

## REDC Higher ED as a Driver of Economic Development Work Group

### Meeting #2: Developing Strategies (9/15/11)

#### Notes

The work group revised its SWOT slightly in the opportunities section.

Updated Opportunities:

1. Collaborating to build our reputation as a university region and a growing knowledge economy.
2. Attracting more people to the region along with increased dollars to help develop a creative culture.
3. Harnessing research for greater business development, including entrepreneurial enterprise, commercial partnerships and social entrepreneurship
4. Higher ED institutions build neighborhoods (second ring around the institution – particularly in more urban areas)

The work group developed our strategies based on four themes.

#### **Theme: Higher ED as an Economic Driver (Industry)**

##### ***Strategies:***

##### Efficiencies and reduced regulation

1. Achieve a more seamless transition from high school to college by developing curriculum articulation agreements. (Models: State of Florida and the relocation Philly pipeline)
2. Achieve streamlining of state approval process by eliminating state's current role in accreditation – which duplicates Middle States, etc. - and deploy those resources to program approval.
  - a. Enable academic institutions to respond to rapidly changing student- and market-place needs by streamlining state approval process
  - b. Achieve streamlining of state approval process by an initial investment in upgrading technology at NYSED
3. Enable the “Entrepreneurial University” by reducing legislative restrictions.
4. Achieve greater levels of government funding through increased educational collaboration.

##### Marketing to prospective and current students and graduates of our institutions

1. Retain college graduates by marketing the community to our Higher ED grads as a livable region.
2. Expand enrollment in WNY colleges and universities by marketing the region as a college and career destination.
  - a. Achieve greater enrollments by targeting non-traditional, veterans and military personnel.
  - b. Expand enrollment and graduates by developing innovative consortium strategies to position the WNY region for competitive advantage.
  - c. Attract and retain international students and the graduates by simplifying the legislative and financial barriers for attending WNY institutions.
3. Improve marketing of opportunities for moving from one level of higher education to another by increasing articulations and transfer opportunities among institutions.

## **Theme: Higher ED as a Magnet for Talent**

### ***Strategies:***

#### Marketing WNY's assets to families

1. Attract and retain faculty and staff by marketing area assets - welcoming and assisting families and spouses.
  - a. Attract and retain knowledge workers (and families) by marketing the WNY region's K – 12 educational system as an area asset.
  - b. Achieve greater recruitment of staff by facilitated placement of spouses and partners.
  - c. Attract and retain faculty and staff with families by working with the consortium and the area's economic development agencies (i.e. BNP, BNE, IDAs) to assist with jobs and /or start-up businesses for trailing partners / spouses.
  - d. Market Higher ED as asset through relocation companies and HR offices.

#### Creating Ambassadors

1. Create unofficial ambassadors for our region by maximizing the student experience for our "temporary residents" and alumni.

## **Theme: Higher ED as a Partner with Business / Community / Not-for-Profit**

### ***Strategies:***

#### Student Programs and Opportunities

1. Improve partnerships with business and communities by increasing internship opportunities.
2. Retain WNY youth by engaging high schools with businesses so they assist with student costs, provide internships and receive commitments from the students to return to them.
3. Expand job and career opportunities for our WNY grads by developing meaningful interactions between students and area industry.
4. Highlight and expand entrepreneurial opportunities for students.

#### Entrepreneurial Enterprise and Business Development

1. Attract more industry to WNY by engaging Higher ED institutions more closely with business and economic development agencies in their efforts to attract industry.
2. Achieve greater business / community partnerships by making it easier for businesses to connect to the area's 21 colleges and universities.
  - a. Develop a more cohesive network between Higher ED and various business/industry groups and economic development agencies.
3. Advance business growth by creating a more robust support structure for IP and entrepreneurial enterprises.
  - a. Support business development by assessing the number and quality of incubators and better aligning them with Higher ED.
  - b. Improve partnerships with business by expanding and investing in incubator programs (i.e. UB, Fredonia, etc.).
4. Increase working partnerships by a developing a "better marketplace for exchange of expertise" between industry / business and Higher ED.

5. Establish professional development programs for employers with faculty in similar areas (in-service programming).

#### Higher ED as a Provider of the 21<sup>st</sup> Century Workforce

1. Align Higher ED curriculum with 21<sup>st</sup> century and future employment needs.
  - Improve match of long-term skills and graduate skills by conducting periodic analysis of employment trends and educational offerings.
2. Encourage lifelong learning

#### ***Parking Lot Issues:***

- Questions around the percentages of interns
  - What percentage of students in WNY have an internship / coop experience?
  - What percentage of the students in WNY who have an internship / coop experience remain here after graduation?
  - What percentage of those students who remain in WNY after graduation have had an internship / coop experience?
- What does the Philadelphia model look like? Is it useful for use to consider adopting?
- How do we manage the image of the Buffalo Public Schools vs. the image of the region's schools (including public and private)?
- There were concerns expressed re the idea of merging the workgroups
  - How it would happen
  - Which group(s) would Higher ED merge with
  - Would Higher ED get lost in the shuffle