



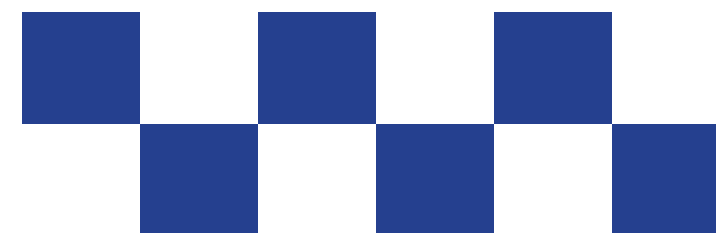
2022 ANNUAL REPORT

ECONOMIC DEVELOPMENT COLLABORATIVE



Welcome to the University of Kentucky's Economic Development Collaborative (EDC) 2022 Annual Report. This report highlights the role the EDC plays in the implementation of parts of the UK Strategic Plan. Investing in the EDC's bold ideas and goals will strengthen Kentucky's economy and improve its residents' lives.

The EDC Core Committee is made up of representatives from the following offices - President, Provost, Finance and Administration, HealthCare, Student and Academic Life, Research, Human Resources, Information Technology, Philanthropy and Alumni Engagement, University Relations, Institutional Diversity, and Athletics, as well as deans from four colleges and leaders from six economic development engagement areas: the Stuckert Career Center, UK Innovate, the Coldstream Research Campus, the Community and Economic Development Initiative of Kentucky, the Office of Business Engagement and the Von Allmen Center for Entrepreneurship.





CORE COMMITTEE DUTIES

The EDC Core Committee acts as the board of advisors, helps establish the strategy to be executed by the **six economic development engagement areas** and recommends metrics to measure their success:

1. **Communicate** appropriate information and news to their colleges and departments.
2. **Promote and recommend** economic development opportunities with a focus on the “Bold Ideas”.
3. **Encourage** other UK officials to be part of the effort.
4. **Advocate** for proper resources in terms of leadership, staffing, technology needs, web presence and other expenses.
5. **Develop** communication plans and incentives to encourage faculty to identify and coordinate potential opportunities through the EDC.

1 FOCUSING

on the four most impactful bold ideas and advocating for them to be incorporated in the UK Strategic Plan

2 SETTING

the strategy to guide Talent, Innovation, Place, Partnership and Equitable Economic Development across the university

3 ASSEMBLING

the necessary resources to execute new impact and/or innovative opportunities both internally at the university and with external partners

4 ADVOCATING

for administrative processes and guidelines that favor the emergence of agile qualities in our academic organizations and rewards appropriate risk taking

5 IMPROVING

communication with campus and the community regarding UK economic development activities.

6 GROWING

financial resources through business contracts and support through donations

7 RESOURCING

in terms of leadership, staffing, technology needs, web presence and other expenses



**GUIDING
PRINCIPLES**



BOLD IDEAS

#1

Bold Idea #1 - Provide the staffing and other resources necessary for a successful Office of Business Engagement reflective of a university of the same size and scope as UK, including access to business intelligence data.

*Strategic Plan - Taking Care of our People
#4 – workforce & economic development*

Progress has been achieved by using technology and leveraging staff from various departments: UK IRADS – (Institutional Research, Analytics and Decision Support) hired a data analyst with 50% effort dedicated to the EDC. **This hire spent 2022 aggregating data silos into dashboards for each of the thousands of companies that has a business engagement relationship with UK.** The first-generation working product is expected by mid - 2023.

The Office of Business Engagement utilizes the EDC Partnership Subcommittee as an expansion of Business Engagement staffing. The subcommittee team worked together to **help facilitate the partnership between UK and Fidelity: UK Invests.** Through this initiative, all UK students (undergraduate, graduate and professional students) will have the opportunity to deepen their understanding of financial wellness, practice financial investing and receive monetary rewards for institution-identified healthy behaviors.

A task force from this committee started working on a pilot initiative: OneUK. **This pilot program seeks to develop and expand holistic relationships with strategic business partners to facilitate coordinated excellence in education, research and community engagement across campus.** OneUK is currently in an endorsement process and more official details are planned to be released in the coming months.



Bold Idea #3 - Develop multi-disciplinary institutes (and consortia) to grow UK's impact on the Commonwealth.

Strategic Plan – Inspiring Ingenuity 1, 2 and 3 – build upon our research strengths, advance a culture of innovation, and promote a creative ecosystem.

#3

UK has partnered to **form a research and innovation consortium around manufacturing innovation in the metals industry.** Partners include KY's Economic Development Cabinet, Logan Aluminum, Nucor, University of Louisville, Western Kentucky University and others.

