

STRATEGIC PLANNING AND INSTITUTIONAL EFFECTIVENESS
2011-2012 Unit Action Plan – Year Two

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) 6.

Plan for 2011-2012 This section due by April 1, 2011.				Report for 2011-2012 This section due by April 1, 2012.	
Objective	Evaluation Measure	Performance Standard	Action	Data/Findings	Status
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 	<ul style="list-style-type: none"> Maintain 90% of existing partnerships 	<ul style="list-style-type: none"> Seek partners for workshops 	<ul style="list-style-type: none"> The Center has continued partnerships with Northeast Technology Center, IRS, Cherokee Nation, Claremore Chamber of Commerce, and Rural Enterprises, Inc. (REI). The Center collaborated with at least one partner on 15 of the 24 workshops planned for this fiscal year The Center nominated the Chapman Foundation as the recipient of the partnership recognition award 	Complete
		<ul style="list-style-type: none"> Continue partnership recognition award Collaborate on 25% of workshops & training events 	<ul style="list-style-type: none"> Nominate Recipient of Partnership Recognition Award Recruit 5 new business clients 		In progress
	<ul style="list-style-type: none"> Provide quality business assistance program 	<ul style="list-style-type: none"> Clients served 	<ul style="list-style-type: none"> Conduct surveys 	<ul style="list-style-type: none"> The Center served 233 clients in 2011. This is an increase from 227 clients served in 2010. 	Complete
		<ul style="list-style-type: none"> 75% of clients will rank counseling services as satisfactory 		<ul style="list-style-type: none"> 89% of clients surveyed reported at or above satisfactory 	In progress
					Complete

STRATEGIC PLANNING AND INSTITUTIONAL EFFECTIVENESS
2011-2012 Unit Action Plan – Year Two

Plan for 2011-2012 This section due by April 1, 2011.				Report for 2011-2012 This section due by April 1, 2012.	
Objective	Evaluation Measure	Performance Standard	Action	Data/Findings	Status
		<ul style="list-style-type: none"> Enhance Business Intelligence Assistance 	<ul style="list-style-type: none"> Identify potential clients and provide GIS services to at least 8. 	<ul style="list-style-type: none"> The Center provided GIS services on 17 different projects to clients including: Amish Crafted Furniture, AST, Camp Courage USA, Fire Towers USA, Lucas Metal Works, Pace Cutters Lawn Care, Parks Custom Cabinets, The Driven Design 	Complete
6.4 Establish community engagement partnerships that vary in scale and formality, including defined goals, high-quality content and desired outcomes	<ul style="list-style-type: none"> Communities engaged in the Entrepreneur Ready Community Certification program Partnerships with Cherokee Nation, NTC, CIEDA, & RCIDA Communities and RSU engaged in regional stewardship activities 	<ul style="list-style-type: none"> Three communities start the process of becoming a certified Entrepreneur Ready community Three community becomes certified by June 30, 2012 Secure agreements Joint sponsorships of events and services Representatives of at least 10 communities participate in regional stewardship activities 	<ul style="list-style-type: none"> Publicize ERC Certification Conduct community presentations Recruit participating communities Assist in establishment of entrepreneur support systems Host MPM meetings and the 2011 NEOK Regional Summit 	<ul style="list-style-type: none"> Held Economic Gardening conference/62 attendees/most NEOK communities represented at conference The Center staff conducted 9 ERC presentations to various groups in Claremore, Adair, Inola, Verdigris, Catoosa and Nowata Claremore started the ERC certification process in August, 2011 and is about 1/2 away from completion Verdigris and Nowata adopted a resolution to start the ERC Certification process in April, 2012 Continuing to work with Grand Gateway to identify communities best prepared to start the certification process Establishment of entrepreneur support systems will take place after a community commits to the certification program. Center staff is assisting Claremore in establishing entrepreneur support systems In the quarterly MPM meetings, the Center hosted representatives from 10 communities including: Claremore, Pryor, Vinita, Big Cabin, Bartlesville, Tahlequah, Muskogee, Miami, Nowata and Tulsa Hosted the 2011 NEOK Regional Summit 	<p>Completed</p> <p>In progress</p> <p>In progress</p> <p>In progress</p> <p>In progress</p> <p>In progress</p> <p>Complete</p>
6.5 Increase opportunities for area residents to participate in educational, cultural and recreational activities	<ul style="list-style-type: none"> Workshops offered Participation in workshops 	<ul style="list-style-type: none"> Offer at least 12 workshops Average number of participants at workshops will exceed 12 	<ul style="list-style-type: none"> Coordinate and conduct workshops and training events Promote business workshops 	<ul style="list-style-type: none"> Conducted 15 workshops & 9 more are scheduled for this fiscal year Promoted workshops via email marketing system, newspaper and partners 222 attendees to date excluding those that attended the EG conference (Average of 15 attendees/workshop) 	<p>In progress</p> <p>Completed</p> <p>In progress</p>

