Draft Summary of Goal, Performance Measure, and Measurable Actions

1. Overarching Goal
   
   Iowa State University will improve the quality of life for all Iowans through services and programs dedicated to economic development and the promotion of healthy communities, people and environments.

2. Overall Performance Measure that will be used to track progress on the overarching goal during the next six years.

   The student experience, research, and outreach missions of the university will be better integrated and leveraged to help businesses, communities, social organizations, and government agencies meet their talent, knowledge, and innovation needs.

   Metric:

   The number of Iowa businesses, communities, social organizations, and government agencies that receive direct assistance or benefit from engaging with the university’s student experiential learning, research, and outreach programs, services, and initiatives.

3. Specific Measurable Actions and corresponding performance metrics related to the overall performance measures. These are the specific actions that the university will take/implement to move the needle on the overall performance measures.

   Increase on- and off-campus experiential learning opportunities for students with businesses, communities, social organizations, and government agencies.

   Metric:

   The number of ISU students who participate in an experiential learning activity.

   Increase research, technical, entrepreneurial, and professional development services for businesses, communities, and government agencies.

   Metric:

   The number of external organizations and individuals utilizing university research, technical, entrepreneurial and professional development services.
Increase the university’s community, youth, family, and economic development programs and initiatives targeted at diverse and under-represented populations.

Metric:

The number of individuals from diverse and under-represented populations and the number of organizations owned by individuals from diverse and under-represented populations participating in university community, youth, family, and economic development programs and initiatives.

4. A list of additional metrics that are related to the overarching goal (e.g., six year graduation rate). These additional metrics will not be in the body of the strategic plan itself, but rather will be categorized by overarching goal as a supplement to the strategic plan.

- Company assistance
  - Jobs created
  - Jobs retained
  - Capital generation
  - New start-ups
  - Increased sales
  - Cost reduction or avoidance

- Technology transfer
  - Licenses (to Iowa companies; worldwide)
  - Sales revenue from licensed technologies

- Entrepreneurship
  - Number of entrepreneurs served
  - New start-ups created

- Training and education for workers
  - Number of programs, workshops, seminars
  - Number of external organizations participating
  - Number of attendees

- Student experiential learning
  - Number of student internships with Iowa companies
  - Number of Iowa companies employing ISU student interns
  - Number of projects for Iowa companies (through capstone courses, student labs, etc.)
  - Number of students working on projects for Iowa companies

- Community development
  - Organizations or communities strengthen
  - Officials trained in community and economic development
  - Minority business assisted or started
  - Community plans developed
- Youth and family programs
  - Number of k-12 youth in ISU programs
  - Assessment of academic performance of these participating youth relative to non-participants
  - Number of adult direct contacts