



# East Stroudsburg University of Pennsylvania

## Research and Economic Development Strategic Plan 2010-2015

*“Continued and Measurable Success”*

# Research and Economic Development

## VISION

The ESU Division of Research and Economic Development (RED) will be a catalyst for innovative economic development, research, and entrepreneurial activities that will transform the region. RED will be recognized as the academic partner of choice for economic development initiatives and best practices that advance the region's economic vitality.

## MISSION

The ESU Division of Research and Economic Development supports the academic mission of ESU by providing the greater campus community with resources and assistance in the areas of grants, sponsored research, workforce development and entrepreneurial initiatives.

## VALUES

### **Leadership**

The ESU Division of Research and Economic Development will understand the importance of leadership and supports the development of individuals to become a steward of leadership. Leadership is practiced through self-awareness, integrity, collaboration, inclusiveness, commitment and responsibility to others and one's community.

### **Integrity**

The ESU Division of Research and Economic Development will demonstrate an allegiance to the core values of honesty, respect for others, loyalty, consistency, accountability and sincerity.

**Teamwork**

The ESU Division of Research and Economic Development will work together, demonstrating collaboration through mutual reliability, transparency and flexibility to accomplish our goals.

**Excellence**

The ESU Division of Research and Economic Development will deliver a superior level of commitment, responsiveness, performance and provision of services to all.

**Service**

The ESU Division of Research and Economic Development will embrace its role as a service provider to the ESU campus and regional community.

**Innovation**

The ESU Division of Research and Economic Development will value creativity and ingenuity in the development of programs in response to an ever-changing global society.

**Diversity**

The ESU Division of Research and Economic Development will actively promote an inclusive environment which is welcoming and respectful to all parties.

**Strategic Themes**

- |                                  |  |
|----------------------------------|--|
| 1. Engaged Learning              | 5. Communication (*Service, People )     |
| 2. Globalization                 | 6. Resources                             |
| 3. Collaboration                 | 7. Sustainable Growth (*Service, People) |
| 4. Innovation (*Service, People) |  |

# Research and Economic Development Strategic Theme Action Plan

---

## **ENGAGED LEARNING**

### **Goals /Initiatives**

- RED will support the Commonwealth's workforce initiatives by providing internship and externship/ outreach services to students, faculty and businesses.
- RED will enrich student learning experiences by incorporating research, entrepreneurship and international opportunities into the learning environment.
- RED will continue to evaluate its effectiveness through assessment and continuous improvement of its research, entrepreneurial and workforce initiatives.
- RED will support the implementation and assessment of the University's research plan for faculty, staff and students.
- RED will continue to support Entrepreneurial Initiatives by engaging entrepreneurial programs.

## **GLOBALIZATION**

### **Goals/ Initiatives**

- RED will provide research, workforce development and entrepreneurial opportunities for students, faculty and staff through global opportunities and events.
- RED will continue to develop and cultivate international partnerships through PA's DCED International Investment office, regional economic development organizations, institutions of higher education and legislative and business/corporate partnerships.

## **COLLABORATION**

### **Goals /Initiatives**

- RED will collaborate with industry partners to identify research and entrepreneurial opportunities and to address workforce training needs to prepare employees to compete in a global economy.
- RED will continue to identify and develop local, regional, national and international opportunities for collaboration as related to the university's academic mission.
- RED will utilize public relations, marketing and website strategies to improve collaboration and to better serve its constituents.
- RED will respect diversity and value multiple points of views and creativity derived from differing perspectives.

## **INNOVATION**

### **Goals /Initiatives**

- RED will serve as a catalyst for innovative economic development, research and entrepreneurial activities that will transform the region.
- RED will provide support and guidance to faculty, students and staff in technology transfer and commercialization activities.
- RED will establish an innovative environment that supports start-up companies and enhances economic development in the region.
- RED will seek accreditation opportunities in the area of Research and Economic Development.

## **COMMUNICATION**

### **Goals /Initiatives**

- RED will enhance its communication efforts by developing a robust web presence and comprehensive marketing, publications and public relations campaign.
- RED will develop and strengthen partnerships and integrate students, faculty, staff and graduates into its research, workforce and entrepreneurial programs.
- RED will create an environment (facilities, space, buildings) that supports best practices and engaged learning in research, workforce development and entrepreneurial activity.

## **RESOURCES**

### **Goals /Initiatives**

- RED will enhance its resources through developing policies and procedures.
- RED will seek to identify diverse funding support for the ESU campus.
- RED will collaborate with university divisions to identify and cultivate new funding opportunities.

## **SUSTAINABLE GROWTH**

### **Goals /Initiatives**

- RED will enhance its sustainability by providing high quality and best practice models.
- RED will develop the ESU Research and Business Park
- RED will foster an environment that is adaptable to a “change ready” culture.

# East Stroudsburg University of Pennsylvania

## Research and Economic Development

Contact Information: 570-422-7920, [www.esu.edu/red](http://www.esu.edu/red)

### Research and Economic Development Team

Mary Frances Postupack, Vice President, Economic Development & Research Support, [mpostupack@pobox.esu.edu](mailto:mpostupack@pobox.esu.edu)

Patricia Campbell, Director, Office of Sponsored Programs and Research, [pcampbell@po-box.esu.edu](mailto:pcampbell@po-box.esu.edu)

Miguel Barbosa, Director, Office of Workforce Development, [mbarbosa@po-box.esu.edu](mailto:mbarbosa@po-box.esu.edu)

Vacant, Director, Business Accelerator/Pocono Mountains Keystone Innovation Zone

Patricia Riegler, Grant and Compliance Accountant, [priegler@po-box.esu.edu](mailto:priegler@po-box.esu.edu)

Sharone Glasco, Coordinator, Entrepreneurial Leadership Center, [sglasco@po-box.esu.edu](mailto:sglasco@po-box.esu.edu)

Michelle Keiper, Administrative Assistant, Research and Economic Development, [mkeiper@po-box.esu.edu](mailto:mkeiper@po-box.esu.edu)

Ingrid Sidlosky, Administrative Assistant, Center for Research and Economic Development [cfred@po-box.esu.edu](mailto:cfred@po-box.esu.edu)

### Research and Economic Development

The ESU Research and Economic Development (RED) Division was established by President Robert J. Dillman in December 2007. The division supports the academic mission of ESU through entrepreneurship, workforce development and grants and sponsored research. RED includes the **ESU Office of Sponsored Projects and Research, Office of Workforce Development, Business Accelerator Program, Entrepreneurial Leadership Center**, and the management of the **Center for Research and Economic Development (CFRED)**, a (501c3) not for profit corporation/affiliate organization of ESU. The CFRED component of the division serves as the administrator of the Pocono Mountains Keystone Innovation Zone (PMKIZ) and Pocono Mountains Angel Network. It also manages the development and operation of the ESU Research and Business Park underway on Route 447 in Smithfield Township.