STRATEGIC PLANNING AND INSTITUTIONAL EFFECTIVENESS
2011-2012 Unit Action Plan – Year Two

Plan for 2011-2012 This section due by April 1, 2011.				Report for 2011-2012 This section due by April 1, 2012.	
Objective	Evaluation Measure	Performance Standard	Action	Data/Findings	Status
	<ul style="list-style-type: none"> Conferences hosted 	<ul style="list-style-type: none"> 75% of evaluations will rank workshop as satisfactory Host 1 state or regional conferences 	<ul style="list-style-type: none"> Survey participants Maintain business resource page on website Host economic gardening conference 	<ul style="list-style-type: none"> Of those surveyed, 71% of attendees rated workshops as "very satisfied" while 29% rated "satisfied" The business resource page is complete and additional resources will be added as necessary Hosted Economic Gardening conference on November 16, 2011 	<ul style="list-style-type: none"> Complete Complete Complete
	<ul style="list-style-type: none"> Provide economic and demographic data New educational activity for entrepreneurial students 	<ul style="list-style-type: none"> Monthly public reports Have at least one student enterprise in the incubator 	<ul style="list-style-type: none"> Produce and post Economic Indicators on website Implement student run enterprise & incubation program 	<ul style="list-style-type: none"> Economic indicators for June 2011 – February 2012 have been published The Center has enrolled 2 students in the Student Enterprise Program. Both students developed business plans in which incubation in the Center's space wasn't appropriate so the space has gone unused thus far. 	<ul style="list-style-type: none"> In progress In progress
<p>6.6</p> <p>Establish an institutional structure to promote community engagement and regional stewardship</p>	<ul style="list-style-type: none"> Coordination of RSU MPM regional stewardship effort Coordination of RSU MPM with NE OK Regional Plan and action teams 	<ul style="list-style-type: none"> MPM steering committee meets quarterly At least 2 members of RSU steering committee participate on each regional team 	<ul style="list-style-type: none"> Meet and coordinate MPM activities with NSU & NEO Host and facilitate the MPM regional stewardship campaign 	<ul style="list-style-type: none"> The MPM steering committee has continued to meet quarterly at the RSU Centennial Center. The fall meeting was cancelled due to the NEOK Regional Summit Conference 9 University personnel continue to play an active role in the campaign by facilitating and hosting meetings and serving on action teams to implement the regional plan 	<ul style="list-style-type: none"> In progress In progress

STRATEGIC PLANNING AND INSTITUTIONAL EFFECTIVENESS
2011-2012 Unit Action Plan – Year Two

Plan for 2011-2012 This section due by April 1, 2011.				Report for 2011-2012 This section due by April 1, 2012.	
Objective	Evaluation Measure	Performance Standard	Action	Data/Findings	Status
		<ul style="list-style-type: none"> Encourage formation of internal Regional Stewardship committee 	<ul style="list-style-type: none"> Play an active role in the implementation of the regional action plan 	<ul style="list-style-type: none"> Internal Regional Stewardship Committee was determined to be low priority given lack of resources from the State and the OSRHE 	Pending state support