Strategic Objective #5
Action Plan Presentation

IEAC Steering Committee
August 22, 2017
5. **Goal: Enhance Community Partnerships**

**Objective:** By 2022, ISU will establish (# TBD) new partnerships within its service regions and statewide program responsibilities to support the resolution of community-oriented, real-world concerns.

<table>
<thead>
<tr>
<th>Performance Measures</th>
<th>FY 2018</th>
<th>FY 2019</th>
<th>FY 2020</th>
<th>FY 2021</th>
<th>FY 2022</th>
<th>Benchmark Definition</th>
</tr>
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<tbody>
<tr>
<td>5.1.2 Identify the number of faculty Activity Insight inputs that result in new community relationships over a five year period AYs 18-22.</td>
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<td>#</td>
<td>The number of faculty Activity Insight inputs that result in new community relationships over a five year period AYs 18-22. *this is a new indicator and is not currently measured until the end of AY 17</td>
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Action Plan #5.1: Intro Course

The action plan “Community Partnerships” establishes University/Community Partnership Agreements—

- Strengthen the partnership between ISU and the Pocatello greater area by establishing a college/community charter by September 2018.

- **Outcome**: Increase ISU’s community relationships and provide the Carnegie application.
Action Plan #5.1: How do we do this

• Establish an internal Project Action Team to:
  • Create a communication plan for introducing the partnership plan to the community leaders
  • Make recommendations regarding proposed programs
  • Establish a community partnership position- $60k FY19

• Establish a steering committee involving:
  ▪ County commissioner
  ▪ ISU-President
  ▪ ISU-VP Advancement
  ▪ Student Body President
  ▪ Pocatello and Chubbuck Mayors

• Create the scope of the effort and establish subcommittees that focus on particular aspects of the agreement
Action Plan #5.3: Bengal Pride

The action plan “Bengal Pride”:

- Advancement, ASISU, and Student Affairs creates a joint ISU Business directory online or in an app that lists Bengal-friendly businesses by beginning Fall Semester 2018.

- **Outcome:** It gives students and employees a way of identifying Alumni and Bengal friendly businesses. Businesses can display a Bengal logo in their store and ISU will highlight the business’ support through various promotions.
Action Plan #5.3: How do we do this

• Establish a Project Action Team to:
  • Establish the parameters of the program-- the medium to use, business marking, the marketing plan, and the measures of success
  • Advancement identifies and recruits alumni and businesses
  • Conduct the recruiting drive to generate interest by businesses
  • Create the listing
  • Market to ISU students and employees
  • Advancement maintains the list