University/Unit: University of South Florida Sarasota-Manatee

Date Created: February 2015

Strategy Title: Build Community Engagement Brand & Deliver on that Promise

Last Modified: February 2015

Strategy Owner/Keeper of the Action Plan: Office of Regional Vice Chancellor of Academic & Student Affairs

Description of the Strategy:

Purpose Statement

(What is the Issue?) To: make changes to and/or develop strategies for greater impact

TO:

Build a campus-wide infrastructure for community engagement

(What is the Action?) In a Way That: creates greater collaboration and cooperation internally and externally

In a Way That:

1. Creates an identity for our university as having a community-engaged culture.
2. Fosters connections to and among campus and community;
3. Connects students to real-world problem solving that leads to employment;
4. Involves faculty, staff, administration, students, and partners in intentional, collaborative efforts.

(What is the Outcome?) So That: institution will meet/make progress toward its goal for…

So That:

We expand resources to and from the community so that our stakeholders see value added by USFSM and our students leverage an enhanced return on investment.
<table>
<thead>
<tr>
<th>Step / Action</th>
<th>Who is involved?</th>
<th>Resources</th>
<th>Deadline?</th>
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<tbody>
<tr>
<td>Thread community engagement throughout the strategic plan and mission of USFSM;</td>
<td>6 area chairs of Strategic Plan process, Senior Leadership team, Full campus and community</td>
<td>Full campus and community, Strategic Planning Committee &amp; existing resources</td>
<td>March 2015</td>
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<td>Establish the Office of Community Engagement including the hiring of a Director and support staff with financial backing</td>
<td>Senior leadership team, Regional Chancellor, Deans, Faculty Senate, Student Government, Career Services, Community Leadership Council, Campus Board</td>
<td>Full campus and community, $250,000- $300,000 plus fringe (internal and sponsored funding)</td>
<td>Develop this quarter for rollout July 1, 2015</td>
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<td>Engage Community Leadership Council with internal constituents to provide guidance towards new Office initiatives</td>
<td>Director, Office of Community Engagement, Senior Leadership team, Deans, Career Services, Student Engagement, Faculty Senate, Students</td>
<td>Full campus and community, Office of CE’s budget, CE Development Initiative task force, Student Govt., Faculty Senate</td>
<td>By beginning of Fall Semester, 2015</td>
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<td>Engage with and provide resources to the Office of Institutional Research in tracking and aggregating data on community engagement.</td>
<td>Director, Office of Community Engagement, Regional Chancellor, Senior Leadership Team including AVP of Institutional Research, Career Services, Academic Affairs, Deans, Student Engagement, Community Partners</td>
<td>Full campus and community (data to be used for marketing, accreditation, program development), National data, office of CE funding, Marketing team</td>
<td>Begin discussions of outcomes and methods of data collections in Fall 2015</td>
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R = the person(s) group(s) Responsible is the doer
A = the person Accountable is the decision-maker
C = those who are Consulted are resources
I = those who are Informed have a need to know