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
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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