



Engagement Academy Programs



Engaging Your University in Regional Economic Development



...a value proposition for businesses, economic developers, community and state leaders

May 21-23, 2012 | Hotel Roanoke and Conference Center | Roanoke, VA

Endorsed by



“Universities are a major driver of the innovation environment in states with the highest innovation performance according to our recent Boston Consulting Group Study. American prosperity depends on better leveraging the assets contained in our universities. This executive leadership program is a must for leaders and teams who care about being on the forefront of regionalism!”

Emily DeRocco, President, Manufacturing Institute; Executive Vice President, National Association of Manufacturers

“Successful regional collaboration that creates transformative collective impact requires of its partners sustained commitment, vision and organization. Those who are interested in building regional clusters of innovation should take advantage of opportunities like the executive leadership program to better understand how to leverage existing strengths and overcome challenges inherent to the process.”

Luis Proenza, President, University of Akron

Virginia Tech and TRE Networks are pleased to present this executive leadership program designed for individuals or teams of university and community leaders responsible for regional economic development. The curriculum is designed to foster competency in leading regional transformation that results in visible, long-term impacts targeted at the needs of both institution and region. Participants will learn replicable methods and tools for advancing strategic regional development in a complex planning environment. During this program, participants will develop a strategic action plan to expand university-community economic partnerships with an emphasis on strategies for navigating different organizational cultures in the regional development context – universities, private business, government, and regional/community organizations. Participants will return to their campuses and communities with a specific plan to effectively link regional economic development with the mission of their institution(s).

www.cota.vt.edu/engagementacademy/econdev/





Engagement Academy Programs



Engaging Your University in Regional Economic Development

...a value proposition for businesses, economic developers, community and state leaders

May 21-23, 2012

Endorsed by



Academy Faculty



Emily DeRocco
The Manufacturing Institute



Nancy Franklin
Penn State University/TRE Networks



Tim Franklin
TRE Networks



Ed Morrison
Purdue University/TRE Networks



Ted Settle
Virginia Tech/TRE Networks



Jesse White
UNC-Chapel Hill/TRE Networks

Virginia Tech and TRE Networks are pleased to present this program that has been endorsed by AASCU, CUMU, NOSC, CCPH and APLU. This executive development program is designed for institutional teams or individuals responsible for developing institutional capacity for regional economic development. In this program, university leaders and their community partners will develop a plan for linking their regional economic development plan to their university strategic plan. Leaders will receive tools to expand university-community economic partnerships and strategies to advance their plans within the university and the region. The program is designed to foster competencies in leading regional transformation that result in visible, long-term impacts targeted at the needs of both institution and region. Participants will return to their campuses and communities with a specific plan to effectively link regional economic engagement to the teaching, research, and service missions of the institution.

Register Now!

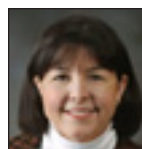
www.cota.vt.edu/engagementacademy/

Sponsored by:



Location:

The Historic Hotel Roanoke & Conference Center



For more information, contact:

Jeri Childers, Fellow
Virginia Tech's Center for Organizational & Technological Advancement
jlc@vt.edu

Make plans to also attend
the **2012 Academy ... June 4-8, 2012**

