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Exploring the Use of a Pilot Anchor Framework to Measure VCU'S Impact on the Region

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Exploring the Use of a Pilot Anchor Framework to Measure VCU'S Impact on the Region

Abstract

Presentated at IARSLCE on November 18, 2015.

Disciplines

Higher Education



Exploring the Use of a Pilot Anchor Framework to Measure VCU's Impact on the Region

IARSCLE

November 18, 2015

We are a premier urban, public research university focused on academic success.



Established in
1838



Located in
Richmond, Virginia



More than
171,000
alumni worldwide



About Richmond

- » Virginia's capital city
- » Home to six Fortune 500 companies
- » Growing innovation ecosystem
- » Thriving arts community



The VCU population

- » 31,288 students
- » 100 countries represented in student population
- » 11,388 employees
- » 2,170 full-time instructional faculty



Academic programs

13 schools and
one college

222

degree and
certificate programs

64 baccalaureate degree programs

74 master's degree programs

40 doctoral degree programs

3 first-professional degree programs

41 post-baccalaureate and
post-master's certificate programs



31,163 students
Very high research activity
Community-engaged
Located in Richmond, Virginia

VIRGINIA COMMONWEALTH UNIVERSITY

STRATEGIC PLAN: QUEST FOR DISTINCTION

Theme I

Become a leader among national research universities in providing all students with high-quality learning/living experiences focused on inquiry, discovery and innovation in a global environment.

Theme II

Attain distinction as a fully integrated urban, public research university through contributions in human health, research, scholarship and creative expression that advance knowledge and enhance the quality of life.

Theme III

Become a national model for community engagement and regional impact.



**Anchor institutions are defined as,
“place-based entities such as universities
and hospitals that are tied to their
surroundings by mission, invested capital,
or relationships to customers, employees,
and vendors”**

(Dubb, McKinley, & Howard, 2013, p. v)

National Conversation

- The Democracy Collaborative – *The Anchor Dashboard*
- Coalition of Urban Serving Universities
- Initiative for Competitive Inner City (ICIC)
- The Netter Center, UPenn – *The Anchor Toolkit*
- University Hospitals (nonprofit) & Case Western Reserve University's School of Medicine

