

Measuring University Impacts

Presented by

James McCafferty

Sheila Martin

Dominique Halaby



Your Presenters

Sheila Martin

- APLU – Association of Public and Land-grant Universities
- Vice President, Economic Development and Community Engagement
- Leads and engages with senior university leaders and policy stakeholders on issues relating to talent and workforce development, innovation and entrepreneurship, and social, cultural and community engagement
- Directs APLU's Commission on Economic and Community Engagement (CECE)
- An AUBER person at heart – formerly with Portland State University
 - Director of the Institute of Portland Metropolitan Studies and the Population Research Center

Your Presenters

Dominique Halaby

- Georgia Southern University
- Director of the Business Innovation Group (BIG)
 - A significant number of Centers and programs
- APLU
 - Commission on Economic and Community Engagement Executive Committee
- UEDA – University Economic Development Association
 - Board Member
- Significant accomplishments in partnerships between Georgia Southern and the City of Statesboro

Your Presenters

James McCafferty

- Western Washington University
- Director Center for Economic and Business Research
- Center serves as a consulting firm-style bridge between the University and the region

Why This Session?

- We do a lot of presentations
- We hear a lot of comments about
 - Misalignments
 - Misstatements
- We are asked by various parts of the University for economic information
 - Impacts
 - After the fact
 - Often with incomplete data
 - To discuss programs/efforts/ideas
 - Intention that we will say amazing things about how they will impact the economy
- And sometimes, we are not asked
 - We just read about it

Why this Session?



Why this Session?



Why this Session?



Why this Session?



Best Practices

- Being good academics we looked for best practices
- Attended a University of Economic Development Association conference
 - Great discussions from “the other side”
- Found the resources from APLU
 - Innovation & Economic Prosperity Universities designation
 - Economic Impact Framework

Moved Forward

- Engaged the administration in the discussion about IEP
 - And moved to action
- Acted on an impact study using the framework
 - And engaged in a discussion about intentional economic engagement
- ... Still getting the random after the fact calls
 - But now we have a better whistle

