

STRATEGIC PLANNING AND INSTITUTIONAL EFFECTIVENESS
2012-2013 Unit Action Plan – Year Three

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) 1,2,3,4,5,6.

Plan for 2012-2013 This section due by May 4, 2012.				Report for 2012-2013 This section due by June 3, 2013.	
Objective	Evaluation Measure	Performance Standard	Action	Data/Findings	Status
1.1 Provide creative and innovative learning environments	<ul style="list-style-type: none"> Governor's Cup Business Plan Competition participation School of Business and Technology 	<ul style="list-style-type: none"> Identify at least two students per year to the faculty advisor Explore feasibility of IC preparing Governor's Cup team(s) Explore new roles of IC with students in Entrepreneur degree option 	<ul style="list-style-type: none"> Recommend students for the team Provide meeting space as necessary Review the plan and presentations as requested by faculty advisor Meet with dean and dept. head 	The Center made recommendations to the faculty advisor for both students and potential projects. The team selected an Innovation Center project.	Completed
				Provided space when requested	Completed
				Reviewed materials as requested	Completed
				Met with dean, department head and faculty advisors as necessary	Completed

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1.2 Strengthen curricular and co-curricular programs to enrich the overall student learning experience	<ul style="list-style-type: none"> • 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 on campus 	Initiated two campaigns to market to students on campus via door hangers at all dorms	Ongoing
			<ul style="list-style-type: none"> • Work with enrolled students to launch businesses 	Have enrolled one student per semester and will continue this work	Ongoing
1.4 Provide effective faculty and staff development in support of intellectual, professional and personal development	<ul style="list-style-type: none"> • EG Certifications • EG Pilot Project • Grant Proposals 	<ul style="list-style-type: none"> • Have two staff members complete EG national certification 	<ul style="list-style-type: none"> • Staff members complete certification requirements 	Two staff members completed certification	Completed
		<ul style="list-style-type: none"> • Conduct pilot project with national team and two local businesses 	<ul style="list-style-type: none"> • Recruit businesses to go through the program 	Continue to recruit businesses to participate	Ongoing
		<ul style="list-style-type: none"> • Complete grant training workshop 	<ul style="list-style-type: none"> • Trained staff complete a grant proposal 	Staff completed and submitted two grant proposals since training	Completed
2.3 Involve all constituencies of the university in student recruitment and retention efforts	<ul style="list-style-type: none"> • Summer Youth Academies 	<ul style="list-style-type: none"> • Host 1 summer camp 	<ul style="list-style-type: none"> • Host STEM / Entrepreneurship Camp in summer of 2012 	Held STEM camp at RSU with 18 participants	Completed
3.3 Promote an environment of tolerance and acceptance of diverse peoples and opinions	<ul style="list-style-type: none"> • Diversity Training 	<ul style="list-style-type: none"> • Host at least one diversity focused workshop 	<ul style="list-style-type: none"> • Select topic, identify presenter, prepare and publicize workshop 	Postponed until further notice	Postponed

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3.4 Increase enrollment of minority populations	<ul style="list-style-type: none"> Target minority populations in delivery of services 	<ul style="list-style-type: none"> Host Summer Camps for low income and minorities Collaborate with Cherokee Nation 	<ul style="list-style-type: none"> Host STEM-Entrepreneurship camp in summer of 2012 Jointly sponsor workshops with Cherokee Nation 	<p>Held STEM camp at RSU with 18 participants</p> <p>Partnered with Cherokee Nation on a four session business plan class One in September 2012 and another in January 2013</p>	<p>Completed</p> <p>Completed</p>
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 Apply for at least one new grant 	<p>The deadline for submission was extended to June 17th. The grant proposal will be submitted by then.</p> <p>Applied for USDA grant change of scope along with the Better Government Competition grant.</p>	<p>In progress</p> <p>Completed</p>
4.5 Develop, implement and advance comprehensive fundraising	<ul style="list-style-type: none"> Establish endowment for the Innovation Center 	<ul style="list-style-type: none"> Establish account for the purpose of soliciting funds for an endowment Develop plan to fund the endowment 	<ul style="list-style-type: none"> Create the endowment through the foundation Organize a team with assistance of the IC Board of Advisors to develop and execute a plan to fund the endowment 	<p>The Innovation Center advisory board opted to utilize the Innovation Center fund at the development office.</p> <p>The committee was organized and developed a plan and project to support this initiative</p>	<p>Completed</p> <p>Completed</p>
5.1 Promote alignment of strategic decisions with mission-critical resources	<ul style="list-style-type: none"> Assessment of Innovation Center activities 	<ul style="list-style-type: none"> Review mission, organization, and services offered by Innovation Center 	<ul style="list-style-type: none"> Conduct a retreat to evaluate, plan, and implement vision of new director 	<p>Held a retreat in February 2013 to outline strategy for moving forward</p>	<p>Completed</p>

