



East Stroudsburg University of Pennsylvania Research and Economic Development



Students First: Innovate ESU

*"An entrepreneur is an innovator, a job creator, a game-changer,
a business leader, a disrupter, an adventurer."* Russell Branson

Research and Economic Development Annual Report FY 2015-2016

East Stroudsburg University of Pennsylvania
Research and Economic Development
Division Report FY 2015-2016

A. DIVISION MISSION/VISION

- **MISSION:** *The ESU division of Research and Economic Development supports the mission of ESU by providing the greater campus community with access to grants, research, workforce development, discovery, innovative entrepreneurial opportunities, and engaging advancement initiatives.*
- **VISION:** *The ESU division of Research and Economic Development's (RED) vision will be recognized as a catalyst for university-based economic development, discovery, research, entrepreneurship, workforce development and advancement activities that transform the region.*

B. EXECUTIVE SUMMARY

During fiscal year 2015-2016, the East Stroudsburg University **Research and Economic Development (RED)** division continued its efforts to engage the university in research and economic development initiatives within the scope of the university's mission. RED achieved this through campus and community outreach by the Office of Sponsored Projects and Research, Business Accelerator Program, Entrepreneurial Leadership Center, Office of Workforce Development, Schisler Museum of Wildlife and Natural History and McMunn Planetarium, Office of Advancement and the ESU Center for Research and Economic Development, a private non-profit 501(c) 3 organization. The RED team worked with students, faculty, staff, businesses, and regional partners on the collaborative initiatives outlined below that directly impact the economic vitality of the region.

The **Business Accelerator Program** welcomed four new early-stage companies to the program. A total of 21 organizations make up the Business Accelerator: 18 early-stage companies, 1 mentoring company, 1 university initiative and 1 social entrepreneur. These organizations employ 27 full-time positions, 13 part-time positions and engaged 29 student interns/externships. Business Accelerator companies generated \$2M in gross revenue this year compared to \$1.9M in FY14-15. Additionally, revenue generated from company license agreements totaled \$95,259. Highlights of the year included the development of the Business Accelerator Business Plan with 3 year financials, the identification of 40 J-1 Visa prospects, and the launch of *ProSeeder*, an angel group online deal management tool, for the Pocono Mountains Angel Network. Additionally, FY15-16 marked the largest Pocono Mountains Keystone Innovation (PMKIZ) Tax Credit awards in 6 years with over \$324,000 awarded to 6 companies in the PMKIZ.

The **Entrepreneurial Leadership Center (ELC)** managed the State System of Higher Education Student Business Plan Competition and engaged and mentored students. ESU student participation in the system-wide competition increased from 10 students in FY14-15 to 25 students in FY15-16, including 5 ESU students achieving finalist and semi-finalist rankings. ESU graduate student Blaise Delfino, Fader Plugs, LLC, won first place and \$10,000 out of 223 original entrants. Sponsorships for the competition totaled \$25,000 -- the largest sponsorship funding to date. Additionally, the Entrepreneurship Club engaged 78 student members compared to 25 members in FY14-15.

The **Office of Workforce Development (OWD)** managed \$408,135 through a Workforce Economic Development Network of Pennsylvania's (WEDnetPA) Training grant. The grant funded 50 contracts with 37 companies and supported the training of more than 1,100 employees. In FY14-15, OWD administered \$315,597 that funded 40 contracts with 29 companies and trained 1,100 employees. The WEDnetPA grant generated \$32,640 in administrative fees for ESU. In addition, the Professional Testing Center administered 1,009 exams of which 441 were taken by ESU students. In FY14-15, 788 exams were administered and 322 taken by ESU students representing a 28% increase in test registration and a 37% increase in ESU student participation.

The **Office of Sponsored Projects and Research (OSPR)** assisted 33 ESU faculty and staff in securing over \$1.89M in grants and contracts, representing a 17% decrease from the previous year; however, the pending grant awards at the FY15-16 year-end is over \$5M. This fiscal year, 47 external grants were submitted: 4 state system, 15 federal, 5 state and 23 private. It is anticipated that the external grants will generate approximately \$96,000 in indirect compared to \$102,828 in FY14-15. The OSPR hosted ten grant-related activities to promote and celebrate grant activity at ESU, six of which were first-time events; 278 members of the ESU community participated. Additionally, the OSPR launched the first cloud-based grants software **ESU eGRANTS** that automates the grant application process including signatures.

The **Schisler Museum of Wildlife & Natural History and McMunn Planetarium (SMMP)** made great strides toward the goal of serving the campus and community: a new curator was hired, SMMP officially opened to the public, and there was an 88% increase in visitation. The SMMP initiated paid admission for public hours and group programs, leading to a revenue increase of 97% over FY14-15. Group revenue increased by 157%. Group visitors increased by 141%.

The **Research and Economic Development (RED)** division in collaboration with the Office of the President hosted the *3rd Annual Economic Outlook Summit*. Over 235 people attended the Summit representing a 74% increase over the 135 who attended in FY14-15. Additionally, the second annual *Monroe County Economic Scorecard* was prepared and expanded from 6 to 8 counties with the addition of Wayne and Carbon counties and "Business Climate" was added as an additional business indicator.

RED continued to promote and advance a culture of innovation and entrepreneurship across campus with a day-long series of workshops on *Exercises in Entrepreneurship – Experience entrepreneurial thought and action!* facilitated by Andrew Corbett, Chair of the Entrepreneurship Division at Babson College. Over 70 people, including the ESU Strategic Planning Implementation Teams, Monroe County's 2030 Executive Committee and community partners, participated throughout the day.

