



## **President's Message: The university as an engine for economic development**

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Posted: Monday, September 12, 2016 Posted: 3:06:17 PM CT



I've been doing considerable reading, thinking and writing about how economic development has become a core function of research universities like ours. I've been pondering the question: How do we renew Wichita's promise as an economic engine for Kansas and the nation?

It's clear that the university is both a driver and beneficiary of the Wichita area economy.

As a high research university, WSU is of the type and mission class that nationally is driving economic development in many cities. And, because of WSU's links to this region, its long-standing programs in critical technical areas, and its renewed commitment to serving the people of the state, WSU is positioned to benefit the local community through not only the research of its faculty but the education of its students, who become contributors to the local economy and the Wichita area community upon graduation.

It is the historical role of public higher education to lift up the fortunes of entire communities. At no time in history has that mission been more important than it is today. The Kansas Board of Regents' [strategic plan](#) specifically highlights the importance of alignment of higher education with the economy, and WSU is dedicated to expanding this commitment, drawing on local knowledge and practices that have been found to be effective elsewhere.

KBOR's plan as the enabling document for WSU's work is consistent with similar efforts in most states that are pushing their universities in this direction.

One of the most important developments recently at the university has been the creation of the Innovation Campus. This campus is one of more than 170 research parks / technology parks and similar entities located at universities throughout the nation that are members of the Association of University Research Parks (AURP).



There are equivalent entities in other countries in North America, Europe and Asia. Many of the practices and the direction of WSU's Innovation Campus are based on lessons learned from other AURP members.

While a number of research parks have focused on new enterprises, some of them, including WSU, have been aggressively building a more complete integration of existing technology-based enterprises along with startups and young firms.

For example, the University of Missouri research parks house corporate headquarters, bank operations, federal agencies and technology-based businesses, in addition to incubators and startups.

It is clear that the nature of these parks is changing to meet the broad needs of the communities they serve, exemplifying economic development at its best. WSU's model of enhancing economic development involves more than creation of the Innovation Campus, however.

The university's focus is wide-ranging and includes efforts to increase the number of college graduates and the quality of their education; finding new approaches to education and skills enhancement that support well-paying jobs in the local workforce; expanding focus on "quality of life" elements of the educational mission; and expanding and supporting applied research and development that are so crucial to technology-based economic development.

The university also is examining services it delivers that affect the perception of the community. This includes a review of the university's athletics conference and its array of athletics programs with a view to enriching local life and enhancing the reputation of the university and the Wichita community.

For the past few months, I've been working on a major essay tentatively titled "Renewing Wichita's Promise: The University, the City, the Region and Economic Development."

# What I'm Reading: What does economic development mean?

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When I talk about economic development, I'm using a definition offered by Maryann Feldman, a public policy professor at the University of North Carolina.

She says:

“Economic development is the expansion of capacities that contribute to the advancement of society through the realization of individual, firm and community potential. Economic development is measured by a sustained increase in prosperity and quality of life through innovation, lowered transaction costs, and the utilization of capabilities towards the responsible production and diffusion of goods and services.”

# A Shocker You Should Know: Judy Espinoza

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As chief human resources officer at Via Christi, Judy Espinoza was once asked if she could work in any other field, where it would be. Her answer was emphatic: higher education.

“I love to see people ignite when they discover the thing that drives them to the next level,” she says.

Judy got her wish this summer when she came to Wichita State to take over as director of human resources from Frankie Kirkendoll, who retired after 35 years.

The 1989 WSU graduate is thrilled to be “back home” and returns to us with more than 26 years of human resources experience, including recruitment, conflict resolution, change management, benefits administration, employment law, compensation and employee relations.

*“When away, I often imagine clicking my heels three times so I can return as soon as possible.”*

As she gets to know campus again, Judy's goals are to partner with employees, faculty and administrative leaders to ensure a work environment with everything needed to be successful in actualizing WSU's mission, as well as making sure faculty and staff genuinely feel valued for the contributions they make.

A passionate Shocker fan, Judy loves following WSU basketball and baseball. Interest in athletics clearly runs in the family; 23-year-old son Brett is a student in WSU's sport management program, and 26-year-old daughter Tayler lives in Tucson, where she is a high school athletic trainer and teacher.

Judy lives in Derby with her husband, Cosmo, who she met at Derby High School. Prior to living in Derby, though, Judy and her four sisters were Air Force brats, living in several places as they grew up, including Okinawa, Japan.

These days when not at work she's a bit of a homebody, although she doesn't like to sit idle, instead preferring to tinker around the house and taking her dogs out for walks and car rides.

