Building Strong Relationships with Universities

David Satterfield
July 31, 2019
My approach to today’s conversation

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- The view of colleges and universities are MUCH different from the inside.
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• The view of colleges and universities are MUCH different from the inside
• I hope to provide insights and advice to better understand how to best utilize this extraordinary resource
• I hope to provide some common sense “Rules of the Road” to help to unlock these resources to benefit your community.
Some thoughts following my 37th year...

- Universities are rich resources and at times are confounding and confusing to outside interests.
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Some thoughts following my 37th year...

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• Universities have numerous ways they may assist, inform and collaborate with external interests.
• Universities are at their best when fully engaged in local, state, and regional efforts.
• University Presidents and senior executives are generally enthusiastic and committed to playing a role in local, state, and regional economic development efforts.
Some thoughts following my 37th year...

• With all of that said......
• True and meaningful engagement is difficult
• True and meaningful engagement is in the eye of the beholder
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• True and meaningful engagement is difficult
• True and meaningful engagement is in the eye of the beholder

And at times....
• Universities want to do more - - but at times we simply don’t know what to do.
The very beginning....

• Find a ”Guide”
• Find a “Scout”
The very beginning....

- Find a "Guide"
- Find a "Scout"
- Lack of a uniform, distinct, or obvious "Front Door"
Where can I get some help with economic development for my region?
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- College of Business and Economics
- Bureau of Business and Economic Research
- Department of Economics
- Agriculture Economics
- Resource Economics
- Natural Resource Economics
- Regional Research Institute
- Research and Economic Development
- Entrepreneurship Law Clinic
- Extension Service
- Business Retention & Expansion Program
- Center for Entrepreneurial Studies and Development
- Manufacturing Extension Partnership
- Community Design Team
- Northern Brownfields Center
- Economic Impact Assessment Research/Consulting
- Technology Transfer
How do I find a Guide?

• Develop a relationship with an “insider”
  • Are there any University folks sitting on any of your Boards?
  • Are there people who have help you in the past?
• Government relations specialists
• Read the business-based publications by the institution
• Office of Corporate Relations
• Attend lectures
• Just reach out.....
Rules of the Road - Common Issues to Understand & Navigate

• Depth and Type of work needed
Rules of the Road - Common Issues to Understand & Navigate

• Depth and Type of work needed
• Timeframe/deadline of the project
Rules of the Road - Common Issues to Understand & Navigate

- Depth and Type of work needed
- Timeframe/deadline of the project
- Type of “labor” required
Areas of focus (POWER-inspired)

• Talent (i.e., workforce) development in targeted areas
• Economic and Community Development
• Entrepreneurship, Innovation, and Commercialization
• The University as a Convener/Coordinator/Champion
Talent (i.e., workforce) development in targeted areas

- Traditional “workforce” is not our strength or focus
Talent (i.e., workforce) development in targeted areas

• Traditional “workforce” is not our strength or focus
  • TEAM Consortium
  • Shale-inspired manufacturing - forward looking programs of study
Talent (i.e., workforce) development in targeted areas

- Traditional “workforce” is not our strength or focus
  - TEAM Consortium
  - Shale-inspired manufacturing – forward looking programs of study

- Increase production of graduates that meet the needs of the new economy in WV and surrounding region, and increase the quality of education at WVU at all levels (undergraduate, adult/continuing, graduate and professional)
Talent (i.e., workforce) development in targeted areas

• Within various undergraduate programs and majors
  • Co-op experiences
  • Case studies – in company experience
  • Internships
• Degree programs which are responsive to current needs:
  • Global Supply Chain Management
  • Cybersecurity and MIS programs
  • Study Abroad Opportunities
Economic and Community Development

• Bureau of Business and Economic Research
• Regional Research Institute
• The Center for Entrepreneurial Studies and Development
WHAT IS WVU INDUSTRIAL EXTENSION & WVMEP?
WHAT DOES WVU INDUSTRIAL EXTENSION DO?

MISSION
To help small and medium-sized businesses in West Virginia strengthen their business through innovation and growth services.
WVU INDUSTRIAL EXTENSION SERVICES

ANYTHING!

OTHER RESOURCES – ASK US ABOUT...

• Connection to WVU Resources (labs, research, engineering, testing, agricultural, and more)
• Engineering Student Projects
• Engineering Interns
• Open Engineering Positions
• Career Fairs
• Connection to State Resources (DEP, SBDC, etc.)
• Sourcing in WV from other Manufacturers
• Other Services Available from MEP Centers
• Business and Market Research
The Center promotes economic development and environmental and public health protection through the innovative redevelopment of brownfield sites.

The Center facilitates the redevelopment of brownfield properties by assisting local governments, economic development organizations, and private developers with:

- identification of redevelopment opportunities,
- technical assistance to overcome project barriers,
- engagement of community stakeholders, and
- obtaining project resources and leveraging funds.

For more information on the NBAC contact:

Patrick Kirby
Director
Patrick.Kirby@mail.wvu.edu
(304)293-6984
WVU BAD (Brownfield, Abandoned, Dilapidated) Buildings provides technical assistance, research, and other resources to rural communities to address abandoned and dilapidated properties using a community-based, volunteer-led approach to inventory, prioritize, and address abandoned and dilapidated buildings, helping communities access the tools and resources needed to transform dilapidated properties into vibrant community assets.

For more information on WVU BAD Buildings Contact:
Carrie M. Staton
BAD Buildings Director
Carrie.Statton@mail.wvu.edu
(304)293-7071
**Impact**

- **31 participating communities**

**Cost of Addressing Blight**

WVU BAD Buildings estimates the cost of a straightforward demolition - with no complications or environmental issues - to cost approximately $10,000 for residential structures and $75,000 for commercial structures.

**Estimated Demolition Costs for Identified BAD Buildings**

- **$4 million** to demolish BAD residential structures
- **$3 million** to demolish BAD commercial structures
Entrepreneurship, Innovation, and Commercialization
The University as a Convener/Coordinator/Champion
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• Defense Industry – OEA – NDIA Chapter
The University as a Convener/Coordinator/Champion

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- Opioids
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• West Virginia Forward
WV Forward

A collaboration among West Virginia University, Marshall University and the West Virginia Department of Commerce to blaze a pathway toward greater economic prosperity.
Hot Topics:

• Increase workforce participation
• Enhance talent attraction and retention
• Showcase the best of West Virginia assets
• Investing in business growth and startups
Partnership & Collaboration

• Partners include:
  • Federal Reserve Bank of Richmond
  • Benedum Foundation
  • Ross Foundation
  • TechConnect WV
  • AARP

• Collaboration on:
  • Opportunity Zones
  • Dependent Care
  • Cyber Workforce Development
  • Livability
  • Young Talent Attraction
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Resources

• Economic Well-Being and Engagement Report on Current WVU Assets and the Road Ahead, WVU, December 2012

• Higher Education Engagement in Economic Development: Foundations for Strategy and Practice, APLU/UEDA, August 2015
Questions and Comments

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