

RADFORD UNIVERSITY

2018-2023 Strategic Plan

Embracing the Tradition and Envisioning the Future

Economic Development and Community Partnerships

**Spring 2019 and Fall 2019
Updates**

Strategy 1B: Establish an Appalachian Community Outreach Institute (centered in Abingdon) to improve the health, vitality and economic sustainability of Southwest Virginia communities, while connecting Radford University with these communities.

Substrategy 2: In the area of economic development and diversification, help build entrepreneurial and technology support, foster incubators, micro-lending and investment strategies and funds, partner with other institutions of higher education for initiatives when possible, develop partnerships, cooperatives and internships, and contribute to overall workforce development.



Green = Progress is on track.

Describe progress toward target:

- A six-day Manufacturing Leadership Academy was planned for and held as part of Fall 2018/Spring 2019. In total, 22 employees from seven different companies registered and participated
- In May 2019, a Master of Business Administration (MBA) Lunch and Learn with 16 attendees, including representative from Emory & Henry College regarding the articulation agreement and representatives from the Appalachian College of Pharmacy regarding the development of a Doctor of Pharmacy/MBA joint effort.
- Support was provided for the development of a ROPES Program grant proposal as part of the Appalachian Regional Commission (ARC) POWER (Partnerships for Opportunity and Workforce and Economic Revitalization), which is a congressionally funded initiative that targets federal resources to help communities and regions that have been affected by job losses in coal mining, coal power plant operations, and coal-related supply chain industries due to the changing economics of America's energy production.. The grant was submitted by the Southwest Virginia Workforce Development Board. If the grant is secured, the Univeristy will provide curriculum for employers to create recovery-safe environments.

Describe challenges: N/A

Who are you collaborating with? Administrators, faculty, and staff in the Davis College of Business and Economics

Does strategy overlap with other goal/strategy? If so, which one? Economic Development and Community Partnerships Goal 3 Strategy B

Describe next steps: N/A

Describe any new investments or reinvestments (realignment of existing resources) to this initiative: N/A

Name of person completing this Strategic Plan Progress Report: Kenna Colley (Interim Provost and Vice President for Academic Affairs) with support from George Santopietro (Assistant Provost for Academic Operations)

Strategy 1B: Establish an Appalachian Community Outreach Institute (centered in Abingdon) to improve the health, vitality and economic sustainability of Southwest Virginia communities, while connecting Radford University with these communities.

Substrategy 3: In the area of health and wellness, including physical, oral and behavioral health prevention and treatment, assist with issues related to drug abuse, homecare for the aging population, childcare and diet and nutrition, and contribute to the efforts of community organizations.



Green = Progress is on track.

Describe progress toward target:

- A Clinical Supervision Training was held in May 2019 and June 2019.
- A Substance Abuse Disorder Academy was hosted in March 2019 with over 100 attendees at eight locations throughout the state
- A Guys in Crisis Conference was held in March 2019 with 35 attendees in attendance. The event resulted in requests for additional sessions on this topic
- The Master of Science in Counselor Education will be offered again starting January 2020.

Describe challenges:

- Identifying specific training needs; and
- Timing and repeating for maximum participation.

Who are you collaborating with? Administrators, faculty, and staff in the College of Education and Human Development (Department of Counselor Education)

Does strategy overlap with other goal/strategy? If so, which one? N/A

Describe next steps: Planning for Play therapy training, repeating Supervisor training, and planning for additional Guys in Crisis conferences

Describe any new investments or reinvestments (realignment of existing resources) to this initiative: N/A

Name of person completing this Strategic Plan Progress Report: Kenna Colley (Interim Provost and Vice President for Academic Affairs) with support from George Santopietro (Assistant Provost for Academic Operations)

Strategy 2A: Establish and operate a business incubator, Student Venture Lab, to promote new start-ups.

Substrategy 2A1: Design the Student Venture Lab to integrate external stakeholders into the university's innovation ecosystem, to serve as a vehicle for student, faculty and stakeholder interaction, and to provide a vehicle for economic growth in the region.