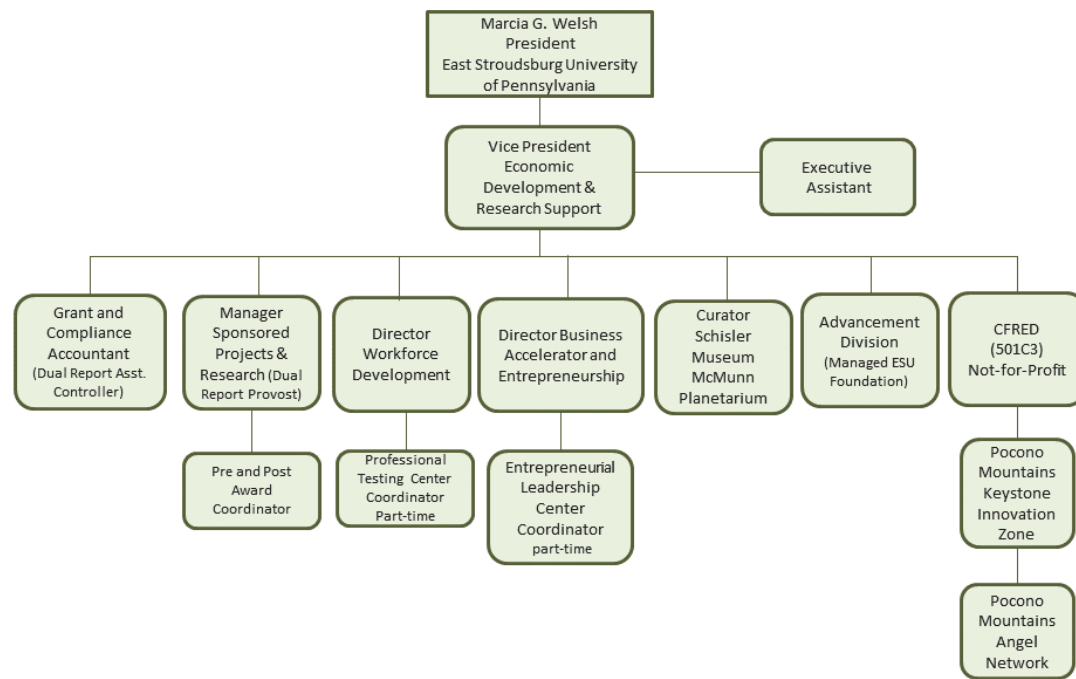
RED also created the inaugural *ESU Student Innovator and Entrepreneur Recognition Award* which recognizes outstanding undergraduate and graduate students who demonstrate a fresh perspective and an innovative and entrepreneurial approach to scholarship, service, research or practice as it relates to the University's Strategic Plan - *Students First: Innovate ESU*. The award was presented for the first time at the ESU Student Awards Ceremony in April 2016.

Other RED initiatives worth mentioning include ongoing efforts to secure funding for the fit-out of the second floor of the Innovation Center to expand the Business Accelerator. As of year-end FY15-16, ESU was in the final review stage for a \$600,000 EDA grant to support the fit-out. The EDA grant, which requires 1:1 match for a project cost of \$1.2M for the project. Grant notification is anticipated in August 2016.

RED's initiatives during FY15-16 continue to be designed, implemented and assessed in alignment with the University's strategic plan - **Students First: Innovate ESU**, and support student success, a strong sense of community, a reputation for innovation and entrepreneurship, and innovative faculty.

C. ORGANIZATIONAL/DIVISION CHART

Research and Economic Development FY 2016-2017



D. DEPARTMENTAL OVERVIEWS

BUSINESS ACCELERATOR AND ENTREPRENEURSHIP PROGRAM, DIRECTOR - MICHAEL GILDEA

The Business Accelerator and Entrepreneurship Program focused on the following Objectives and projected Outcomes for FY15-16. The status as of June 30, 2016 is below.

Objectives:

1. Development of the Business Accelerator Entrepreneur Mentoring & Education Programs
2. Document Business Accelerator Processes for Sustainable Infrastructure
3. Expand the Business Accelerator Program

FY15-16 Projected Outcomes and Actuals:

1. Increased 2015 gross revenue of companies from over \$1.9M to \$2.5M (30% increase)

The actual gross revenue for the FY15-16 was \$2M representing a 4.5% increase in revenue over FY14-15.

2. Increased number of full and part-time employees of companies from 34 to 44 (29% increase)

The number of full and part-time employees increased to 40, which was a 17% increase over FY14-15. This increase occurred with the addition of 4 new companies and a loss of 1 company and 1 university initiative.

3. Increased number of interns/externs of companies from 12 to 15 (25% increase).

A total of 29 student interns/externs worked with companies meeting the projected outcome which represents a 142% increase over FY14-15.

4. **Over 5 new domestic prospects with two new companies accepted into the Business Accelerator.**
Four new companies joined the Business Accelerator: Ethnic Beauty Store, LLC; Proud Development, LLC; Solid Innovations, LLC; and Fader Plugs, LLC.
5. **Over 30 new J-1 Visa prospects with over 10 J-1 visas issued.**
Over 40 J-1 Visa prospects were identified and numerous meetings held including the German Chamber of Commerce, Project Blue Mars-Germany, Select USA Summit, QuanLeap, LLC – China. To date, J-1 Visas have not been issued by ESU, primarily due to the time demands of developing the application guidelines, procedures and financial model.
6. **All companies and J-1 Visa entrepreneurs utilizing new mentoring process and programs.**
The Mentorship Program was developed and three mentors are engaged with companies.
7. **Collaboration with the Entrepreneurship Leadership Center in identifying 2 new active faculty/staff prospects for new businesses and/or university initiatives; Launch of 2 new faculty/staff business and/or university initiative.**
Efforts are ongoing to promote and identify possible faculty/staff prospects to reach this pending outcome. Faculty member, David Daniels, and the ELC did collaborated to support a student competing in the Student Business Plan competition.
8. **Second floor build-out started.**
Funding pending - a \$600,000 Economic Development Administration grant was submitted. The grant requires 1:1 match for a project cost of \$1.2M. Grant notification is expected in August 2016.
9. **All operational processes reviewed and documented.**
All Business Accelerator processes have been reviewed, revised and updated resulting in a much more efficient application process.
10. **Collaboration with the Entrepreneurship Leadership Center on a standardized entrepreneurship resource page on the ESU website.**
The Business Accelerator and ELC collaborated on the creation of the entrepreneurship resource page. http://www.esu.edu/red/business_accelerator/resources.cfm

ENTREPRENEURIAL LEADERSHIP CENTER, COORDINATOR- GERALD EPHAULT

The Entrepreneurial Leadership Center focused on the following Objectives and projected Outcomes for FY15-16. The status as of June 30, 2016 is below.

