

BUILD-IT

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Benchmarking Meetings (August 22 – 23)

Leadership For Effective Autonomous Operations (Aug 26-28)

Preliminary Agenda

ASU – Tempe, Arizona, USA

Attendees: MOET Leadership and University Executive Leadership

Expected Outcomes: Building on the in-country leadership and KPI development sessions, as well as institutional accreditation efforts, this retreat will leverage key themes of the Higher Learning Commission systems portfolio and standard criteria as an aspirational framework for exploring best practices, models and methods to improve the effectiveness of autonomous university operations. Sessions focus around key areas identified by University Leadership during the BUILD-IT evaluation and feedback process.

KPI: Directly supports Core Activity 1; KPIs 3, 6, 10, and 11

Wednesday, August 21

Travel from Vietnam to Arizona

Thursday, August 22

Campus tour and benchmarking meetings with academic departments and support units at ASU

Friday, August 23

Site visits to ASU Skysong and Innovation Park

Saturday, August 24/ Sunday, August 25

Monday, August 26

8:30 – 8:45 am

Welcome Session – Dr. Michael Crow, President, ASU or Ranking Administrator

8:45 – 9:00 am

Agenda Overview and Retreat Objectives

Mr. Jeffrey Goss, PI– USAID BUILD-IT, Vietnam; Associate Vice Provost for Vietnam and Southeast Asia Programs, ASU

Dr. Kathy Wigal, Project Director – USAID BUILD-IT, Vietnam; Associate Director, Curricular Innovation, Global Outreach and Extended Education Ira A. Fulton Schools of Engineering, ASU



9:00 am – 12:00 pm

**20-min break will be included mid-way through session.*

Meeting Stakeholder Needs: Building Collaborations and Partnerships

Mr. Rick Shangraw, CEO ASU eEnterprise Partners (invited)

This session will focus on strategies and models for building collaborations and partnerships to further the mission of the institution and highlight key university wide partnerships.

- Developing External Advisory Board
- Selecting partners for collaboration (e.g., other educational institutions, civic organizations, businesses)
- Building and maintaining partner relationships
- Selecting and using tools/methods/instruments to assess partnership effectiveness
- Evaluating the degree to which collaborations and partnerships are effective

12:00 – 1:30 pm

Lunch

1:30 – 4:40 pm

Meeting Stakeholder Needs: Building Collaborations and Partnerships (continued)

Site visits:

- Intel Smart City Project
- ASU City of Phoenix Downtown Campus Partnership

Note –Campus tour and evening social/networking activities may be included in final agenda.

Tuesday, August 27

9:00 am – 12:00 pm

**20 min break will be included mid-way through session.*

Resource Management: Identification and Allocation of Emerging Revenue Streams

Mr. Todd Harding, VP Research & Innovation Park (invited)

Other speakers may include representatives from Skysong, and ASU Foundation.

This session will focus on (a) how the resource base of the institution supports and improves its educational programs and operations; and (b) identifying new and emerging revenue streams in collaboration with public/private partners.

- *Maintaining fiscal/financial, physical, and technological infrastructures sufficient to support operations*
- *Identifying new and emerging resource streams internal and external to the institution*
- *Role and function of the ASU Foundation*
- *Developing Donor/Partnership Relationships*
- *New revenue streams (real estate investment and collaborative partnerships, estate and gifts, etc.)*

12:00 – 1:30 pm

Lunch

1:30 – 4:30 pm

Corporate Engagement and Strategic Partnerships

Ms. Grace O'Sullivan, Associate Vice President, ASU Knowledge Enterprise (invited)
Phoenix Based Industry Partners

**20-min break will be included mid-way through session.*

Invited: Honeywell, Microchip, Axon, On Semiconductor, Intel, First Solar

Best practices for one of one-of-a-kind partnerships with organizations ranging from small businesses to industry giants. Creating programs that transform organizations and create impact on a global scale.

Wednesday, August 28

8:30 am – 12:00 pm

Stakeholder Needs: Executing a Comprehensive Communication Plan

Ms. Theresa Grant, University Media Relations Officer (invited)

Mr. Craig Smith, Director Strategic Marketing & Communications
Engineering Communications (invited)

**2- min break will be included mid-way through session.*

This session will focus on emphasizing how an institution can create and execute a comprehensive communication plan.

- Identify key stakeholder audiences, mapping appropriate communication channels and messages
- Identify and leverage key value propositions to advance university goals and tell a compelling story
- Utilize communication channel effectively to position the institution in alignment with mission
- Make the most of social media as part of a comprehensive communication strategy

12:00-1:30 pm

Lunch

1:30 – 2:30 pm

Implementation Framework

Mr. Jeffrey Goss, PI– USAID BUILD-IT, Vietnam; Associate Vice Provost for Vietnam and Southeast Asia Programs, ASU

Dr. Kathy Wigal, Project Director – USAID BUILD-IT, Vietnam; Associate Director, Curricular Innovation, Global Outreach and Extended Education Ira A. Fulton Schools of Engineering, ASU

This wrap-up discussion based session will identify key ideas form the sessions for implementation, follow-up in-country training needs, and a draft action plan.

Thursday, August 29

ASU football Game

Thursday, August 29 or Friday August 30

Depart ASU

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