Green = Progress is on track.

Describe progress toward target: The Radford University Venture Lab officially opened in September of 2019.

Describe challenges: Allowing inclusion and buy-in campus wide, while building a vibrant entrepreneurial community

Who are you collaborating with? Faculty, staff and administrators representatives from across campus

Does strategy overlap with other goal/strategy? If so, which one? N/A

Describe next steps: Completion of construction and operational policies and procedures during the summer of 2019 with plans to hire a part-time coordinator

Describe any new investments or reinvestments (realignment of existing resources) to this initiative: Support and start-up funding from the Office of the Provost for consultant, furnishings, and successful ETF Grant proposal

Name of person completing this Strategic Plan Progress Report: Joy Bhadury, Dean of the Davis College of Business and Economics, and Kenna Colley, Interim Provost and Vice President for Academic Affairs

Strategy 2B: Develop a Tourism and Special Events Resource Lab to engage students and faculty in collaborative community projects to promote tourism in Radford and the New River Valley.

Substrategy 2B1: Facilitate student involvement with Radford City's tourism department by directly channeling students into areas of need for the design, promotion and implementation of special events in the community.



Green = Progress is on track.

Describe progress toward target: The College of Visual and Performing Arts continues to provide events and activities to support the City of Radford and the New River Valley for tourism, social, and cultural activities. The Department of Theatre signed a memorandum of understanding, or MOU, for “Walk to Freedom: The Mary Draper Ingles Story” to collaborate and produce the outdoor drama.

Describe challenges: Funding is always a consideration when accommodating fees and advertising associated with these events. These events also require substantial time commitments to approve contracts, make accommodations for lodging, load-ins, set-ups, etc.

Who are you collaborating with? Columbia Artists; Opus 3 Artists; CAMI Music; Bread and Puppet, Inc.; Scottish Voices; American Shakespeare Center; University Performance Series Committee; and Donors: Ross, Bowles and Israel

Does strategy overlap with other goal/strategy? If so, which one? Academic Excellence and Research Goal 4 Strategy B

Describe next steps: N/A

Describe any new investments or reinvestments (realignment of existing resources) to this initiative: N/A

Name of person completing this Strategic Plan Progress Report: Margaret Devaney, Dean of the College of Visual and Performing Arts, and Kenna Colley, Interim Provost and Vice President for Academic Affairs

Strategy 2B: Develop a Tourism and Special Events Resource Lab to engage students and faculty in collaborative community projects to promote tourism in Radford and the New River Valley.

Substrategy 2B2: Apply for grants through the Virginia Tourism Corporation to seek funding for tourism promotion in Radford and the New River Valley.



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Describe progress toward target: Recent progress includes the following activities:

- The Honors College is developing a new, signature honors course that centers on the New River Valley region based on the City-As-Text program from the National Collegiate Honors Council.
- A prototype for this course, co-taught by Jason Davis and Niels Christensen, is scheduled as an HNRS 310 (Advanced Honors Seminar) in Fall 2019. Fourteen students are currently enrolled.

Describe challenges:

- Transporting students to off-campus locations is a challenge and expense. This could be an insurmountable barrier to offering this course to freshmen.
- Serving the increasingly large population of honors students for an off-campus course would be logistically complicated. The entering class is 98 freshmen, which would require at least five sections.

Who are you collaborating with? Dr. Theresa Burriss in the Appalachian Regional and Rural Studies Center for input and ideas

Does strategy overlap with other goal/strategy? If so, which one? N/A

Describe next steps: Jason Davis and Niels Christensen are arranging community partners to meet with students enrolled in the course.

Describe any new investments or reinvestments (realignment of existing resources) to this initiative: Time by faculty and leadership of the Honors College

Name of person completing this Strategic Plan Progress Report: Niels Christensen, Director of the Honors College; Jeanne Mekolichick, Associate Provost for Academic Programs; and Kenna Colley, Interim Provost and Vice President for Academic Affairs