Objectives:

1. Entrepreneurship Club : Increase awareness and participation of students and faculty within each of the ESU Colleges
2. Coordinate the FY15-16 State System of Higher Education Student Business Plan Competition
3. Collaborate with ESU and the greater community to promote entrepreneurial engagement.

FY15-16 Projected Outcomes and Actuals:

1. **Increase the Entrepreneurship Club membership from 25 students to over 35 (40% increase).**
A total of 78 undergraduate and graduate students participated as members of the Entrepreneurship Club representing a 212% increase in student participation.
2. **Assist the Entrepreneurship Club officers with scheduling monthly meetings, entrepreneurial speakers, workshops.**
There were scheduling difficulties in organizing Club meetings. This was addressed by improved communication and by changing the meeting frequency and locations.
3. **Conduct 7 classroom presentations on entrepreneurship (baseline: 2 presentations in FY 14-15).**
Three classroom presentation were made to students in Art+Design, the Business School and the Entrepreneurs in Motion Career Expo. Students with an interest in entrepreneurial activities were provided with one-to-one advisory support.

4. Submitted more than 15 ESU business plans for the State System's Student Business Plan Competition (baseline: 14 ESU students / ten submissions in FY 14-15).

A total of 25 ESU students participated in the FY15-16 competition with 5 students making the semifinalists, 4 of which made finalist and the 1 placing first in the State System's competition.

5. Increased participation in the State System Business Plan Competition from the 14 state system schools from 124 to 142 (15% increase) and then the next step of qualified student business plans from 48 to 60 (25% increase).

A total of 223 students were original entrants in the FY15-16 competition, a 80% increase and qualified student business plans totaled 78, a 62% increase

6. Raise over \$22,500 for the 2015-2016 State System Student Business Plan Competition.

A total of \$25,000 was raised in sponsorships support in collaboration with the State System Foundation, including multi-year commitments by a majority of the sponsors.

7. Mentored at least 20 new students.

A total of 41 undergraduate and graduate students were mentored throughout the year -- representing a 100% increase.

8. Identification and support of two new active faculty/staff prospects for new businesses and/or university initiatives.

Faculty member, David Daniels, and the ELC collaborated to support a student competing in the Student Business Plan competition.

9. Host trip to the New York Stock Exchange for the Entrepreneurship Club and select faculty/staff.

The trip to the New York Stock Exchange did not occur. It remains as an aspirational goal of the Club.

OFFICE OF SPONSORED PROJECTS AND RESEARCH, MANAGER - CHRISTINA McDONALD

2015-2016 Requested			2015-2016 Awarded				
Source	Amount	Number of Proposals	Amount	% Awarded Funds (\$)	Number of Awards	% of Awarded	% of Total SUM
PASSHE	\$93,331	4	\$93,331	100%	4	100%	5%
Federal	\$6,233,084	15	\$872,879	14%	8	53%	48%
State	\$590,000	5	\$464,020	79%	3	60%	26%
Private	\$994,386	23	\$384,913	39%	15	65%	21%
SUM	\$7,910,801	47	\$1,894,854	23%	30	64%	100%

The Office of Sponsored Projects and Research focused on the following Objectives and projected Outcomes for FY15-16. The status as of June 30, 2016 is below.

Objectives:

1. Grow grants at ESU from \$1.7M to \$2.5M.
2. Raise awareness university-wide of the OSPR's strategy for growth and how that fits into the university's goal of increasing grants from \$2 million to \$5 million by 2020.
3. Develop a toolkit, including bringing in outside expertise from model universities, based on best practices that will increase research and grant activities at ESU.
4. Continue to strengthen the OSPR infrastructure for continued sustainable infrastructure.

FY15-16 Projected Outcomes and Actuals:

1. Increased grant submissions from 80 to 120; thereby increased award potential.

**Note: FY14-15 grant submissions totaled 68 (not 80-FY13-14) as indicated in the outcome)*

During FY15-16, OSPR submitted 47 grants representing the efforts of 33 ESU faculty and staff and secured over \$1.89M, representing a 17% decrease from the previous year. However, pending grant awards for FY15-16 total over \$5M. This represents a success rate of 64% and a 31% decrease in submissions from FY14-15. For internal grants, 39 faculty applied for 43 FDR grants, of which 25 were awarded. This compares to 34 requests and 21 awards in FY14-15.

2. Improved communications and relationships with faculty and staff on grant opportunities, submissions and the overall grants process through conducting interdepartmental meetings, keeping website up to date with grant opportunities, policies, procedures, and hosting and publicizing special events to celebrate achievements and discuss funding options.

The OSPR hosted 10 programs of which 6 were first-time programs, representing a 66% increase from FY14-15. These events served 278 members of the ESU community-a 77% increase in attendance from FY14-15. A notable event was the visit from Dr. Jeffrey Osborn, Dean of Science at the College of New Jersey, who shared successful strategies to increase grant activity. For the first time, an ESU delegation (8) attended the Council on Undergraduate Research (CUR) conference in Washington D.C. with the goal of expanding ESU's awareness of federal grant opportunities and to increase undergraduate research activity. Efforts to increase interest in grants and to improve submissions included disseminating 46 separate grant funding opportunities (a 91% increase from FY14-15), selectively targeting departments resulting in 1,774 e-mail notices received, representing a 194% increase of notices received from FY14-15.

3. Increased cross-fertilization of ideas between ESU documents: Senate Committee Academic Research Plan, ESU Strategic Document, and the OSPR Strategy Paper.

Worked and met regularly with the Assistant to the Provost for Research and with the Provost to review strategic documents and to map out critical areas to improve grant activity.

4. Implementation of new policy and procedures.

The revised procedures for the allocation of indirect funds was approved. The process for tracking grant requests and awards was delegated to the new Pre-Post Grant Project Coordinator and the Grant and Compliance Accountant to ensure accuracy and timeliness of reports. In collaboration with the Assistant Dean in the College of Arts and Sciences, an Alternative Work Assignment (AWA) procedure was developed to more accurately account for grant-funded release time.

5. Increased speed of work flow (funding interest follow-up, grant submissions, post award management and compliance) due to clarity of procedures for faculty and staff and through the new hire of Pre/Post- Award Coordinator.

