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

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Abstract
Presented at IARSLCE on November 18, 2015.

Disciplines
Higher Education

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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
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%
Developing Anchor Framework

- Relevant
- Plausible
- Readily available
- Suggested Alternatives

- Comprehensive
- Available

Obtain Data

Literature Review

Key Stakeholders

Initial Framework

- Revise
- Obtain data

- Relevant
- Plausible

- Readily available
- Suggested Alternatives

- Comprehensive
- Available

- Revise
- Obtain data

- Relevant
- Plausible

- Readily available
- Suggested Alternatives
Pilot Anchor Measurement Framework

**Economic Development**
- Workforce
- Real Estate
- Equitable Hiring

**Education**
- Access
  - Pipeline Programs
    - Students: 1285
    - Matriculants: 109

**Health**
- Access
  - 62.6% non-ER
  - 37.4% ER

**Green & Safe Neighborhoods**
- Safe Campuses & Streets
  - Greening VCU
    - STARS Silver Ranking

**Cultural Vitality**
- Public Events
  - 96% Free
  - 1% 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?
Contact Information

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Anchor Measurement Models


