

STRATEGIC PLANNING AND INSTITUTIONAL EFFECTIVENESS
2013 - 2014 Unit Action Plan – Year Four

Unit Name: Innovation Center

Unit Mission

The Innovation Center promotes economic development in northeast Oklahoma by facilitating the creation of new businesses and by enhancing the productivity of current businesses through competitive business intelligence and workforce training. The Center provides a range of services including entrepreneurship training, business counseling, financial assistance, and a technology incubator for the start-up business as well as demographic research and analysis of complex markets and competition for existing businesses.

Goal (insert number): (Insert name of goal)
 This *Unit Action Plan* Specifically Supports Commitment(S) 1,4,6.

Plan for 2013-2014 This section due by June 3, 2013.				Report for 2013-2014 This section due by May 1, 2014.	
Objective	Action or Activity	Evaluation Measure	Performance Standard	Data/Findings	Status*
1.2 Strengthen curricular and co-curricular programs to enrich the overall student learning experience	<ul style="list-style-type: none"> The Hatch (Student Enterprise Program) 	<ul style="list-style-type: none"> Enroll at least one student per semester in the program 	<ul style="list-style-type: none"> Market the program throughout the schools and dorms on campus Work with enrolled students to launch businesses 	Marketed the Hatch program across campus, through faculty and department heads and to students. Enrolled three students in the Hatch Student Enterprise Program.	Ongoing
4.2 Pursue optimal staffing throughout the university	<ul style="list-style-type: none"> Continue to augment staff through EDA University Center Grant 	<ul style="list-style-type: none"> Have at least one staff member's salary paid by grant funds 	<ul style="list-style-type: none"> Renew grant application when it comes due 	Received five year funding commitment from EDA as a University Center. This funds the Business Intelligence Research Analyst position. Also received SBDC SBA grant to add an additional Business Development Specialist.	Ongoing

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Objective	Action or Activity	Evaluation Measure	Performance Standard	Data/Findings	Status*
4.5 Develop, implement and advance comprehensive fundraising	<ul style="list-style-type: none"> Scale Build Bartlesville competition Rogers and Mayes County License innovative ideas competition model to economic development providers across Oklahoma 	<ul style="list-style-type: none"> Funds raised to provide award package(s) to recipient(s) Number of regions hosting a competition based on RSU IC license 	<ul style="list-style-type: none"> Raise \$5,000 to \$10,000 from economic development providers, financial institutions, businesses and board members License the model to at least three other regions in Oklahoma for a fee 	<ul style="list-style-type: none"> Successfully scaled the Build Bartlesville competition across the state to 8 regional hosts. Raised \$16,800 to give away in two regional contests serving Rogers, Mayes & Washington Counties. Licensed the model to 6 regional partners across Oklahoma. As a beta year, we did not charge a fee for this but will charge in future years. 	In Progress
6.1 Expand collaborations and partnerships with business and industry as well as regional schools and community organizations	<ul style="list-style-type: none"> Enhance community partnerships Provide quality business assistance programs 	<ul style="list-style-type: none"> Seek partners for workshops Continue partnership recognition award Continued collaborations Number of clients served Staff hours spent on community projects 	<ul style="list-style-type: none"> Maintain 90% of existing partnerships Nominate recipient of partnership recognition award Collaborate on at least 50% of workshops and training events Recruit 20 new business clients for extensive counseling Spend 100 or more staff hours on community projects 	<ul style="list-style-type: none"> Maintained 100% of existing partnerships and added SBDC to the network. Nominated Pelco Structural for the Business Partnership award through the Oklahoma State Regents for Higher Education. Collaborated with NTC, REI, SBDC and Chambers on workshops and training events. Counseled over 220 business clients Spent over 100 staff hours on community projects to include chamber work, industrial development, community development and business development. 	Completed

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Objective	Action or Activity	Evaluation Measure	Performance Standard	Data/Findings	Status*
6.5 Increase opportunities for area residents to participate in educational, cultural and recreational activities	<ul style="list-style-type: none"> Workshops offered Participation and satisfaction in workshops Conference hosted Provide economic and demographic data 	<ul style="list-style-type: none"> Coordinate and conduct workshops and training events Promote business workshops Maintain business resource page on website Conduct surveys Plan Entrepreneurship Conference Produce and post Economic Indicators and regional workforce and demographic data on website 	<ul style="list-style-type: none"> Offer at least 12 workshops Average number of participants at workshops will exceed 12 75% of evaluations will rank workshop as satisfactory Plan one state or regional conference Publish quarterly electronic reports via email and website 	<ul style="list-style-type: none"> Offered 12 workshops Exceeded workshop participants Workshop evaluations were all completed as satisfactory or higher Planned regional summit Published and disseminated quarterly economic indicators 	Completed

*Appropriate **Status** descriptors include the following: Completed, Ongoing, In Progress, Rescheduled for next year, Action/Activity withdrawn, or Other. If Other, please briefly describe whether the action or activity is completed, will continue, or has been modified for the coming year.

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Budget Request Supplement for Academic Year 2013-2014
 Year Three – Strategic Planning Cycle

This section due by May 17, 2013.							This section due by May 1, 2014
University Objective	Action for 2013-2014	Requested Resources				Estimated Cost	Was the Budget Request Approved?
		Human	Financial	(Enter Amount Approved)	Other (e.g., Technology)		(Enter Amount Approved)
Insert rows as needed							