Purchased and began implementation of **ESU eGRANTS** to more efficiently manage grant administration. The Pre- Post Grant Project Coordinator has taken over management of FDR. The expanded staff and services of OSPR have been positively received by faculty/staff.

OFFICE OF WORKFORCE DEVELOPMENT, DIRECTOR-SHARONE GLASCO

The Office of Workforce Development focused on the following Objectives and projected Outcomes for FY15-16. The status as of June 30, 2016 is below.

Objectives:

1. Manage WEDnetPA - Workforce Economic Development Network of Pennsylvania Training Grant
2. Manage Professional Testing and Licensure Center
3. Create Workforce Development Training Programs geared towards employability, organizational, business development and industry specific skills.

FY15-16 Projected Outcomes and Actuals:

- 1. Compliance with WEDnetPA state regulations: administration and use of funds.**
The OWD Director successfully passed the Annual WEDnetPA Certification test and managed and distributed the WEDnetPA funds in compliance with all DCED guidelines.
- 2. Increase WEDnetPA companies to 35 companies (baseline FY14-15: 29).**
OWD worked with 37 companies.
- 3. Increased WEDnetPA partner allocation to \$400,000 (baseline FY14-15: awarded \$315,247, contracted \$350,000)**
OWD managed \$408,135 of WEDnetPA funding representing a 29% increase from \$315,595 in FY14-15.
- 4. Place a minimum of 5 ESU students in internships with WEDnetPA companies.**
OWD corresponded with 37 companies to determine their interest in internship experiences. One company interviewed two ESU students. No placements were made.
- 5. Creation of marketing plan and acquirement of all materials needed to advertise the professional testing center internally at ESU and externally for the greater community.**
OWD worked in collaboration with the Office of University Relations and Faculty in the development of electronic testing notifications.
- 6. Identification of faculty across all colleges to identify other academic and professional exam requirements and implement based on demand and costs.**
OWD met with Dean's across all colleges to identify department certification needs which resulted in the administration of the National Commission for Health Education Credentialing Exams, which are now offered.
- 7. Secure required human resources to administer and proctor exams run in order to grow capacity.**
During FY15-16, the Professional Testing Center was managed by the Director of OWD with support from a graduate student. In May 2016, a part-time, summer Professional Testing Center Coordinator was hired. Continued growth of the Testing Center is dependent on staff support.
- 8. Expansion of the second floor in the Innovation Center for a secure Professional Testing Center.**
Funding pending: As of June 30, 2015, a federal funding request was pending to support the fit-out of the second floor. Additionally, a federal grant was submitted to establish a Bloomberg Lab at ESU during FY15-16. Grant notification is anticipated in July 2016.
- 9. Delivery of quarterly, relevant training programs that impact student employability and industry specific workforce needs.**
The OWD worked with Career Development Center, Women's Center and Sigma Sigma Sigma and designed and facilitated a Workshop for National Women's History Month titled, Empowering Women, Effective Communications in the Workplace. A total of 43 participants attended.
- 10. Collaboration and alignment with a faculty member across all colleges to share and inform of Workforce Development offerings at ESU.**
OWD met with Deans, Chairs, industry partners and training providers at the 1st WEDnetPA Roundtable which provided a platform for discussion on workforce skills and training needs across industry sectors.
- 11. Identification industry mentors across university colleges.**
Collaborated with Business and Industry, specifically Harsco-Patterson Kelly, Weiler Corporation, M&T Bank and Monroe County Career Link to offer a Job Readiness Boot Camp for ESU students that focused on career readiness learning modules.
- 12. Creation of an ESU Expert's List of subject matter experts to draw from for speaking engagements specific to regional industries.**
The TecBridge "ESU Intellectual Asset Inventory" was reviewed and requires updates. Discussions focusing on the best approach for the inventory and SSHE expert guide are ongoing.

SCHISLER MUSEUM AND McMUNN PLANETARIUM – CATHERINE KLINGLER, CURATOR

	Overall Admission	Overall Revenue	Group Admission	Group Revenue	Group Visits	General Admission	Admission Revenue
Increase	88%	97%	141%	157%	139%	44%	7%
FY15-16	5,863	\$11,087	3,423	\$8,679	55	2,440	\$2,408
FY14-15	3,106	\$5,623	1,418	\$3,376	23	1,688	\$2,247

The Schisler Museum of Wildlife & Natural History and McMunn Planetarium (SMMP) focused on the following Objectives and projected Outcomes for FY15-16. The status as of June 30, 2016 is below.

Objectives:

1. Support the needs of East Stroudsburg University students and faculty and become a vital resource for learning across a range of disciplines and departments.
2. Create and share engaging events, exhibits, and programs tailored to the needs of local educators and various community audiences.
3. Become an exciting destination for visitors to the Pocono Mountains region and create a sustainable infrastructure that supports collections, personnel, operations, and programs in fulfillment of the Museum and Planetarium's mission.

FY15-16 Projected Outcomes and Actuals:**1. Curator Hired**

Catherine Klingler was hired as the Curator on September 21, 2015. C. Klingler came to ESU after working at the Carnegie Museum of Natural History in Pittsburgh for 19 years -- serving in various capacities including Interim Director of Exhibits, Web and Communications Project Manager, and Curatorial Assistant/Preparator.

2. Increase number of visitors

The number of visitors increased from 3,106 in FY14-15 to 5,863 in FY15-16 – representing a 88% increase. The SMMP programs served visitors of all ages, including 2,654 school agers and 1,402 adults/seniors. Additionally, SMMP welcomed students from 27 school groups, a 170% increase compared to the 10 school group visits in FY14-15.

3. Identification of corporate partners and sponsors

The Curator is working with the, OSPR, ESU Foundation and the University Director of Corporate and Foundation Relations to identify corporate sponsors and partners. Giving categories have developed for sponsorships ranging from \$1,000 to \$10,000.

4. Established revenue model for sustainability

A revenue model and budget have been developed with the goal of covering all operating expenses of the Museum and Planetarium, excluding the Curator's salary, through admission fees, grants and sponsorships. The Curator position historically has been funded through a private contribution. Discussions continue on alternative funding sources for the Curator position.