The Office of Technology Commercialization received **90 invention disclosures, filed 143 patent applications, had 32 new patents issued and launched 4 new startup companies.**

UK's fiscal year 2022 research grant contract awards totaled **\$453 million.**

The **Scholars@UK web portal** was activated and highlights UK research activity and allows interested parties from around the world and across different sectors of industry to find specific expertise and connect with UK researchers.

In October, the UK Board of Trustees approved the chairman's resolution **supporting further growth, development and expansion** of the University's research enterprise.

#2

Bold Idea #2 - Develop the UK Innovation District (Scott St to Bolivar / Limestone to Broadway) including co-location space for UK students/researchers and industry partners.

Strategic Plan – Inspiring Ingenuity #3 – Promote an agile and creative ecosystem

UK now owns the buildings in the district with the exception of Tolly Ho. In the near term, these buildings will be used as swing space while UK modernizes some existing campus buildings. At the same time, a more definitive plan for the innovation district will be developed.

#4

Bold Idea #4 - Create an Equity Map of central KY and focus on Equitable Economic Development

Strategic Plan – Bringing Together Many People, One Community #2 and #3 —Further recruit and retain diverse populations and create direct partnerships with the community on DEI matters.

Equity Mapping is a tool that helps to **visualize information about inequity and opportunity** by mapping different layers of data on a GIS (Graphic Information System) map.

Equity mapping will be used to **track progress** in certain neighborhoods or business zones as we **engage more disadvantaged business enterprises and increase supplier diversity in those areas.**

Our next step is to **create a minimum viable product** (an entrepreneurship term) using mapping software and data sets that UK already has the license to use. IRADS will assist in creating the first-generation equity map. This work began in **early 2022.**

Other Equitable Economic Development activities includes the following:

1. UK Purchasing received several awards for their work in supplier diversity — The Impact of the Year Award from the TriState Minority Supplier Development Council, the supplier diversity award from Insight into Diversity Magazine, and the Regional Corporation of the year award from the Women Business Enterprise in the Ohio Valley.
2. In 2022, Purchasing added 892 **new diverse vendors for a total of 1,907.**
3. During 2022, the Construction Diversity Accelerator hosted its first cohort. The second cohort will begin in March 2023 **to prepare disadvantaged businesses to be subcontractors on major UK construction projects.**



GOALS & DELIVERABLES



6,120
students joined our campus Fall 2022
— a record breaking class.

This record first-class year pushed overall enrollment to a historic high of nearly **33,000 students**. UK's six year graduation rate is now nearly 69% — **10 percentage points higher** than just one decade ago. The number of degrees conferred by the university reached nearly **7,600** in the last academic year.

UK is a more diverse community than ever with students of color now representing more than **16%** of our student Body. Nearly **25%** of UK's first-year class are first-generation students — giving them the **opportunity to change the economic trajectory** of their families for generations to come.

Other Talent highlights from 2022 include:

1. Worked with IRADS to create a publicly accessible dashboard called **"Where our Graduates Go"** which contains career outcome statistics for UK graduates from 2019-2021.
2. Assisting the APLU IEP designation application through survey design recommendations and encouraging campus and community to participate.
3. Consulted UK Innovate on regional talent needs and economic potential of boomerang employees in reference to mid career and later career UK graduates returning to the region.
4. Provided feedback and consultation for the metrics used in the EDC business engagement dashboard.
5. Hosted a presentation for the UK Alumni Association about the Wildcat Network— UK's new networking and mentorship platform.

1

**CREATE JOBS &
GET MORE UK STUDENTS
JOB READY FOR
OPEN POSITIONS IN
THE COMMONWEALTH**

COORDINATED
EFFORT WITH GOOD
COMMUNICATION
ACROSS THE
ENTIRE CAMPUS

2

Hosted the first in-person **State of the EDC at the Cornerstone**. The event included an audience led panel discussion to provide an avenue for two-way communication between the EDC and stakeholders.

Regular communication with stakeholders includes the **Monthly EDC Newsletter and social media posts on LinkedIn**. The content pillars for each are Talent, Innovation, Place, Partnership and Equitable Economic Development campus news.

Actively working to gain followers and subscribers on the EDC LinkedIn page and the newsletter. Please share with those in your network who may be interested.

INCREASE EXPOSURE
OF THE ACTIVITIES
IN THE ECONOMIC
DEVELOPMENT
ENGAGEMENT AREAS

3

Throughout 2022 the EDC worked on an application for the **Association of Public and Land-grant Universities' Innovation and Economic Prosperity University designation**. This application was submitted for comment in August 2022. The EDC will submit for results in May 2023.

The EDC posts material from EDC core committee members' internal newsletters, and marketing material. Departments can also tag their department's post on LinkedIn @University of Kentucky Economic Development Collaborative.