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5.2 Evaluate continuously university processes, structures, activities and outcomes; modify as appropriate	<ul style="list-style-type: none"> Departmental effectiveness 	<ul style="list-style-type: none"> Review departmental priorities Receive satisfactory evaluations by clients, participants, and students 	<ul style="list-style-type: none"> Implement changes based on retreat and feedback on services 	Developed strategic plan and will execute in the years ahead	Ongoing
5.3 Enhance and expand the operations of the Office of Institutional Research, Planning and Assessment	<ul style="list-style-type: none"> Research Recruitment opportunities 	<ul style="list-style-type: none"> Identify target areas 	<ul style="list-style-type: none"> Develop maps using GIS techniques of potential students 	Worked with enrollment office to map and analyze student enrollment data	Completed
5.4 Advance the principles and practices of shared governance through active participation of all constituencies	<ul style="list-style-type: none"> Advisory Board involvement Client response Student satisfaction 	<ul style="list-style-type: none"> Advisory Board recommendations Conduct assessment of client services and workshop Student participation and feedback 	<ul style="list-style-type: none"> Seek advice at the quarterly meeting of Advisory Board Revise services or workshops to enhance quality Survey former interns & students 	<p>Held 4 advisory board meetings in the last fiscal year</p> <p>Continue to provide relevant workshop to area business and industry</p> <p>The Center didn't utilize student interns in the last year but plans to in the future</p>	<p>Ongoing</p> <p>Ongoing</p> <p>Ongoing</p>
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"> Maintain 90% of existing partnerships Continue partnership recognition award Collaborate on 50% of workshops and training events Clients served 75% of clients will rank counseling services as 	<ul style="list-style-type: none"> Seek partners for workshops Nominate recipient of partnership recognition award Recruit 20 new business clients for extensive counseling 	<p>The Center continues to partner with economic development service providers in the region</p> <p>Nominated MidAmerica Industrial Park for the partnership to build the Pryor RSU campus</p> <p>136 clients served and 1,002 hrs. spent counseling and providing technical assistance. 85% of clients surveyed reported at or above satisfactory.</p>	<p>Ongoing</p> <p>Completed</p> <p>Completed</p>

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		satisfactory <ul style="list-style-type: none"> Enhance business intelligence assistance 	<ul style="list-style-type: none"> Conduct surveys Identify potential clients and provide GIS services to at least 8 	Surveyed clients Provided GIS services to 24 clients	Ongoing Completed
6.2 Establish curricular and co-curricular opportunities for students to cultivate civic skills and strengthen social responsibility	<ul style="list-style-type: none"> Involve students in MPM working groups 	<ul style="list-style-type: none"> Involve at least three students to serve on or work with MPM working groups 	<ul style="list-style-type: none"> Work with schools on campus to identify potential students Stay involved with MPM working groups 	The MPM campaign was suspended at this time The MPM campaign was suspended at this time. However, work in the community continues to progress with a Community Branding initiative underway.	Suspended Suspended
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 	<ul style="list-style-type: none"> Two more communities enter certified ERC program Three communities become certified by June 30, 2013 Secure agreements Joint sponsorships of events and services Representatives of at least 10 communities 	<ul style="list-style-type: none"> Publicize ERC Certification Conduct community presentations Recruit participating communities Assist in establishment of entrepreneur support systems Promote and coordinate jointly sponsored training Promote participation in MPM working 	Publicized the Certification opportunity and enrolled one new community in the process. Conducted four community presentations The process will be competitive for future communities and opportunities to bid will open in Fall 2014 Completed the Entrepreneur Ready Community certification process for Claremore and working with setup support systems in Nowata county now. Continue to partner with various entities for training and economic development in northeast Oklahoma MPM was suspended	Done Done Done Done Ongoing Suspended

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	regional stewardship activities	participate in regional stewardship activities	<ul style="list-style-type: none"> groups Host MPM meetings and promote 2012 NEOK Regional Summit 	Hosted one MPM meeting and participated in fall 2012 Summit.	Done
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 Conferences hosted Provide economic and demographic data New educational activity for entrepreneurial students Continuing education activities 	<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 Host 1 state or regional conferences Publish monthly public reports Have at least one student enterprise in the incubator Research other regional programs 	<ul style="list-style-type: none"> Coordinate and conduct workshops and training events Promote business workshops Maintain business resource page on website Conduct surveys Host economic gardening conference Produce and post Economic Indicators on website Implement student run enterprise & incubation program Attend one continuing education conference 	<p>Conducted 16 workshops</p> <p>Continue to promote business workshops to participants, community members and partners throughout northeast Oklahoma. Build and maintain business resources on website</p> <p>85% of clients surveyed reported at or above satisfactory</p> <p>Held Economic Gardening conference in November 2013 with 65 attendees</p> <p>Continue to produce and post Economic Indicators on RSU website with plans to send out in a quarterly newsletter beginning June 2013</p> <p>Implemented the Student Enterprise Program, now named The Hatch</p> <p>The Business Development Specialist attended a continuing education conference in fall 2013</p>	<p>Done</p> <p>Ongoing</p> <p>Done</p> <p>Done</p> <p>Ongoing</p> <p>Done</p> <p>Done</p>

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6.6 Establish an institutional structure to promote community engagement and regional stewardship	• Coordination of RSU MPM regional stewardship effort	• MPM steering committee meets quarterly	• Meet and coordinate MPM activities with NSU & NEO	MPM campaign suspended	Suspended
	• Coordination of RSU MPM with NE OK Regional Plan and action teams	• At least 2 members of RSU steering committee participate on each regional team	• Host and facilitate the MPM regional stewardship campaign	MPM campaign suspended	Suspended
		• Encourage university to form internal Regional Stewardship committee	• Play an active role in the implementation of the regional action plan	Continue to serve on NORA board and engage in regional action teams	Ongoing

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Budget Request Supplement for Academic Year 2012-2013
 Year Three – Strategic Planning Cycle

This section due by April 1, 2012.						
University Objective	Action for 2012-2013	Requested Resources				Estimated Cost
		Human	Financial	Physical/Capital	Other (e.g., Technology)	
1.2 Strengthen curricular and co-curricular programs to enrich the overall student learning experience	Student Enterprise Students create and operate a business enterprise through the incubator for academic credit		Contingent upon renewal of potential funding from School of Business & Technology Cost of operations -Raw material for production of product or service	Equipment -Equipment needs will be based on the nature of the operation		\$5000.00