5. Expanded program offerings

A total of 7 ESU courses, representing Art, Biology, Education and English, used the SMMP facilities for at least one class session. Additionally, over 995 ESU students were engaged in SMMP programs/classes. SMMP leadership met with 12 faculty and staff in Science and Education to broaden the museum and planetarium's reach in fulfillment of student learning objectives specific to individual majors. In addition, the College of Education is assisting the SMMP with internship placements and redesigning the SMMP's primary tour topic—Animal Adaptations—to align with state education standards.

6. Established speakers series

This initiative will be launched in FY16-17.

Additionally, the new Curator implemented strategic marketing strategies to establish the SMMP as an exciting destination for visitors to the region.

Outcomes included:

- Forrest & Sons promotional service was engaged to distribute 10,000 rack cards in locations targeting the tourist industry, including hotels, resorts, and attractions.
- More than 500 informational brochures were distributed.
- Local Flair, Morning Call, Pocono Record and Stroud Courier advertisements and editorials
- SMMP became a member in the Pocono Mountains Vacation Bureau's Attractions Guide
- Engagement and presentations were made with the Monroe County Historical Society, Stroudsburg Rotary, and Pocono Arts Council.
- TV and radio coverage included WBRE, George.tv, and others;
- SMMP was successfully nominated to the "Scenic, Wild Delaware River" channel of the National Geographic travel website.

E. CROSS DIVISION/DEPARTMENT COLLABORATION

Business Accelerator and Entrepreneurship Program

The Business Accelerator Program worked with faculty, staff and students as they explored new business ideas and new ESU initiatives. Collaboration occurred with: Art + Design, Chemistry, College of Business and Management, Computer Science, Career Development, and Modern Languages. In addition, faculty members and students served as resources in the development of the business accelerator companies. The Business Accelerator also worked with student clubs and their advisors on projects and in the creation of *New Mind Designs*, a student and faculty managed company. Additionally, the Business Accelerator Program director participates in the Strategic Plan Goal Three Implementation Group.

Entrepreneurial Leadership Center

The Entrepreneurial Leadership Center (ELC) collaborated with State System university facilitators to coordinate the State System's Student Business Plan Competition, including ESU Deans, as well as select faculty. The ELC also partnered with the State System Foundation to coordinate sponsorships, logistics and awards for the competition. The ELC, in conjunction with the Deans of the Colleges and ESU faculty members, established a team of mentors for each student competing in the Business Plan Competition.

Office of Sponsored Projects and Research

The Office of Sponsored Projects and Research (OSPR) worked closely with: the Office of the Provost to revise the FDR guidelines and the indirect procedures; the Office of Advancement and the ESU Foundation to collaborate on grant submissions; Kemp Library regarding Foundation Center Collections and publicity; the Institutional Review Board (IRB) and the Institutional Animal Care and Use Committee (IACUC) to ensure cross-referencing of information for grant activity, and had monthly meetings with the Assistant to the Provost for Research on strategies for increasing research and grant activities at ESU. The OSPR also collaborated with the following university and community groups: the Middle States Self-Study Working Group; the Senate Research Committee; ESU's Strategic Plan Implementation Work Group 3; Pocono Medical Center-ESU Collaboration Steering Team; the Faculty Development and Research (FDR) Committee; the Council for Undergraduate Research (CUR); and the Colleges of Health Sciences, Arts and Sciences, Education, Graduate, and University College.

Office of Workforce Development

The Office of Workforce Development worked with the Middle States Commission on Higher Education Steering Committee, and on a grant proposal to create a Bloomberg Lab in collaboration with the College of Business and Management, and ESU's Information Technology department. New collaborations included working on the development of a continuing legal education workshop with ESU professors Christine Hofmeister, Ph.D., Michael Jochen, Ph.D., and Christopher Brooks, Ph.D. The workshop, approved by the Pennsylvania Legal Education Board, was postponed due to insufficient enrollment. The OWD also worked with Career Development Center, Women's Center, and Sigma, Sigma, Sigma to design and facilitate a Workshop for National Women's History Month. A total of 43 participants attended.

Schisler Museum and McMunn Planetarium

Seven ESU courses used SMMP for class sessions, with the welcome additions of a drawing studio and an English course about science in literature. SMMP actively reached out across departments to explore how SMMP's content can support various academic disciplines. Another major collaboration was with the College of Education, establishing 1-2 internships for science education majors expected to begin in Fall 2016. SMMP has also begun to take a role in ongoing programs such as C.R.E.A.T.E. Lab and ESU4 Kids, finding new ways to open SMMP's doors to innovative learning opportunities across the ESU community.

F. COLLABORATION WITH EXTERNAL COMMUNITY

Business Accelerator and Entrepreneurship Program

The Business Accelerator Program worked with multiple external organizations: the International Business Innovation Association (NBIA); BFTP Northeastern PA; PA Department of Community & Economic Development; and the Pocono Mountains Keystone Innovation Zone (PMKIZ). Additional collaboration included working with the Pocono Mountains Angel Network; PA Angel Network; Angel Capital Association, Great Valley Angel Network, Lehigh Valley Angel Investors, and TecBridge. The Business Accelerator engaged with entrepreneurs and business leaders to facilitate resources and mentors for companies including: Wilkes University, PMEDC, SCORE, NEPA Alliance, SBDC-Scranton, GPCC, and Monroe 2030. J-1 Visa partners included the French-American Chamber of Commerce-Philadelphia, Welcoming Center for New Pennsylvanians and the PA DCED International Investment Office. The program also collaborated with the Chamber's BIZZY Awards with Imperial 3D Solutions receiving the 2015 *Innovator of the Year Award* and Dr. Jane Huffman receiving the *Faculty Innovator of the Year Award*. Additionally, the lack of lab space in the region attracted Hayward Labs, Inc. to the Innovation Center's wet labs where they are working with ESU students and faculty.

Entrepreneurial Leadership Center

The Entrepreneurial Leadership Center (ELC) advised individuals interested in entrepreneurial activities throughout Monroe County. The ELC collaborated with colleagues across the 14 State System Universities and the Chancellor's Office to engage and support the State System Student Business Plan Competition. Additionally, the ELC identified and engaged private sector business and professional individuals to mentor and assist ESU students.

