NKU Fuel the Flame Mission 2018

As a public comprehensive university located in a major metropolitan area, Northern Kentucky University delivers innovative, student-centered education and engages in impactful scholarly and creative endeavors, all of which empower our graduates to have fulfilling careers and meaningful lives, while contributing to the economic, civic, and social vitality of the region.

Our Vision:

NKU will be acclaimed by students, alumni, the region, and the commonwealth for:

- **Our Success**... in preparing outstanding graduates for a global society
- **Our Contribution**... to regional progress and economic growth
- **Our Delivery**... of distinctive academic programs
- **Our Dedication**... to the development and wellbeing of our people
- **Our Effectiveness**... in securing and managing resources sustainably

MISSION: Government & Community Relations

Supporting the Northern Kentucky University Fuel the Flame Strategic Plan

Why GCR exists? What does it do to further the Fuel the Flame vision?

The Office of Government and Community Relations (GCR) is the university's primary liaison with city, county, regional, state, and federal government agencies and community organizations to fulfill the mission and vision of the Northern Kentucky University Fuel the Flame Strategic Plan. Through direct and indirect contacts with public, and business and community officials, as well as through relationships with local, state and national community and educational organizations, the office coordinates the representation of our students, faculty, and staff.

Maintaining relationships and support from local, regional, state and federal governments, as well as community organizations and leaders, is critical to fulfilling the mission and goals of the University. Investments, cost containment, and pride in the university result from active engagement with these constituencies on behalf of our students.

VISION:

What GCR intends to become -- its strategic position -- by 2018?

The vision of the Office of Vice President of Government and Community Relations is to be a reliable source for the university community to obtain comprehensive insight into and access to
federal, state and local policy matters, and to facilitate and help to build sustainable and meaningful partnerships between the University and communities, both locally and within the Commonwealth.

**STRATEGIC PLANNING GOALS:**
Description of the overarching, long range, intended outcomes for GCR; the theme under which objectives will be placed?

The Office of the Vice President for Government and Community Relations has developed three strategic goals to support and advance the university and office missions:

I. Create and maintain sound relationships with federal, state and local officials, and community organizations and programs
II. Protect and advocate for university interests and Kentucky’s postsecondary education goals
III. Seek out and create meaningful community engagement opportunities for university faculty, staff, and students that supports community growth

**STRATEGIC PLANNING OBJECTIVES:**
Specific directions, assigned recommended strategies linked to the university strategic plan

Goal I Create and maintain sound relationships with federal, state and local officials, and community organizations and programs

Objective 1: Create open dialogue with elected officials and community organization leaders regarding university priorities, activities, and decisions
Objective 2: Provide information about services to external audiences that help them serve their constituents
Objective 3: Meet regularly with elected officials and neighbors, and attend events on behalf of the university.

Goal II Protect and advocate for university interests and for Kentucky public higher education

Objective 1: Represent the university during legislative sessions and advance university priorities and projects to legislative bodies
Objective 2: Collaborate with Kentucky’s other universities and community college government relations liaisons to advocate for effective higher education legislation and policy, and advance our collective postsecondary education priorities where they intersect
Objective 3: Promote public funding opportunities to university colleges, departments and programs, and advance funding proposals to government and community funding sources
Goal III Create meaningful community engagement opportunities for university faculty, staff and students that support community growth

Objective 1: Through collaboration with the Office of the Provost, engage university faculty/staff in determining their engagement, volunteerism skillsets, interests and priorities

Objective 2: Facilitate community engagement programming that aligns the interests and engagement priorities of the university with those of neighboring communities and entities

Objective 3: Pursue funding opportunities to support and build upon priority, focused, enterprise-wide community engagement programming

ACTIONS:
Details actions, activities or methods designed to accomplish the intended objectives.