4

CONTINUE
DEVELOPMENT OF
PHYSICAL STRUCTURES
AT COLDSTREAM AND
THE MAIN CAMPUS
THAT INCREASE
ECONOMIC OUTPUT

Construction has begun for the adaptive reuse of one of the **former Reynolds Warehouse buildings located in the Innovation District** that is being converted to the new home of the College of Design, the Gray Design Building.

Further development at the Coldstream Research Campus with the opening of **new laboratory and regional office spaces** and a **260-unit apartment complex** creating a Live, Work, Play and Innovation environment.

CEDIK continues to **work with communities affected by recent extreme weather events** including facilitating the long-term recovery plan for Appalachian Kentucky affected by floods as well as supporting downtowns as they rebuild infrastructure and businesses.

CEDIK is also working with the Department of Environmental Quality to launch the Brownfields Technical Assistance Program designed to improve the capacity of communities to redevelop blighted properties and land.

LEVERAGE UK'S
INVOLVEMENT WITH
GOVERNMENT, NON
PROFIT AND
BUSINESS PARTNERS

5

Please **see updates in the Bold Ideas sections for example of projects** that UK is collaborating with external partners including the KY Cabinet for Economic Development, other universities, Commerce Lexington, and other technology organizations.

THE ROAD AHEAD





TALENT

1. Focus on **career connections** for UK students and graduates within UK and the greater Lexington region
2. Support the Commerce Lexington **“Regional Competitiveness Plan”**
3. Increase career entry points and **career path opportunities** for UK Employees
4. Promote and spotlight **entrepreneurship** resources and training
5. Advocate for more **UK internships and micro-internships** to activate experiential learning to students that may not have external opportunities
6. Support the **OneUK strategic partners pilot initiative**



INNOVATION

1. Continue to **develop UK Innovate**: showcasing across campus that innovation and entrepreneurship are important to UK and play a significant role in shaping the UK strategic plan — specifically in the Inspiring Ingenuity category
2. Focus on UK’s strategy in response to the CHIPS and Science Act
3. Grow and sustain the impact of Launch Blue
4. Continue the **conversation** across campus about the **importance of removing bias and being more inclusive** in the type of activities that we consider important for **promotion tenure** and carry on with Promotion and Tenure — Innovation and Entrepreneurship **(PTIE) efforts**



PLACE

1. **Meet people where they are** through the College of Agriculture extension office model. Some ideas for this include setting up remote classrooms, expanding supplier diversity and training aspiring entrepreneurs in counties throughout the commonwealth
2. Work to **connect the relationship between economic development and health** continues through the Center for Rural Health and Economic Analysis
3. **Support the education of our economic development professionals around the Commonwealth** through the offer of in-person and advanced courses in marketing, finance, disaster preparation and response, grant writing and diversity equity and inclusion through the KY Institute for Economic Development. Additionally, continue the **Economic Development Certification** through KAED
4. Continue to **capitalize on the acquisition** of King's Daughters Hospital — the largest employer in northeastern Kentucky.



PARTNERSHIP

1. Develop & implement the **business engagement data system** that will organize industry partnerships with the university
2. Launch OneUK — a pilot program designed to **provide a holistic engagement experience with strategic corporate partners**. This program is currently on the endorsement pathway with a goal of kicking off in July
3. Continue to align and develop efforts to **support the University of Kentucky Strategic Plan**



EQUITABLE ECONOMIC DEVELOPMENT

Growing our own Talent— It has become more difficult to fill vacancies at UK. Finding ways to create pathways for jobs and opportunities for our students, faculty, and staff is more important than ever

Some tactics include:

1. Catalog of existing internships and pipeline programs at UK
2. Learn more from the Kentucky Community and Technical College Workforce Development and Approved Apprenticeship programs
3. Strengthen our relationship with Fayette County Public Schools High School Academies
4. Assist groups on campus with the expansion of student internships and mentoring programs

Growing our own Students— How do we make UK a school of choice for underrepresented students and improve retention? By creating a sense of belonging for underrepresented students by involving them in programs with UK in the community and on campus

Some tactics include:

1. Finding a campus/faculty sponsor for the Nerd Squad
2. Work with the BMW program to engage their students in programs on and visits to campus
3. Building relationships with the FCPS High School Academies
4. Reconnect with the Black Achievers and other community programs focused on student career development
5. Continue UK's engagement with Dell's Girls Who Game

Growing our own Entrepreneurs— UK needs to take its knowledge and programs to the community and meet businesses where they are. UK needs to find the "hidden entrepreneurs" in Kentucky communities.

