

# DIVISION OF ECONOMIC DEVELOPMENT AND COMMUNITY ENGAGEMENT STRATEGIC PLAN

JANUARY 2017

## **Objective 1: Catalyze connections between the university and its communities**

KSU's Division of Economic Development and Community Engagement will connect university, industry and community resources to meet the needs of the university's students and the community.

### **What this looks like in action:**

- Serve as a front door to engage in industry and community partnerships with students, staff and faculty for licensing, sponsored research, technical assistance and other opportunities at the University.
- Convene groups and individuals from Kennesaw State University, industry, and the surrounding communities to catalyze strategic partnership opportunities.
- Support colleges and schools in forming industry and community partnerships to develop new education models to ensure that all students have access to the knowledge necessary for success in today's workforce.
- Support the growth of STEM career opportunities.
- Establish, incubate and integrate programs that strengthen local businesses and community organizations and advance institutional priorities.

## **Objective 2: Enhance KSU's economic development and community engagement activities.**

KSU's Division of Economic Development and Community Engagement will support economic development and community engagement activities across campus by building an infrastructure that supports faculty and staff through technical support, partnership building, professional development and resource sharing.

### **What this looks like in action:**

- Serve as an adviser for and support students, faculty and staff in community engagement and economic development activities.
- Identify and define the role that EDCE can play at the department and college level in facilitating strategic partnerships.
- Support programs and provide technical assistance for centers and institutes focused on economic development and community engagement.
- Collaborate with relevant university task forces and committees to increase awareness of community engagement and economic development activities and facilitate opportunities for collaboration.
- Serve as a liaison between USG office to ensure that the university appropriately responds to the system's expectations relative to economic development and community engagement.

### **Objective 3: Optimize the impact of university-community partnerships.**

KSU's Division of Economic Development and Community Engagement will promote the impact of campus, industry, and community partnerships by tracking, measuring, and sharing data and stories.

#### **What this looks like in action:**

- Build networks of knowledge and collaboration across university departments and between campus, community, and industry partners to maximize the impact of university and community resources.
- Articulate the community and economic impact of KSU activities through multiple communication channels.
- Advocate for policies to optimize the impact of KSU's engagement partnerships.
- Develop a systemized process to collect and measure the economic and community impact of KSU's campus, industry, and community partnerships.
- Build and maintain administrative systems to support Centers and Institutes focused on community engagement and economic development.

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