or persons or department to give agility.
* It could be having a person that would serve as the internal specialist per the university’s level of interest.
* Gaining clarity whether it’s the Shocker Solutions Hub or something else. How that group can operate in a way to get our internal structure foundationally set to deal with the external needs?
* Bring all current resources to the table to discuss and set work moving forward.
* Addressing a loss or perceived loss. It is going to be important to work across divisions and departments. Intentional or unintentional sometimes we get "territorial." Much like Scott was talking about overlapping service areas between institutions.
* This is where the idea of a constellation as the "structure" seems to resonate. "Anyone" can be a star within a group of WSU entities supporting an initiative, etc. All the constellations live in the "sky" called WSU.....and the point is to name and recognize each of those constellations; some stars being part of several constellations.

How does micro-enterprises fit in the engagement model?

* What is starting in the fall 2020?
  + No, it’s not an area of engagement.
  + How can people come and leverage resources?
  + The program pieces is how to move the applied learning students move into micro-enterprises.
* Identify the small business development, the entrepreneurship and those areas on campus that are focused on the area. Using those areas to make connections with people to the university.

Final thoughts

* The report is being provided to you via email today. Please make any recommendations by next Friday, May 15th.
* We will meet May 21st to go over the final draft. The draft that both Kaye & Scott are creating, the inventory and the one-sheet that the president’s office has requested.
* We will submit May 22nd.