

12/16/14
Task Force 1

Attendance

Julia
Helen
Lisa
Jan
Doug
Wes
Stephanie
Marci
Kim
Scott
Ron
Phil
Brooke

The task force decided that Phil's final product from CSU was helpful with the relationship between the university and the community.

The goal of community partnership is to find common ground with community/city. Find benefits with both entities, and find a game plan.

- Work together to solve issues.

The city of Cedar Falls has a 2020 vision plan, and the mayor is making a 2025 plan. The city projects out 5 years for issues like CIP and a data management program, not too much farther though because budgeting is difficult

- 2020 plan is reactive. It has UNI at 14,000 students, but doesn't show how to get there.
 - o Ex. Goals of bus transit, not really existent.
- It has pockets of 2020 vision for UNI, but not whole scheme.
- Unknown if there is a targeted population, but wants to have a controlled growth for Cedar Falls.
 - o Expansion to south and west
- Infill development in Cedar Falls
 - o Not a lot of opportunity, but want to do what they can.
 - o Control population by staying in the city and not develop way out.
 - o If the developer wants the city to expand, sewage and 100% of other services are on his bill.
- City to bring in major industry to create jobs.
 - o Incentives like tax cuts
 - o More diversity in industrial parks

- UNI is one of the biggest companies in Cedar Falls
 - o John Deere
 - o Healthcare
- Suggested to get general info about Cedar Valley as a whole, not just Cedar Falls.

Educational partnerships have a lot of levels that are all important: City, state, business, national, etc.

- Corridor with Cedar Rapids especially
- Lots of layers to focus on

Finances are a large focus as well.

- UNI has had financial rollercoasters
- Partnerships are ultimately justified by financial stability.

Business

Cedar Valley has been looking at regional development, colleges, and partnerships.

- There is a Center in the south that has classrooms for college classes and some for the community. It has a huge influence in the community. It also has a private/public partnership. The students learn in the classrooms and work with the industry which helps fund itself. It makes both the university and the industry a little uncomfortable because they work so closely with one another, something that isn't a common thing. Looking at this model, it's definitely possible to make that relationship happen at UNI.
 - o It was suggested to take UNI's STEM classes and try the model.
 - o UNI undergrad goes and works for a company after graduation, the company tests products at UNI, builds stronger resumes and skills for students.

The challenge as a university is the "front door". Athletics is easy, since there are so few athletic departments compared to education, especially with 80+ education departments.

- The business model helps UNI as well as students.
- Based on personal relationships.
- One issue could potentially be one model could fit one entity, but not the other.
- External services model that UNI lacks.
 - o It's who you know
 - o It can literally be one person that is well connected.
- It's a big challenge, but if we don't consider the business model we could be wasting our time.
- It maintains relationships with external groups instead of fizzing out after meetings are over.
- It was suggested to assign a person to overcome these barriers.
 - o Ex. Assign conference space, two years out.
 - o Dedicate space just for external entities
 - o Degree of freedom to make external relationships.

There is a lot of potential for educational doors.

BCS could be expanded, but there are no plans to do so. The building has low use ratings because the goal of classes on weekdays and conferences on weekends never happened. Now they are just used as offices, and a lot are empty

- How can we use this space?
- It was suggested to heavily focus on external entities.
- Possibly get Randy Pilkington in on this as well.

The space on campus is good and plentiful, it is just allocated badly.

- Bad scheduling of classes
 - o Schedule classes for January in November
 - o Need longer in advance
- Academic space hierarchy: UNI tried to find a sweet spot, but there's so many challenges.
- Focus on University first, then choose how we deal with external entities.
- There should be structure in the university to engage relationships.
 - o Policy, space, procedure
- It might be beneficial to broadcast successes and not so many failures for outreach.
 - o Helps plant the seed.

Regarding communication on campus, the committee could get in touch and work with UNI relations to make sure it is the right message. UNI could possibly create a new position for this type of work.

There are several levels of partnership that UNI could benefit from. They range from the international level to state level to the local level.

- International universities student visits (Int'l level)
- Student teaching (State Level)
- Faculty visits to school (Local level)
- School Partnership
- Community College
- New CFHS, potentially create a partnership
- Curriculum and instruction wants a stronger partnership with Deere, especially engineering educators from UNI

Things are getting more distant, but we need a place to originate and maintain a base. The Master Plan includes "UniQ", but probably not Lakeside Lab since 3 regions share it, and faculty teaches there. It is an internationally renown location for learning.

The goals we create have to be ours, not things that can be interchanged between other companies.

April Chatham – Carpenter will be invited to our next meeting. Meeting adjourned at 10:30AM. Our next meeting is scheduled for January 20, 2015 at 9:00AM, location TBA (most likely in BCS)