Clusters

9-27-2016

North Country Community Development Pilot: Lancaster, NH [Project Proposal]

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Plymouth State University

PSU Integrated Cluster (IC) Project Funding Process & Proposal Form

Project Proposal Submittal Process: All IC projects requesting funding will require the completion and submittal of three (3) forms:

☐ **Project Proposal Form – project scope & outcomes** (*included in this document*)

☐ **Project Guidelines Form – reflective document outlining desirable IC project attributes**

☐ **Project Budget Form – Excel spreadsheet to facilitate budget planning**

Instructions for Submitting Project Proposals:

- ✓ Download the 3 forms to your computer
- ✓ Complete the forms and save them; including the title of your project in the file name
- ✓ Forward the 3 files via email to the IC Project Manager, Ross Humer rhumer@plymouth.edu
- ✓ Project Proposal will be logged & forwarded to the appropriate IC Guide Team

If not reviewed in advance of the submission, it is important to discuss the Project with the IC Guides to review, refine, and rework (if necessary) to obtain funding approval.

Project Funding Review Process: All proposed projects will be reviewed by the Cluster Guide team. Depending on the level of funding amounts being requested, the proposal request will follow the process outlined as follows:

- **Level 1:** Any project with a proposed budget of less than or equal to $1,000 can be approved by the Cluster without additional review

- **Level 2**: Any project with a proposed budget of $1,000 but less than $5,000 can be approved by the IC Project Review Team, which is made up of representatives from each of the 7 Clusters (*see release time exception directly below*)

- **Level 3**: Any project with a proposed budget of $5,000 or greater **or** requires faculty release time, must be first endorsed by the IC Project Review Team and submitted to the Academic Deans for review and approval

The project funding approvals are limited to one academic year; projects which require additional funding in subsequent years will need to be resubmitted annually for review and approval.

Deliverables: At the conclusion of the academic year, a deliverable to the Integrated Cluster Proposal Review Team and Academic Deans is required in order for the project director/coordinator, artist, or author and collaborator(s) to be eligible for future funding. This reporting requirement may be met by numerous means which will be identified as this process matures. It is anticipated that awardees will present their works before a wide public gathering to be scheduled during the upcoming Academic Year.

: Please complete all of the elements of the following form in the spaces provided before saving and then submitting the document.

PSU Integrated Cluster Project Proposal Form

Title: **North Country Community Development Pilot/Lancaster, NH**

Project Leadership: Roy Stever, Pamela Anneser, Eric Spieth

Project Description: Provide a range of supporting, PSU cluster-based, services to a team of highly motivated community leaders in an effort to strengthen local economic and social conditions in Lancaster, NH. The effort will focus on recent acquisition of a key building in downtown as an anchor to build entrepreneurial ventures, as well as an incubator, and to attract a younger demographic as a seed to the town's future economic success.

Project Goals and Outcomes:

1. **Project Goals – Briefly identify and describe the objectives of this project 1) relate PSU classroom learning to client needs, 2) stimulate meaningful career-based employment and retain/attract youth in Lancaster, 3) build-out elements of a brand for the development effort and aligned businesses with integrated imagery/communication, 4) provide guidance in appropriate use of commercial space and supporting infrastructure in Lancaster, and 5) establish a virtual portal between Lancaster and the Enterprise Center at Plymouth (ECP) as the basis for an ongoing relationship.**
2. **Student Learning Outcomes – Outline the expected student learning outcomes: 1) experience the pressure and expectation of working for a client, 2) learn and integrate elements of brand development, brand communication, graphic arts, small business marketing and operations and the design of an innovative experience for young professionals, 3) establish project goals, timelines and deliverables, 4) work remotely/virtually and in-person in front of client, using appropriate communication and technology, 5) create the foundation for ongoing learning support to the Lancaster Project and others through the Enterprise Center at Plymouth, and 6) deliver an early-stage success for PSU clusters. Students will be compensated at a nominal level, in addition to receiving course credit, to reflect the value of their work and to build confidence in their sense of future employment.**

Rationale and Impact:

Considering the questions below, please write your project rationale and impact statement.

Include how this project will further the Mission and Vision of PSU with respect to 1) fostering collaboration across disciplines; 2) addressing a relevant societal issue, and 3) establishing relationships with community partners, external institutions, companies, non-profits, schools, government agencies, etc. and 4). Making an impact

How does this proposed project advance the Integrated Cluster mission and vision? How does this project facilitate high impact teaching and learning, cross disciplinary collaboration, student engagement and partnership involvement, and real world problem exploration? What are the anticipated impacts of this project?

Is this project an extension of work already in progress, or an entirely new endeavor? Does it integrate with areas that team leaders are already teaching or is it an opportunity to delve into unfamiliar content or a bit of both?

