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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

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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

VCU

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

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)

VCU

Make it real.

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"*

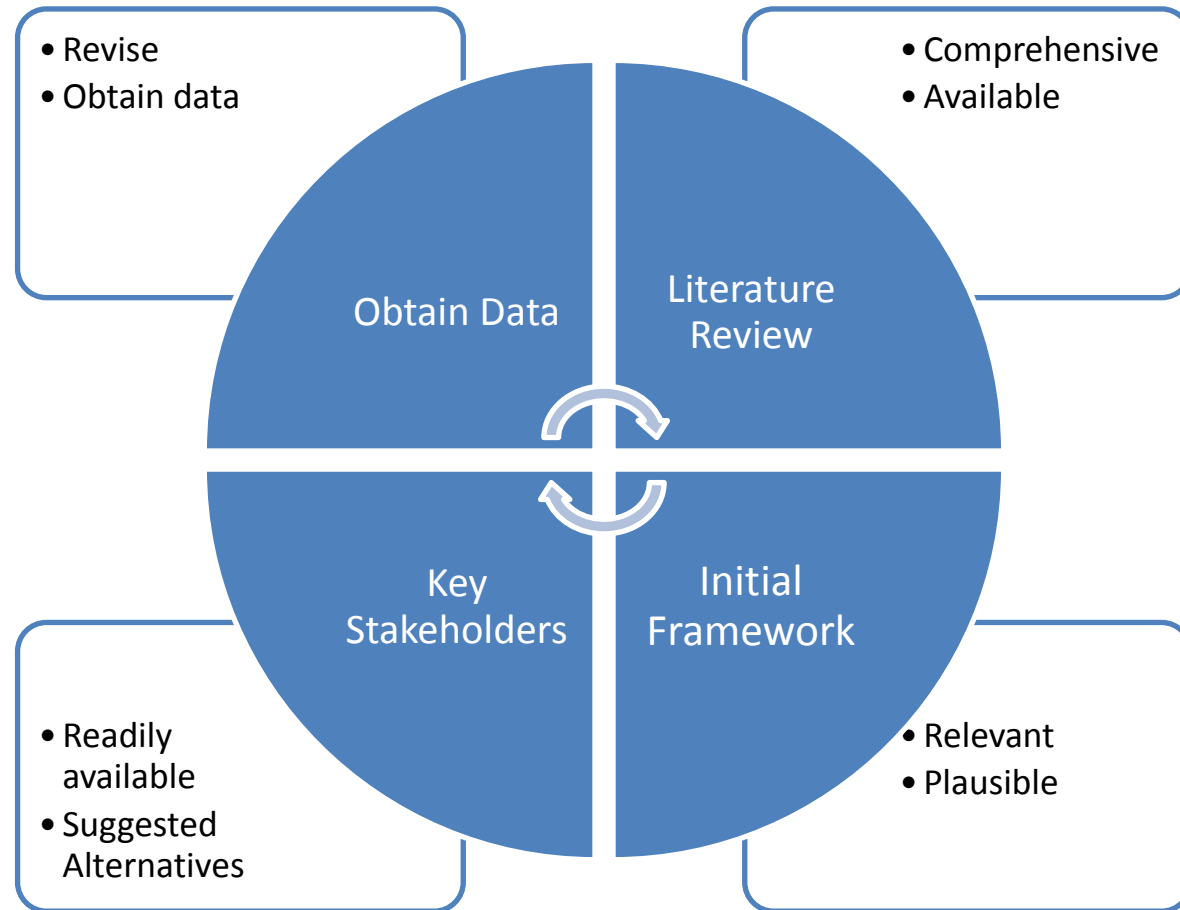Make it real.

Greater Richmond Region

Poverty rate

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

Developing Anchor Framework

- Revise
- Obtain data

- Comprehensive
- Available

Obtain Data

Literature Review

Key Stakeholders

Initial Framework

- Readily available
- Suggested Alternatives

- Relevant
- Plausible

Pilot Anchor Measurement Framework

Economic Development

Workforce

Real Estate

Equitable Hiring

31%
69%
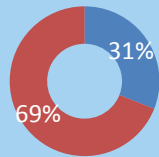
- Minority
- Non-Minority

Education

Access

Pipeline Programs

1285

109

Students   Matriculants

Health

Access

37.4%
62.6%
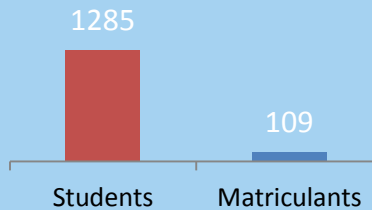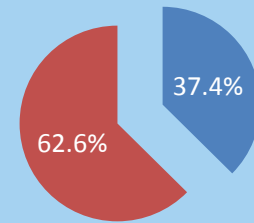
- non-ER
- ER

Green & Safe Neighborhoods

Safe Campuses & Streets

Greening VCU

STARS
Silver
Ranking

Cultural Vitality

Public Events

4%

96%
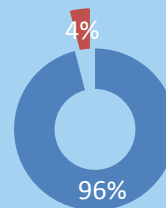
- Free
- Not Free

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

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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

VCU

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Questions?

Comments?

Suggestions?

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Resources & References

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Anchor Measurement Models

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