

1.D - Core Component 1.D

The institution's mission demonstrates commitment to the public good.

1. Actions and decisions reflect an understanding that in its educational role the institution serves the public, not solely the institution, and thus entails a public obligation.
2. The institution's educational responsibilities take primacy over other purposes, such as generating financial returns for investors, contributing to a related or parent organization, or supporting external interests.
3. The institution engages with its identified external constituencies and communities of interest and responds to their needs as its mission and capacity allow.

Argument

1.D.1. The Strategic Plan calls for ISU to be a treasured resource for Iowa, the nation and the world with key goals of building partnerships with communities of place and interest to solve problems and create opportunities. This expectation continues to expand the role of Extension and Outreach in innovative ways that recognize the economic and research value of collaborative ventures and partnerships.

Carnegie Engaged Institution

ISU's commitment to engage external constituencies and communities is documented through its [Carnegie Community Engagement Classification](#). This elective classification requires the institution to provide data and documentation to determine whether the institution qualifies for recognition as a community engaged institution. Per the Carnegie Foundation, "*Community engagement describes collaboration between institutions of higher education and their larger communities (local, regional/state, national, global) for the mutually beneficial exchange of knowledge and resources in a context of partnership and reciprocity.*" The [documentation prepared for the classification review](#) provides data and information on ISU's community engagement through leadership, fit with identity and culture, financial commitment, assessment, curricular engagement, outreach, and partnerships.

Technology Transfer

Another measure of ISU's commitment to public good is visible in the third priority of the Strategic Plan that focuses on producing and disseminating research to address the challenges of the 21st century. The translation of research into solutions that address local and global problems is fundamental to land-grant universities. Evidence of this commitment is demonstrated in the fact that [ISU annually executes over 50 license agreements](#) for ISU research to be used outside of the University.

1.D.2. While ISU is a major, internationally known public academic and research institution, it balances core programmatic responsibilities for extension, outreach, and economic development. As a non-profit public state institution, ISU has no fiduciary responsibility to generate financial returns for investors. It does have financial responsibilities to the Board of Regents (which ensures accountability for use of state and other financial resources) and the citizens of Iowa. As documented in 5.A.1. ISU's

budget and expenditures align with primary responsibilities of the university.

1.D.3. Community engagement is the third part of ISU's land-grant mission. The Strategic Plan includes an explicit priority to involve citizens of Iowa and the world in collaborative interactions through extension, outreach, engagement, and economic development. Faculty and staff conduct these interactions through partnerships that recognize the value and expertise of all partners, while adhering to University policies and procedures. The following are examples of the frameworks that identify and support these essential collaborative partnerships.

Extension and Outreach

ISU Extension and Outreach monitors engagement through self-directed work teams, continuous needs assessment, and ongoing work with public and private partners. At the state level, staff work closely with key statewide constituencies. Needs assessments are conducted at local and state levels to inform programming. County extension councils (composed of nine elected officials in each of 100 county extension districts) and local stakeholder groups annually review, and prioritize needs for statewide work teams. [Iowa State's Combined Research and Extension Annual Report](#) documents the level of needs assessment and stakeholder interaction used in developing programming. Extension and Outreach [served more than 1 million constituents in FY2014](#).

Integrated Approach for Economic Development

President Leath, in his [installation address](#), announced that a major focus of his presidency would be partnerships central to a land-grant university. He said, "we were created out of a partnership with the people we serve, and we exist to work in partnership with these people." He stressed the need for ISU to work together in solving problems and visioning a future. While he acknowledged the excellence of programs designed to strengthen Iowa's business and industrial sector (e.g., Center for Industrial Research and Service, Institute for Physical Research and Technology, the Small Business Development Centers, and the ISU Research Park), he called for a fully integrated approach to economic development that would leverage the full potential of these efforts. This successful foundation for economic development connects ISU faculty, staff, students, and resources easily and transparently with industry, communities, business, and state agencies.

In January 2014, President Leath announced the [reorganization of the university's economic development and company assistance programs](#) under one unit – the Office of Economic Development and Industry Relations (EDIR), to be led by Dr. Michael Crum, Vice President for Economic Development and Business Engagement and Chairman of the ISU Research Park Corporation.

ISU Research Park

The ISU Research Park, founded in 1987, is a private, not-for-profit entity affiliated with ISU. It has grown significantly over the past few years and is key to the continuing success of ISU economic development and business engagement. Businesses of all types lease space in the park, providing opportunities to employ or provide internships for ISU students. In FY2014, the ISU Research Park increased in size by 200 acres. The number of employees has doubled in that last four years reaching 1,400. A third phase of the Park is planned that will add another 200 acres, and grow the employee base to more than 6,000. In September 2014, representatives of ISU and the State of Iowa broke ground for a new economic development core facility. [A state appropriation of \\$12 million in 2013 is](#)

[supporting construction of the 49,000 square-foot facility](#). When opened in mid-2016, the facility will house 100 employees bringing together a variety of ISU units (including Economic Development and Industry Relations and the Small Business Development Centers) into an integrated one-stop shop for business and industry seeking ISU expertise and assistance.

Cultivation Corridor

Another example of ISU's commitment to community service and engagement is its leadership in developing a [Cultivation Corridor](#) in central Iowa. The Corridor is a [public-private partnership working to cultivate innovation and accelerate growth](#) in the ag-bioscience, biorenewables, biotech and advanced manufacturing industries. The effort builds on a rich history of innovation to enhance environmental sustainability and accelerate business development by attracting companies, talent and capital from across the globe. Since the Corridor has an emphasis on scientific discovery and research, ISU is a critical partner in this new initiative.

Sources

- 2015 Carnegie Community Engagement Submission
- 2015 Community Engagement Reclassification Letter
- Creation of Office of Economic Development and Industry Relations - 1-16-14
- Cultivation Corridor - Tactical Work Plan - 2014-15
- Cultivation Corridor - About
- Extension and Outreach 2014 Annual Report
- Fact Book Patents Licenses
- ISU Combined Research and Extension Plan of Work 2015
- ISU Research Park Expansion Press Release
- President Leath - Installation Address (9-14-12)