Project Rationale and Impact Statement: The Project has high potential value for both the Lancaster Client Group (LCG) and PSU. The LCG is looking to reverse a decades-old flow of young talent from the region through retention and/or acquisition of young entrepreneurial minds who will grow the potential of the town and surroundings. An investor is in the final stages of acquiring a large building, with optimal location, to host commercial activity, learning opportunity and a small incubator, perhaps closely linked to PSU/ECP. As a bonus, the building is a node for high capacity fiber-optic strands that are currently available and enabling. The LCG has ideas as to how to surround the core project with surrounding infrastructure including affordable housing and social gathering spots.

PSU has an opportunity to open the door on a continuing cluster-based consultative model, and delivery of incubator experience through the ECP. The opportunities for cluster based learning and collaboration among PSU faculty and students is high. Under discussion are ventures that would be based in Innovation and Entrepreneurship, but could also include Health and Human Enrichment (development of a local fitness studio), Arts and Technology (branding support for the initiative itself as well as Main Street businesses), Tourism, Environment, and Sustainable Development (success in getting high tourist traffic to stop rather than pass though the town), and Exploration and Discovery (accentuating Lancaster's image as a long-time launching point for trips to the White Mountains and North Woods).

The challenge is both real-world and immediate – a ready-made open lab. The mission of PSU, as well as the core-competencies of the students and faculty, bundled in to the innovative delivery vehicle of clusters puts PSU in a unique spot to create a replicable model for other communities in economically hard-hit Northern New Hampshire.

The LCG is seeking funding to support this PSU project, but that has not been assumed in the budget proposal.

Project Team

PSU Project Participants (<u>essential core team participants</u> including faculty and staff)

Name	Position/ Title	Project Role	Discipline/ Specialty	Email
Roy Stever	Contract Faculty	Leader	COBA: Marketing, Innovation	rrstever@plymouth.edu
Pamela Anneser	Associate Professor of Graphic Design	Collaborator	PSU Art Department: Graphic Design	ppanneser@plymouth.edu
Eric Spieth	Director of Enterprise Center	Collaborator	ECP: Incubators, Small Business, Design	easpieth@plymouth.edu

Non-PSU Project Participants (stakeholders; partners; academic institution; etc.)

Name	Organization	Project Role	Discipline/ Specialty	Email
Peter Powell	Owner/Broker, Peter W. Powell Real Estate	Co-Leader	Real Estate, Business Owner	peter@pwpre.com
Greg Cloutier	President, PowerHouse Systems, Inc.	Co-Leader	Business Owner	cloutier@ncia.net
Tim More	Counsellor at Law, Timothy T. More	Co-Leader	Community Member	timmore@tmorelaw.com

Student Participant Profile (Identify the student population/s to be engaged in the project. Identify if this has been or is planned to be incorporated into curricula)

Class/ Student Organization/ Individuals	Role in Project	Academic Level (Undergraduate or Graduate)	Academic Discipline	Total Student Population
Spring 2017, AG3550/BU3040 – PSU Student Design Company	**10 Students in Branding collaborate with 10 Students in Graphic Design, working in teams of four, identifying a value proposition, delivering a specific brand platform, and messaging and imagery to Client Group**	**Undergraduate**	**Business, Art**	**20**
Spring 2017 **BU3460 – Small Business/Entrepreneurship Marketing and Operations**	**20 students in teams of four to provide specific business development plans to enhance value proposition of Lancaster area businesses**	**Undergraduate**	**Business, Travel & Tourism, Languages, Art**	**20**
Spring 2017 **BU 3380 – Business Innovation**	**25 students in teams of five to provide innovative, designed**	**Undergraduate**	**Business, Travel & Tourism, Languages, Art**	**25**

	solutions to challenges identified by CG, including an overall "Roadmap to Success" for target market of younger workforce			

IRB (Institutional Review Board) Compliance

IRB Compliance: http://www.plymouth.edu/office/institutional-review-board/

☒ This project DOES NOT require IRB compliance
☐ This project DOES require IRB compliance (*complete below*)

IRB Approval Status:

IRB Approval Date:

Any funding approvals of IRB-required projects are contingent on obtaining IRB approval.

Project Management: Timeline and Milestones

Identify the timeline for the project including start, completion, and major project milestones. A closing report will be required as a part of the project funding process.

Project Start Date: 9/23/2016

Project Complete Date: 5/19/2017

Project Milestone	Milestone Description	Target Completion Date
Planning II	**LCG visit to ECP and PSU to continue discussion of project potential, tour ECP, and visit Lamson open labs**	**10/31/2016**

Agreement	Completion of LCG Support Agreement	12/16/2016
Project Scoping	Completion of Specific Project Objectives and Deliverables for all three PSU courses	1/31/2017
Interim Progress Report	Preliminary assessment of progress, in an interactive session with students, for all three PSU courses	3/31/2017
Final Report	Final Reports Due/Presentations by Students	5/15-19/2017, during final exam periods

Please identify any pre-project education or training for students, faculty, and staff that would be helpful for your project team to have in advance to begin work on a strong footing (e.g., skill training, concepts), and identify any training and education that you are willing to help provide during the preparatory period for the project team before team work formally begins.

Student Education/ Training Requirements: NA