Some tactics include:

1. Craft an EED plan that ties to UK's strategic plan
2. Classes in the community to teach organizations "How to do Business" with UK
3. Continue the Construction Diversity Accelerator Program in partnership with Turner Construction and the Kentucky Procurement Technical Assistance Center (KYPTAC). This 10-week program will give diverse businesses the skills to be competitive in the construction industry.
4. Continue the KYPATC webinars and "Meet the Prime" series
5. Increase spending with diverse suppliers especially on long term contracts
6. Purchase a registration portal and software to track tier 2 spending
7. Tell the EED story through various marketing channels

MEET THE TEAM

UK KENTUCKY

RODNEY ANDREWS

DIRECTOR
UK CENTER FOR APPLIED ENERGY

CAROLINE BAESLER

GENERAL COUNSEL
OLC

BRANDON BAKER

V.P. PARTNERSHIPS
JMI

TOM BARKER

ASSOCIATE V.P.
PHILANTHROPY

LANDON BORDERS

EXECUTIVE DIRECTOR
UK INNOVATION CONNECT

TODD BRANN

EXECUTIVE DIRECTOR
Institutional Research, Analytics and Decision

RUDOLPH BUCHHEIT

DEAN
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KATHRYN CARDARELLI

ASSISTANT PROFESSOR & PROVOST
ADMINISTRATION + ACADEMIC AFFAIRS

ASHLEY CASTORENA

ADMINISTRATIVE MARKETING DIRECTOR
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MARILYN CLARK

MANAGER
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RAY CLERE

DIRECTOR
JAMES W. STUCKERT CAREER CENTER

NANCY COX

VICE PRESIDENT
LAND-GRANT ENGAGEMENT

ALISON DAVIS

EXECUTIVE DIRECTOR
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ROB EDWARDS

CHIEF EXTERNAL AFFAIRS OFFICER
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MICHELLE EVANS

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IRADS

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ASSISTANT VICE PRESIDENT
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TYLER GAYHEART

EXECUTIVE DIRECTOR
DIGITAL ENGAGEMENT

ELLEN GISH

ASSOCIATE
GENERAL COUNSEL

KIP GUY

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KATIE HARDWICK

ADMINISTRATIVE STAFF OFFICER
PRESIDENT'S OFFICE

THOMAS HARRIS

VICE PRESIDENT
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LISA HIGGENS-HORD

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OFFICE OF COMMUNITY ENGAGEMENT

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JESSICA KOENIGSKNECHT-TALBOO

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FOUNDATION & CORPORATE PHILANTHROPY

SHARONA LAVENDER

FINANCE + ADMIN TEAM LEAD
IRADS

IAN MCCLURE

ASSOCIATE VICE PRESIDENT
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WARREN NASH

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LESLEY OLIVER

ASSOCIATE DIRECTOR
EXPERIMENT STATION

TAUNYA PHILLIPS

DIRECTOR
OFFICE OF TECHNOLOGY COMMERCIALIZATION

HEATH PRICE

ASSOCIATE
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JASON SCHLAFER

EXECUTIVE ASSOCIATE/
CHIEF REVENUE OFFICER

SIMON SHEATHER

DEAN
GATTON COLLEGE OF BUSINESS AND ECON

LAURA STEPHENSON

ASSISTANT DEAN
COOPERATIVE EXTENSION

BARRY SWANSON

CHIEF PROCUREMENT OFFICER

KIRSTEN TURNER

VICE PRESIDENT
STUDENT SUCCESS

GEORGE WARD

ASSOCIATE VICE PRESIDENT
ECONOMIC DEVELOPMENT + REAL ESTATE

MARIANNE YOUNG

ASSISTANT VICE PRESIDENT
STUDENT DEVELOPMENT + SUPPORT

SUBCOMMITTEE MEMBERS

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ASHLEY CASTORENA

BETSY DEXTER

CAROLINE FRANCIS

CRYSTAL GABBARD

CATIE LASLEY

WARREN NASH

GEORGE WARD

INNOVATION

CHAIR: IAN MCCLURE

RODNEY ANDREWS

TOM BARKER

LANDON BORDERS

RUDOLPH BUCHEIT

SETH DEBOLT

RODNEY GUY

TAUNYA PHILLIPS

GEORGE WARD

CHRISTINE WILDES

BARON WOLF

PLACE

CHAIR: ALISON DAVIS

GEORGE WARD

MELODY FLOWERS

HEATH PRICE

PARTNERSHIP

CHAIR: KIM KLUEMPER

BRANDON BAKER

LANDON BORDERS

TODD BRANN

ASHLEY CASTORENA

RACHEL CLARK

RAY CLERE

BETSY DAVIES

MICHELLE EVANS

MELODY FLOWERS

TYLER GAYHEART

ELLEN GISH

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KIM SAYRE

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BARRY SWANSON

GEORGE WARD

EED

CHAIR: MARILYN CLARK

SABRINA BEIRING

TODD BRANN

ASHLEY CASTORENA

JORGE CASTORENA

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