# Diversity Update

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The President's Diversity Council proudly presents "DiverseCity: A Showcase of Diversity in Shocker Nation" the week of Oct. 3-7. DiverseCity will provide an opportunity for individuals, organizations and departments to showcase their successes that were made possible by diversity.

As a part of the DiverseCity Showcase, we would like to elevate the dialogue on campus and invite all faculty, staff and students to submit an example of diversity, or highlight successes related to diversity.

To participate, [submit your application](#).

This will be an open submission process, and all those who are interested should express themselves as creatively as possible.

**As a part of the DiverseCity Showcase week, we are also looking forward to:**

- Interfest (international food festival)
- RSC Unplugged: Tom Page Duo
- Brown Bag Diversity Discussion: Black, Brown and Blue, A Discussion with Police Officers of Color
- Pancakes & Pajamas

There will also be performances and appearances by Van Van, Lilly Tran, Kenon Brinkley and Malcolm Lynch.

As we get closer to the event, visit [wichita.edu/DiverseCity](http://wichita.edu/DiverseCity) and check WSU Today for additional details.

I am committed to providing leadership, being a resource and, I hope, a catalyst, to move inclusion to the next level at Wichita State University. I look forward to an exciting semester working with you on diversity.



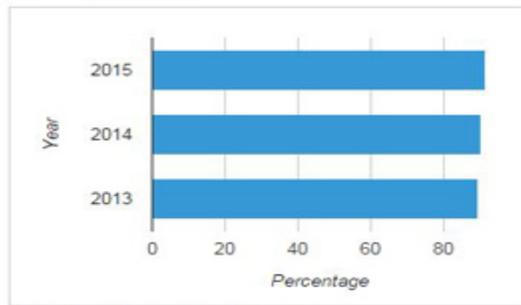
# Strategic Planning Dashboard: A metrics snapshot of WSU progress

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Posted: Monday, September 12, 2016 Posted: 3:14:18 PM CT

## GRADUATION COMPLETION

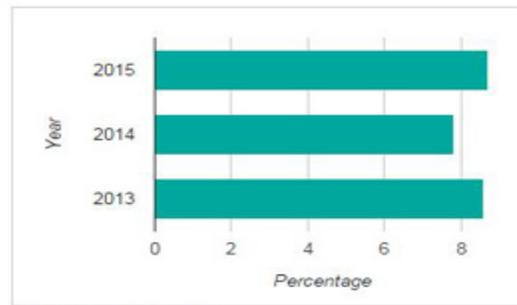
Percent of students graduating within 6 years of entering WSU



SOURCE: Student Information System

## DONATIONS

Percent of alumni who donated to WSU



SOURCE: WSU Foundation

Wichita State is a complex system with many components interacting to achieve the strategic goals of the organization. Monitoring and assessment of progress toward our strategic plan is necessary and requires many types of evaluations.

Quantitative metrics are one method of monitoring and assessment.

With this in mind, the Strategic Planning Steering Committee suggested to me the development of a University Strategic Planning Dashboard. They consulted with University Academic Affairs, including the college deans, to develop a university dashboard that intentionally gauges collective performance of WSU on representative meaningful metrics.

You can view our dashboard, which is being updated continuously with additional data for each metric, at [wichita.edu/dashboard](http://wichita.edu/dashboard).

Anyone can access and use this data. Graphical displays are used to categorize specific metrics for mission and vision. We will be using the dashboard to help visualize how we are achieving our mission and aspiring to our vision. Starting in the October President's Newsletter, a Metric of the Month will be highlighted to help you keep track of what we're doing.

— *Cindy Claycomb,*  
*assistant to the president,*  
*Strategic Planning*

# Research Grant of the Month: The monster beetle

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Posted: Monday, September 12, 2016 Posted: 3:13:47 PM CT



When a monster beetle arrived in Hawaii and began chomping down palm trees, students with Wichita State University's Bug Lab took action.

*Oryctes rhinoceros*, also known as coconut rhinoceros beetles, have already decimated 50 percent of coconut palms in Guam. It's an ecological and economic disaster that has now spread to Oahu in Hawaii and is likely to continue its march to other nearby tropical areas.

But WSU graduate students Josh Dunlap, Jackie Baum and Emmy Engasser – guided by associate entomology professor Mary Liz Jameson – hope to stop the spread of this destructive species through the creation of a website and mobile app that helps the public identify the invasive pests and notify proper authorities.

The website and Hawaiian Scarab ID app, available for iPhone or Android, were developed in partnership with the U.S. Department of Agriculture (USDA). They were the brainchild of Dunlap as part of his master's thesis. Dunlap graduated from WSU in May and has since been hired full time at the USDA.