Office of Sponsored Projects and Research

The OSPR collaborated with various groups including: the National Council of University Research Administrators (NCURA) where OSPR participated in and completed its year-long mentoring program with William Patterson University; the PASSHE Faculty Development Professional Committee (FPDC); and the Eastern PA Grants Network. The OSPR hosted Dr. Jeffry Osborne from The College of New Jersey to discuss growing grant activity; convened Monroe County stakeholders to create an EmcArts project to tackle

mental health issues in Monroe County, and networked at the Council for Undergraduate Research Conference to learn about increasing grant activity to support undergraduate research at ESU.

Office of Workforce Development

The OWD held a WEDnetPA Partner Roundtable to engage industry, training providers, and institutions of higher education to discuss workforce training grant opportunities. The office collaborated with Business and Industry, specifically Harsco Industrial Patterson-Kelly, Weiler Corporation, M&T Bank and Monroe County Career Link to offer a Job Readiness Boot Camp for ESU students. OWD also identified 9 new WEDnetPA companies: General Dynamics OTS Scranton, Beck N Call, Allen Lear Home Care Associates, Inc., Top Don Tools, LLC, Gentex Corporation, JAM Works, LLC, Signallamp Health, LLC, J.A. Reihardt and Tamray Technologies.

Schisler Museum and McMunn Planetarium

Strategic outreach efforts were made to market the SMMP -- for every marketing channel SMMP pursued this year, including flyers, print, web, radio, TV, Ads and articles -- a greater number of weekend visitors were noted, emphasizing successful engagement. Website messaging continued to grow with SMMP listings on the Pocono Mountains Visitors Bureau and National Geographic Travel Channel sites. Relationships with regional cultural and service organizations included the Monroe County Historical Society and Stroudsburg Rotary. Plans are also underway for ESU alumni and regional school district campaigns that will increase awareness and further drive visitation.

G. MAJOR ACCOMPLISHMENTS

Research and Economic Development

Major accomplishments of the Division of Research and Economic Development include the continued growth in the East Stroudsburg University Economic Outlook Summit hosted by Marcia G. Welsh, Ph.D. ESU President. FY 15-16 marked the fourth year of the Summit. Over 235 people attended representing a 74% increase over the 135 attendance in FY 14-15. Additionally, the second annual *Monroe County Economic Scorecard* was prepared and expanded from 6 counties to 8 with the addition of Wayne and Carbon counties and from 6 to 7 business indicators with the addition of Business Climate.

RED continued to promote and advance a culture of innovation and entrepreneurship across campus with a day-long series of workshops on *Exercises in Entrepreneurship – Experience entrepreneurial thought and action!* facilitated by Andrew Corbett, Chair of the Entrepreneurship Division at Babson College. Over 70 people representing the ESU Strategic Planning Implementation Teams, the County's Monroe 2030 Executive Committee and community partners participated throughout the day.

RED also created the inaugural *ESU Student Innovator and Entrepreneur Recognition Award* which recognizes outstanding undergraduate and graduate students who demonstrate a fresh perspective and an innovative and entrepreneurial approach to scholarship, service, research or practice as it relates to the University's Strategic Plan - *Students First: Innovate ESU*. The award was presented for the first time at the ESU Student Awards Ceremony in April 2016.

Business Accelerator and Entrepreneurship Program

Major accomplishments during FY15-16 include the addition of four new Business Accelerator companies to the program. The Business Accelerator worked with 21 organizations including: 18 early-stage companies, 1 mentoring company, 1 university initiatives and 1 social entrepreneur. These organizations employed 27 full-time positions, 13 part-time positions, engaged 29 student intern/externship; and generated \$2M in gross revenue compared to \$1.9M in FY14-15. Additionally, ESU company license agreements generated \$95,259 during FY 15-16. The Business Accelerator Business Plan with 3 year pro-forma financials was written, *ProSeeder*, a deal management website was launched Pocono Mountains

Angel Network, four new companies joined the Business Accelerator. In an effort to improve the program, all operational processes were reviewed, revised and documented, and an entrepreneurship resource page was developed on the Business Accelerator website. Additionally, 6 of ESU'S PMKIZ companies were awarded a total of \$324,000 from the Pocono Mountains KIZ representing the largest PMKIZ approved tax credit in 6 years.

Entrepreneurial Leadership Center

Major accomplishments during FY15-16 included the management of the State System of Higher Education Student Business Plan Competition and the engagement and performance of ESU students. ESU student participation in the system-wide competition increased from 10 students in FY14-15 to 25 students in the 2015-2016 competition, including 5 ESU students achieving finalist and semi-finalist rankings. ESU graduate student, Blaise Delfino, won first place from a field of 223 original system-wide entrants. Blaise Delfino's company, Fader Plugs, LLC., received a plaque and \$10,000 to support his company at the April 5, 2016 Awards Ceremony. Additional major accomplishments included, assisting in raising over \$25,000 in sponsorship funds for the PASSHE student business plan competition. And lastly, in addition to working with 72 students in the Entrepreneurship Club, the ELC assisted 41 students, both undergraduate and graduate levels, in furthering their business concept.

Office of Sponsored Projects and Research

Major accomplishments of OSPR included: supporting ESU faculty in the largest ever ESU-submitted National Science Foundation S-STEM grant proposal which totaled \$3.9 million—*grant is still pending at FY15-16 year end*; expanding the staff with a Pre-Post Grant Project Coordinator; hosting Jeffrey Osborne, Dean of the College of Science at The College of New Jersey, to strategize how to increase grant activity; the introduction of *ESU FIRECRACKER*; and hosting the second annual *Speed Networking* event. The first external award directly related to an FDR Leveraging grant was awarded this year from the National Institute of Justice with ESU receiving \$37,792 for a Youth Criminal Justice project. Additionally, OSPR efficiency was greatly improved with the website redesign, updated procedures including Indirect Cost and the launching of *ESU eGRANTS* software. This year, OSPR renamed and redesigned the *Funding Year in Review to Research, Scholarship and Creative Activities* to better align research activities with the ESU strategic plan.