Starting our Conversation

Collaboration between

- Division of Community Engagement
- Office of Planning & Decision Support

Big picture view

- *How to align VCU assets with community needs?*

Whole picture view

- *Including hard resources is new step as an “asset”*

Greater Richmond Region

Poverty rate

Richmond: 22%
Henrico: 11%
Virginia: 11%

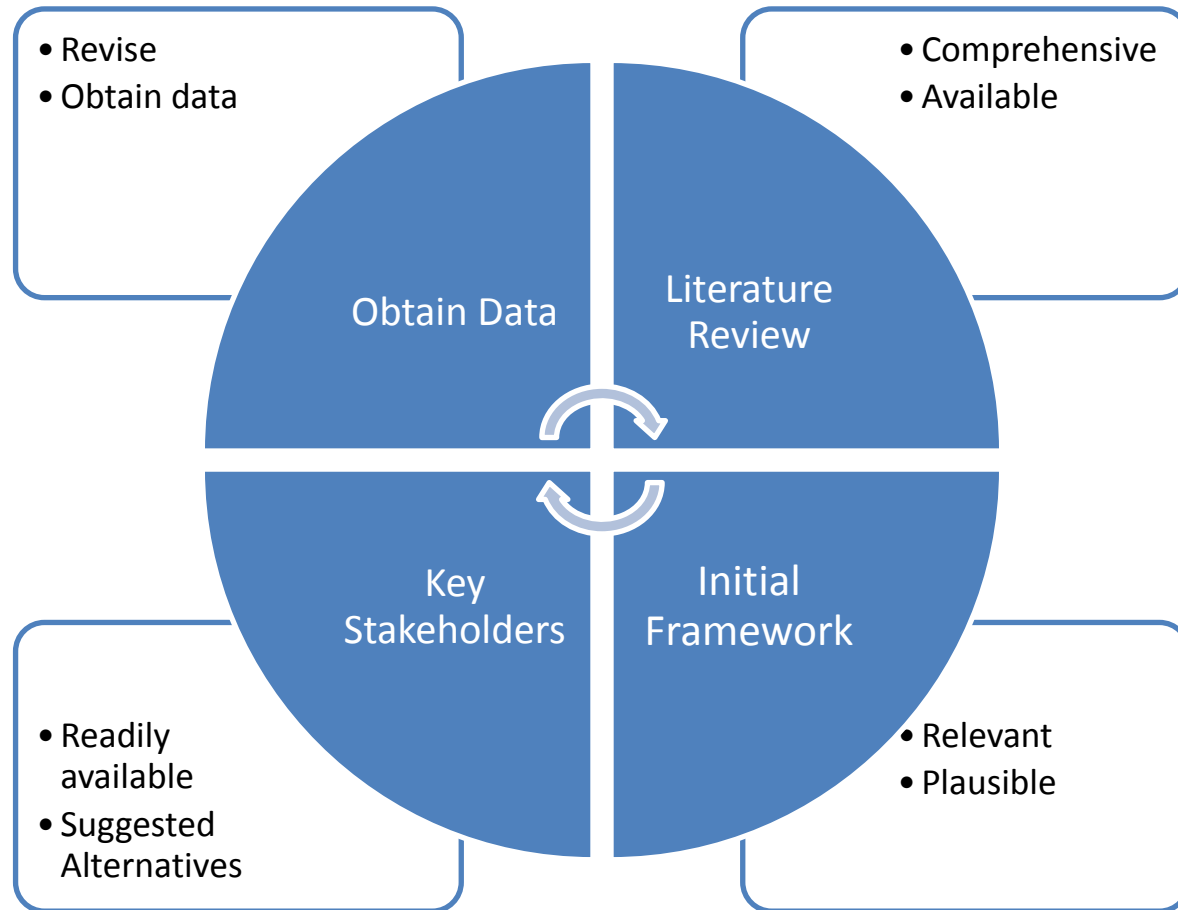


VCU

VIRGINIA COMMONWEALTH UNIVERSITY

Make it real.

Developing Anchor Framework



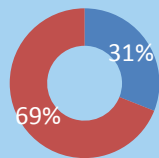
Pilot Anchor Measurement Framework

Economic Development

Workforce

Real Estate

Equitable Hiring

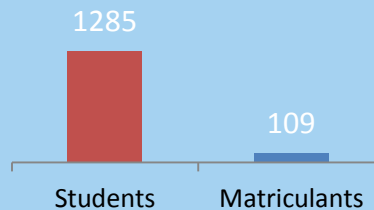


■ Minority ■ Non-Minority

Education

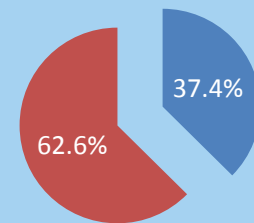
Access

Pipeline Programs



Health

Access



■ non-ER ■ ER

Green & Safe Neighborhoods

Safe Campuses & Streets

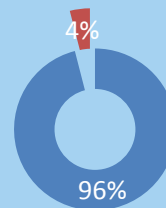
Greening VCU



STARS
Silver
Ranking

Cultural Vitality

Public Events



■ Free ■ Not Free

Community Building

Partnerships

Engagement

17,602 Students

1,316,000 Hours

\$29,675,000 Value

Challenges

- To ‘anchor’ or not to ‘anchor’?
- “Whose” impact?
- Breadth vs depth of data

Preparation meets Opportunity

- Presentations
- Community Assessment report
- Focusing Quest & Next Strategic Planning meeting

Next Steps

- Strategic focus on Health & Education (preliminary)
- Anchor Learning Cohort
- CED Joint Task Force

Questions?
Comments?
Suggestions?

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Resources & References

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