Goal I Create and maintain sound relationships with federal, state and local official, and community organizations and programs

Objective 1: Create open dialogue with elected officials and members of the Northern Kentucky community regarding university priorities, activities, and decisions

Action 1: Host student & NKU leadership/surrounding city official meetings to build dialogue and understanding

Metric: Feedback from city officials and students, and actions accomplished
Target: Annual findings

Action 2: Host Northern Kentucky Caucus meetings, and encourage student/NKU leadership participation in other events and activities where officials are visiting, presenting or involved in dialogue regarding postsecondary education

Metric: Number of meetings/events and students participation
Target: Representation at 10 priority events and activities per year, with students at each event/activity

Objective 2: Provide services and information to external audiences that help them serve their constituents

Action 1: NKU Virtual Business Center member facilitation and coordination, maximizing economic and business development related resources for communities

Metric: Program participant’s survey and number of engagements
Target: Positive annual feedback and 100 engagements per year
Action 2: Provide knowledge of Health Innovations findings to community leaders and organizations to fuel the health of our community, and promote partnerships with external partners

Metric: Number of ideas and concepts presented, and number of potential partnerships explored
Target: Distribution of 12 innovation reports/stories per year to external partners/organizations, 6 partnership opportunities explored

Objective 3: Meet regularly with elected officials and neighbors and attend events on behalf of the university.

Action 1: Work with surrounding city mayors and set regular update/dialogue meetings

Metric: Number of meetings per year with key offices
Target: Three meetings per year with mayors & county judge executives

Action 2: Maintain relations with Chamber, CBC, United Way, SouthBank, Tri-ED, Municipal Government League of NKY, Superintendents, Education Council, Vision 2015, UpTech and others as appropriate

Metric: Number of events/meetings
Target: Quarterly meetings with each group

Goal II Protect and advocate for university interests and for Kentucky public higher education

Objective 1: Represent the university during legislative sessions and advance university priorities and projects to legislative bodies

Action 1: Manage strategic Road to NKU visits throughout the Commonwealth and specifically engage General Assembly Leadership/CPE Board Members/Community & Business leaders in Outcomes Based Funding need

Metric: Number of visits made
Target: All legislative leadership, CPE members engaged; 10 organizations outside NKY engaged

Action 2: Promote outcomes based funding model to key leadership on education, A&R, and state government committees

Metric: Number of legislators and number of contacts with information on outcomes based funding
Target: all key legislators, administrators receive a minimum of 12 connections per year
**Objective 2:** Collaborate with Kentucky’s other universities and community college government relations liaisons to advocate for effective higher education legislation and policy, and advance our collective postsecondary education priorities where they intersect

Action 1: Track and maintain awareness of General Assembly legislation during sessions, and actions during interim, providing reports to leadership for review and position development

Metric: Number of bills tracked, Number of favorable outcomes
Target: Favorable outcomes

**Objective 3:** Promote public funding opportunities to university colleges, departments and programs, and advance funding proposals to government and community funding sources

Action 1: Track on state and federal funding opportunities and share with the appropriate university colleges, programs or departments

Metric: Number of opportunities disseminated
Target: 12 opportunities matching priority areas per year

**Goal III Create meaningful community engagement opportunities for university faculty, staff and students that supports community growth**

**Objective 1:** Through collaboration with the Office of the Provost, involve university faculty/staff in determining their engagement, volunteerism skillsets, interests and priorities

Action 1: NKU Virtual Business Center member facilitation and coordination, maximizing economic and business development related resources for communities

Action 2: Work with Provost to develop a management structure for meaningful engagement

Action 3: Work with Provost to identify 3 to 5 core, focused community engagement centers of activity that will have capacity built and promoted extensively to external audiences

Action 4: Work with Provost to develop an awareness, vetting and tracking system for community engagements

Metric: Develop of strategy by end of 2015 and fully operational 2016
Target: Completed and actionable strategy by December 2015

**Objective 2:** Create and strengthen community engagement programming that aligns the interests and engagement priorities of the university with those of neighboring communities and entities
Action 1: Work with Student Affairs to develop Highland Heights and other surrounding city engagements for students

Action 2: Work with VP of administration and athletics/student recreation to maintain positive city engagement, understanding and support.

Metric: City complaints addressed
Target: Positive relations

**Objective 3:** Pursue funding opportunities to support and build upon community engagement programming

Action 1: Promote proposals for priority community engagement priorities, and seek funding opportunities from state and federal agencies

Metric: Assist Provost in developing 3-5 proposals for engagement seed funding
Target: Promote 3-5 program proposals per year to agencies