

# STRATEGIC PLAN 2017-2019

**VISION:** The Institute for Advanced Learning and Research will be recognized as a valued regional leader by successfully leveraging resources and partnerships.

**MISSION:** The Institute for Advanced Learning and Research will serve as a regional catalyst for economic transformation through applied research, advanced learning, and workforce and economic development.

## **GOAL 1: Enhance the region's competitive advantage through effective partnerships**

### **Objective 1: Increase and enhance public partnerships**

#### **Strategies:**

- A. Prioritize partnerships with K-12 divisions in the IALR footprint
- B. Work collaboratively with Virginia Tech, Danville Community College, Averett University, and other higher educational institutions
- C. Identify and cultivate partnerships to secure resources to benefit the region

### **Objective 2: Maintain and increase private partnerships**

#### **Strategies:**

- A. Coordinate targeted partnerships with industry
- B. Identify and cultivate partnerships to secure resources

### **Objective 3: Sustain associational and organizational partnerships**

#### **Strategies:**

- A. Maximize opportunities with partners
- B. Increase leadership roles and presence at regional, state, and national events/organizations
- C. Research and link companies with local, state, and federal/international resources to assist with new processes or products to increase sales or revenue

## **GOAL 2: Affect long-term advancements by utilizing IALR's capacity and expertise**

### **Objective 1: Research, analyze, and benchmark 2-3 potential economic development solutions**

**Strategies:**

- A. Research and identify new applied research areas
- B. Maximize conference services for potential local/regional economic impact
- C. Develop anecdotes of success and identify needs for new and existing industry

**Objective 2: Utilize IALR's capacity by increasing value-added services**

**Strategies:**

- A. Provide fiscal management resources to initiatives in support of regional economic development
- B. Provide project management resources to initiatives in support of regional economic development
- C. Improve outcomes on regional/state programs by leveraging IALR's leadership capabilities

**GOAL 3: Encourage, implement, and communicate transformative solutions**

**Objective 1: Support and enhance workforce solutions**

**Strategies:**

- A. Provide opportunities for employee professional development
- B. Expand regional college and career readiness activities
- C. Develop problem-based design challenges in partnership with school divisions utilizing the Inspiration Lab
- D. Deliver high-quality STEM and career development experiences to K-12 students

**Objective 2: Increased utilization of IALR's innovative technologies**

**Strategies:**

- A. Expand and improve IALR's infrastructure to support innovation
- B. Create technology-rich learning environments to support the effective use of technology

**Objective 3: Communicate IALR's mission and engage stakeholders**

**Strategies:**

- A. Expand and measure quality communication technologies to support IALR initiatives
- B. Facilitate targeted outreach efforts to promote IALR initiatives
- C. Revitalize website to best engage current and potential partners
- D. Utilize IALR Board members as ambassadors to engage the broader community
- E. Engage industry as a key ally in regional development meetings and visits