Office of Workforce Development

The OWD managed a \$408,135 WEDnetPA training grant representing a 29% increase from FY14-15; managed 40 contracts, secured 9 new companies and allocated \$408,135 to companies. The Professional Testing Center launched Microsoft Office Specialist Training, as a pilot program for WEDnetPA companies. The Center launched 1,009 computer based exams resulting in a 28% increase from FY14-15. The number of ESU students taking certification exams increased from 322 in FY14-15 to 441 in FY15-16 a 37% increase.

Schisler Museum and McMunn Planetarium

This year's public opening was a significant milestone in the life of the museum and planetarium, in addition to the implementation of admission fees, extended hours and strategic marketing efforts. The SMMP is being recognized as a unique resource in the Pocono Mountains region. Visitors have responded to the new admission fees with genuine appreciation that their admission supports SMMP's educational and service mission. This is a welcome discovery, as there were early concerns that—having previously been free to the public—there would be resistance to entrance fees. SMMP's growing partnerships with ESU faculty across the colleges is another exciting development, as it lays a foundation for providing ESU students with meaningful interactions in a real-world setting including internships that will introduce STEM concepts in K-12 learning. Through these internships, and the College of Education's involvement in developing SMMP's new, standards-based programs, the SMMP will help shape not only the next generation of teachers, but also the next generation of children who learn through them.

H. MAJOR CHALLENGES

Research and Economic Development

- Maximizing growth and outreach due to limited resources including personnel
- Budget Constraints
- Engaging faculty, students, and the community
- Challenges related to conducting business within the Commonwealth and ESU

Business Accelerator and Entrepreneurship Program

- Assisting companies in reaching their business goals
- Successful implementation of J-1 Visa Program

Entrepreneurial Leadership Center

- Improving interest and involvement by ESU in the State System Student Business Plan Competition and university entrepreneurial initiatives.

Office of Sponsored Projects and Research

- Faculty, student and staff engagement in grant activity in spite of increased outreach efforts by the OSPR and participation and attendance at grant-related events
- The loss of major federal funding from Student Support Services, which resulted in a \$231,000 decrease in grant dollars in FY15-16
- Collecting and confirming grant/scholarly activity
- Ensuring communication regarding OSPR services is received, disseminated and understood in the broader campus community

Office of Workforce Development

- Student and Faculty engagement in programming

Schisler Museum, and McMunn Planetarium

- Sustainability - an annual budget is needed in order to ensure the sustainability of SMMP as a regional destination.

I. RETENTION INITIATIVES

RED's initiatives focusing on student retention include:

- Student participation in the PA SSHE Student Business Plan Competition
- Student participation in internships and externships with Business Accelerator/PMKIZ and workforce development companies
- Student participation in the Entrepreneurship Club
- Student participation in sponsored projects and research
- Student participation in workshops, programs, and events
- Students registering for professional licensure exams
- Students employment within research and economic development
- Student workers and graduate assistants engaged in the Museum and Planetarium

J. PRIORITIES FOR 2016-2017

BUSINESS ACCELERATOR AND ENTREPRENEURSHIP PROGRAM

Objective 1. Continue to implement and grow Business Accelerator and Entrepreneur

Mentoring & Education services

Action Plan: (Strategic Plan Goals 2, 3, 4)

- Ongoing recruitment, assignment and assessment of company mentors.
- Ongoing assistance to companies on graduation plans, financials, participation in mentoring and education programs, etc.
- Develop workshops and training opportunities to include sales, product development, capital formation, women, veterans, and minorities in entrepreneurship.
- Further enhancement of the entrepreneur resource website section.
- Collaboration and leveraging of external resources and partners (service providers, economic development, private sector, government, etc.)

Objective 2. Expand the Business Accelerator Program

Action Plan: (Strategic Plan Goals 2, 3, 4)

- Recruit and assist J-1 Visa companies in the application process.
- Expand the business accelerator program to the Innovation Center 2nd floor.
- Grow the Pocono Mountains Angel Network membership and companies reviewed.
- Engage faculty and staff on potential new business ideas and university projects.
- License and implement a Client Relationship Management (CRM) tool to provide support in serving ESU students, entrepreneurs, ESU faculty, local entrepreneurs, and Business Accelerator prospects.

Objective 3. Engage Students in Entrepreneurial Activities

Action Plan: (Strategic Plan Goals 1, 3, 4)

- Recruit students to the ESU Student Entrepreneurship Club
- Provide effective guidance to officers and members of the Student Entrepreneurship Club.
- Identify faculty entrepreneurs as student mentors, speakers and business plan resources.
- Mentor and assist ESU students, faculty and community members in business requirements and entrepreneurial networking.

Outcomes

- Over \$2M in companies gross revenues.
- Over 40 full and part time employees of companies.
- Over 30 interns/externs of companies.
- 4 new companies accepted into the Business Accelerator.
- 4 new mentors of companies.
- 3 Educational workshops.
- 2nd floor build out completed.
- Over 5 J-1 visas issued.
- 7 new members of the Pocono Mountains Angel Network.
- 20 companies reviewed by the Pocono Mountains Angel Network.
- Develop the Entrepreneurship Club membership to over 78 active students.
- License and implement a Client Relationship Management (CRM) tool.
- Conduct 2 classroom presentations on entrepreneurship.
- Identify and encourage ESU students to submit more than 15 high quality business plans for the State System's Student Business Plan Competition.
- Mentor at least 10 students as part of the State System's Business Plan Competition.
- Identify/support at least 2 new faculty/staff prospects for businesses university initiatives.

ENTREPRENEURIAL LEADERSHIP CENTER

Objective 1. *Coordinate the 2016-2017 State System of Higher Education Student Business Plan Competition*

Action Plan: (Strategic Plan Goals 1, 2, 3, 4)

- Increase participation of ESU students in the FY16-17 SSHE Student Business Plan Competition.
- Improve the quality of student Business Plan Competition submissions.
- Explore strategies that provide resources to students and improve the competition.
- Travel and meet with SSHE school representatives.
- Coordinate the overall competition including fundraising, review of submissions, external judging process and final awards event.

