

**Regional Impact and Partnerships Task Force  
University Planning Advisory Council  
Valdosta State University  
MINUTES  
March 29, 2004 Meeting**

The second meeting of the Regional Impact and Partnerships Task Force of the VSU University Planning Advisory Council took place on Monday, March 29, 2004 in the Seminar Room of the Department of Psychology and Counseling.

Task Force members in attendance included Bob Bauer (Co-Chair), Lynn Bell, Richard Lee, Ann Kasun, James LaPlant, Pamela Hertzog, Chere Peguesse, Jan Fackler, Christy Coon Yates, John Boatwright, and Charles Harmon (Co-Chair).

Task Force members absent included Kurt Keppler, Mary Willis, and Myrna Ballard.

Dr. Bob Bauer began the meeting shortly after 2:00 p.m. with introductions of the membership of the committee followed by a review and approval of the minutes of the first meeting of the task force held on March 12.

Dr. Bauer distributed to the group statistical data and analysis of a March 2002 study of the metropolitan area that includes Berrien, Brooks, Cook, Echols, and Lowndes counties. The information provided data on employment changes in the area. The economic impact studies of the area prompted discussion on how VSU can play a greater economic development role in the region.

Dr. Christy Coons Yates suggested looking at the data to determine what types of programs VSU needs to have to help the areas mentioned.

Dr. Pamela Hertzog said she would like to see VSU apply to be involved in an enterprise zone, designated by the U.S. Government. She will look to see how VSU might apply for such status. The local Industrial Authority might be of assistance.

Charles Harmon shared three documents that 1.) provided an update on examples of some of VSU's partnerships/collaborations 2.) provided a summary of some of VSU's previous economic development activities 3.) provided a sampling of some of VSU's previous involvement and the involvement of VSU volunteers in the Community Partners in Education program. He suggested that this information be updated to provide a more comprehensive overview.

Richard Lee suggested that a way to do the comprehensive overview of campus involvement in the region might be to take a campus-wide survey.

Dr. Yates said that collecting the information described above might be a project VSU's HUB Learning Cooperative could assist with by providing a basic format for collecting

information. It was suggested that Ezra Freelove in Information Technology assist with establishing an online format for collecting such data.

Ann Kasun said she would talk to Ezra about setting up such a process so that faculty could possibly collect and store the information.

Dr. Bauer said the Task Force is awaiting reports from Dr. Keppler regarding benchmark and peer universities and from Myrna Ballard concerning similar information from Chambers of Commerce near the benchmark universities. He said he would like to have the information to go along with the Task Force's full report. When the information becomes available, it will give us a sense of "Best" or at least Current Practices.

Jan Fackler reported that she had spoken with the Board of Regents and that the Board will not be updating the economic impact studies for system colleges and universities this year. She said there is a template available that could be used to update the VSU situation.

Dr. Lynn Bell provided the group with a handout on how the University of Nebraska-Lincoln set up an entrepreneurial process for helping local communities create new businesses and jobs. She suggested this might be something VSU could pursue.

Dr. James LaPlant suggested that consideration be given to establish an Institute for Public Policy and Applied Research that would, in part, serve as a clearinghouse for data and function as a survey research center.

Following the discussion, the Task Force approved the following recommendations for submittal for the upcoming April 23<sup>rd</sup> meeting of the University Planning Council:

- 1.) Update the Board of Regents Economic Impact Study of Valdosta State University, utilizing 2004 Fall Semester enrollment numbers, and complete the study for possible strategic release at the January 2005 faculty and staff convocation. (It has also been determined that the Harley Langdale, Jr. College of Business Administration, through its South Georgia Institute, may be able to assist with the economic impact study.)
- 2.) Perform an audit of VSU's partnerships and the partnerships and collaborative involvements of VSU faculty, staff, and students. This would include activities in the community and on a region, state, nation and international basis.
- 3.) Consider the permanent establishment of the academic, research and public service oriented "Institute for Public Policy and Applied Research."

The Regional Impact and Partnerships Task Force is forwarding the recommendations to Chief Planning Officer Dr. Marsha Krotseng and will await further instructions.

(Respectfully submitted by Charles Harmon, Co-Chairman)