Northern Illinois University

Outreach, Engagement, and Regional Development
Transforming to Meet Future Challenges

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NIU’s mission is to promote excellence and engagement in teaching and learning, research and scholarship, creativity and artistry, and outreach and service.
“The collaboration between institutions of higher education and their larger communities (local, regional/state, national, global) for the mutually beneficial exchange of knowledge and resources in a context of partnership and reciprocity.”

-- Carnegie Foundation
Key Functions of OERD - Collaboration

Bring together people with mutual interests

- Connect NIU to key audiences
- Provide data, information and analysis those audiences need
- Address regional problems and co-create solutions
  - Communities
  - Professional sectors
  - Academic disciplines
Key Functions of OERD - Programs

- Non-credit programming for audiences of all ages
- Connecting the region with NIU expertise and resources
Key Functions of OERD - Services

- Registration and conference services
- Regional facilities management
- State and federal agency service agreements
OERD and Regional Engagement

– Network leadership and collaboration
– Partnership development and maintenance
– Regional data, information, analysis
– Well-regarded programs and services
– Entrepreneurial staff and philosophy
– National visibility
  • Carnegie Foundation
  • Association for Public and Landgrant Universities
    – Innovation and Economic Prosperity Institution
    – Council on Engagement and Outreach
    – Commission on Innovation, Competitiveness and Economic Prosperity
    – University Economic Development Association
OERD is creating new platforms for university-wide collaboration – networks, some new, some expanded, which will

– Link and leverage existing assets and expertise
– Align efforts across the campus for maximum effect
– Create new opportunities for faculty, staff and students to engage
– Improve communication within and between the networks themselves
Platforms for Collaboration

In development this summer

Existing networks
- Community and Economic Development (CGS)
- P-20 Education

Emerging networks
- Arts and Culture
- Nonprofits
- Esports
ESPORTS: esports (plural noun)
Definition: a multiplayer video game played competitively for spectators.

- Global business worth billions
- Active, growing club at NIU and other universities
- Gaming space on campus under development
- Targeted recruitment of high achieving undergrads
- Alumni engagement
- Curricular and research opportunities
- Sponsorship and revenue generation
- Regional activities
- Potential MAC support
Core teams of willing partners will share these objectives for learning, research, and service:

– Expand NIU faculty, staff, and students involvement in regional activities
– Strengthen NIU’s role as an anchor institution
– Increase reputation and strengthen brand
– Provide leadership and support for community development projects
– Facilitate a culture of commitment to meaningful engagement and social justice
– Create and deepen foundation for partnerships
Increased Focus on Partnerships

Partnerships
– Advance NIU’s ability to serve our students and our region
– Increase our relevance to and understanding of our region
– Are resources for NIU that support all aspects of the University’s mission

Documenting Positive Impact
– Online survey of new and existing partnerships
– An annual metric to be reported by the President to the NIU Board of Trustees
– Continued discussion/development of metrics and assessment strategies
Key Functions of OERD

Collaboration: Bring together people with mutual interests
  – Connect NIU to key audiences
  – Provide data, information and analysis
  – Address regional problems and co-create solutions
    » Communities
    » Professional sectors
    » Academic disciplines

Programs
  – Non-credit programming for audiences of all ages
  – Connecting the region with NIU expertise and resources

Services
  – Registration and conference services
  – Regional facilities management
  – State and federal agency service agreements
Conference and Event Management

Barsema Alumni and Visitors Center

Holmes Student Center

Convocation Center

Altgeld Hall

NIU Rockford

NIU Niperville

NIU Hoffman Estates

Lorado Taft
Conference and Event Management

• Program Prioritization looked at this function across campus and saw an opportunity for university-wide conference and event management
• Lean 6 Sigma process completed with involvement of multiple campus stakeholders
• Goals for new institutional approach
  – Standardization of policies and procedures
  – Unified and effective marketing
  – Increased revenues
  – Connection to community tourism
Summary: OERD Transformation

Increased Positive Impact On NIU

- Increased visibility with prospective students and families
- Better alignment of initiatives with changing needs of our region and our audiences
- Better integration of NIU’s products, programs, and services
- Increased opportunities for externally funded projects
Summary: OERD Transformation

Increased Positive Impact On the Region

• Regional economic engine
• Mutual benefits from reciprocal partnership projects that increase community vitality
• Heightened awareness of the university’s importance to the region
• Improved reputation with taxpayers and policy-makers
Join Us!
Connect
Collaborate
Co-create Solutions

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