Objective 2. *Collaborate with SSHE colleagues and their respective campuses and communities to promote entrepreneurial engagement.*

Action Plan: (Strategic Plan Goals 1, 3, 4)

- Identify and or assist in establishing mentoring teams at all SSHE campuses.
- Identify and aggregate best practice resources among the Business Plan Competition's 14 university contacts related to supporting student entrepreneurship.
- Identify entrepreneurial alumni from the 14 SSHE campuses for potential mentors, internships, speakers, job placement

Outcomes

- Increase student participation in the State System Business Plan Competition to over 200 initial participants resulting in the submission of 50 high quality business plans.
- Raise over \$25,000 for the 2016-2017 State System Student Business Plan Competition.
- Establish SSHE-wide Mentoring Groups.
- Identify and share best practices in business plan competitions among the 14 universities.
- Identifying SSHE entrepreneurial alumni.

OFFICE OF SPONSORED PROJECTS AND RESEARCH

Objective 1. *Create and implement year-long strategy for grant submissions to specific state and federal agencies in collaboration with faculty, staff, and greater community.*

Action Plan: (Strategic Plan Goals 1, 2, 3, 4)

- Identify major federal and state agency grant opportunities, and map-out deadlines and identify principal investigators and key personnel.
- Formulate strategies in collaboration with campus divisions and the community organizations to create program(s) for large institutional and community grants.
- Identify key innovative faculty within each college with research expertise and work with them in identifying grants and writing and submitting proposals.

Objective 2. *Re-strategize outreach efforts to encourage grant activity to reach \$5M by 2020.*

Action Plan: (Strategic Plan Goals 3, 4)

- Analyze and refine grant opportunity dissemination process.
- Conduct survey for faculty to better determine grant and research knowledge base, interest, and proposed FY16-17 grant activity.
- Increase accountability of awardees of FDR Major and Interdisciplinary grants for submitting applications to external funding agencies.
- Mentor and guide new and junior faculty in grants and research at ESU: send Welcome packets, arrange one-on-one meetings, and conduct New and Junior Faculty Grants Orientation.
- Continue to offer core suite of OSPR events to support grant activity.
- Advocate with Deans/Provost to provide incentives for faculty to engage in research and grants.

Objective 3. To develop an undergraduate research initiative in alignment with CUR, the Academic Research Plan and the University Strategic Plan

Action Plan: (Strategic Plan Goals 1, 3, 4)

- Encourage student involvement in research and grants through FDR.
- Fully utilize the benefits of CUR membership.
- Liaise with and participate in Student Research and Creative Activity Symposium and CUR Committees.
- Identify specific grant opportunities that include undergraduate research.

Outcomes:

- A faculty-to-grant match map for specific grants and faculty areas of expertise.
- Commitment to identify, prepare and submit at least two institutional grant proposals.
- Identified and submitted at least 3 federal or state grants that follow the faculty and institutional mapping.
- A documented understanding of faculty needs and research interests.
- Increased grant submissions from FY15-16.
- Increased number of undergraduate students involved in grant-funded projects.

OFFICE OF WORKFORCE DEVELOPMENT

Objective 1. Manage and grow the Workforce & Economic Development Network (WEDnetPA) Training Program

Action Plan: (Strategic Plan Goals 2, 3, 4)

- Research and identify new companies to participate in the program in collaboration with local and regional partners.
- Host WEDnetPA Partner Roundtable to improve synergies among colleges, industry partners, companies and training providers.
- Visit WEDnetPA companies and assist Training and Development Managers with the development of training plans to increase efficiency and productivity.

Objective 2. Manage and increase utilization of the Professional Testing Center and ensure compliance to all testing agency affiliates.

Action Plan: (Strategic Plan Goals 1, 2, 3, 4)

- Expand Professional Testing offerings and increase utilization.
- Become a Certified CLEP Administration site - High School Students.
- Become a Certified Castle Worldwide testing site - College of Health Sciences, Athletic Training Certification.
- Create procedure for proctoring exams.
- Market Microsoft Office Applications Training and increase participation.

Objective 3. Provide workforce training programs

Action Plan: (Strategic Plan Goals 1, 2, 3, 4)

- Launch Job Readiness Bootcamp for ESU students in the fall and spring semesters.
- Bloomberg Lab: Manage grant activity.
- Collaborate across all colleges to establish a Bloomberg Technology Utilization Plan.
- Identify and provide Bloomberg training for faculty, staff and industry.

Outcomes:

- A total of 8 new companies participating in WEDnetPA, increased contracts and allocations.
- Well-developed training plans that meet WEDnetPA guidelines.
- Launch new exams including: College Level Exam Preparation (CLEP), Castle Worldwide and Bloomberg Market Concepts Certifications.

- Guidelines created to administer new exams and proctoring procedures.
- Job-Readiness Bootcamp launched for ESU students.
- Host second annual WEDnetPA Partner Roundtable.
- Collaboration with university partners and industry on Bloomberg Lab certifications.

SCHISLER MUSEUM AND McMUNN PLANETARIUM (SMMP)

Objective 1: Support the needs of students and faculty and become a vital resource for learning across a range of disciplines and departments.

Action Plan: (Strategic Plan Goals 1, 2, 3, 4)

- Collaborate with faculty across all colleges to increase the number of courses that use SMMP facilities as a learning resource.
- Establish workshops and programs in support of academic disciplines.
- Establish internships for qualified majors including science education students.

Objective 2: Create engaging events, exhibits, and programs tailored to the needs of regional educators and community audiences.

Action Plan: (Strategic Plan Goals 1, 2, 3, 4)

- Develop SMMP programming rooted in current scientific thought and education theory that support state and national education standards.
- Create assessment tools to measure community feedback.
- Cultivate value-added relationships throughout all channels.

Objective 3: Enhance the SMMP reputation as an exciting destination for visitors.

Action Plan: (Strategic Plan Goals 1, 2, 4)

- Create a business plan that supports collections, personnel, operations, and programs.
- Strategically market SMMP in publications and outlets targeted toward the tourism industry.
- Collaborate with regional organizations through grants, programs, and other activities.
- Identify unique marketing outlets, e.g. themed tourism, seasonal activities, and events.

Outcomes:

- Established vendors and designers for a line of retail products.
- Created series of innovative programs to engage audiences.
- Pilot at least one ticketed event each for students and families.
- 10 strategic corporate sponsorships.
- Submission of 3 grants in support of the SMMP mission.

