**Practice:** Rutgers New-Brunswick Innovation and Economic Prosperity (IEP) Self-study

**Key Action:** Obtain the IEP designation from the Association of Public Land-grant Universities (APLU)

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**Inputs**
- 2-year self-study process
- Funding for survey research
- Funding for dynamic website
- Staff time and coordination

**Outputs**
- Activities
- Participation

**Outcomes - Impact**
- Short Term
- Medium Term
- Long Term

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**Priorities**
Assess the ways in which Rutgers-NB fosters innovation and economic prosperity to meet the needs of NJ.

**What we invest**
- 2-year self-study process
- Funding for survey research
- Funding for dynamic website
- Staff time and coordination

**What we do**
- Online surveys
- Focus groups
- In-person interviews
- Workshops
- Dynamic website of internal resources
- IEP Report
- Economic Prosperity Growth and Improvement Plan
- Utilize internal studies: Carnegie re-classification; Publicly-engaged survey; other survey results as appropriate

**Who we reach**
- Internal stakeholders: faculty, staff, students, administrators
- External stakeholders: state agencies, businesses, community organizations

**What the short term results are**
- Learning
- Internal awareness of innovation and economic prosperity programs
- Recognition of gaps
- Informed stakeholders
- Use of IEP website

**What the medium term results are**
- Action
- Addressing the identified gaps through coordination of new coalitions, collaboratives, initiatives
- APLU IEP designation
- IEP summit

**What the ultimate impact(s) is**
- Conditions
  - Greater impact and recognition of Rutgers roles in innovation and economic development
  - Increased visibility leading to increase in private/public partnerships
  - Improved community

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**Evaluation**
Focus - Collect Data - Analyze and Interpret - Report

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**Formative evaluation throughout**
- University leadership encourages partnerships.
- Funding available to conduct activities.
- Relevant stakeholders are engaged.