



## ROADMAP TO THE FUTURE

May 15, 2008

President Wayne Andrews  
Morehead State University  
Morehead, Kentucky 40351

President Andrews,

This letter is to enthusiastically recommend and express our commitment for Morehead State University's Phase Two Proposal to CPE for Regional Stewardship funds. As subcommittee chairs of the Regional Advisory Committee we have worked with our fellow committee members, MoSU personnel, and citizens in the development of the attached materials, particularly the Regional Plan and Phase Two Narrative. Working together with our partners we examined regional summary data on challenges; we listened to citizens and analyzed their comments as articulated in community forums, and we assessed the strengths and gaps in human and organizational resources both regionally and at MoSU.

The Board has voted unanimously to accept and support the plan. We appreciate your personal commitment to this effort and look forward to further strengthening a long and strong partnership with MoSU, citizens, and regional partners to create opportunities and to respond to regional challenges.

Sincerely,

Handwritten signature of Susan Compton in blue ink.

Susan Compton,  
Subcommittee Chair  
Education

Handwritten signature of Larry Foxworthy in blue ink.

Larry Foxworthy,  
Subcommittee Chair  
Community Building

Handwritten signature of Mark Neff in blue ink.

Mark Neff,  
Subcommittee Chair  
Health

Handwritten signature of Gail K. Wright in blue ink.

Gail K. Wright,  
Subcommittee Chair  
Economic Development

# Roadmap to the Future



## Regional Strategic Plan

Regional Advisory  
Committee

## **INTRODUCTION**

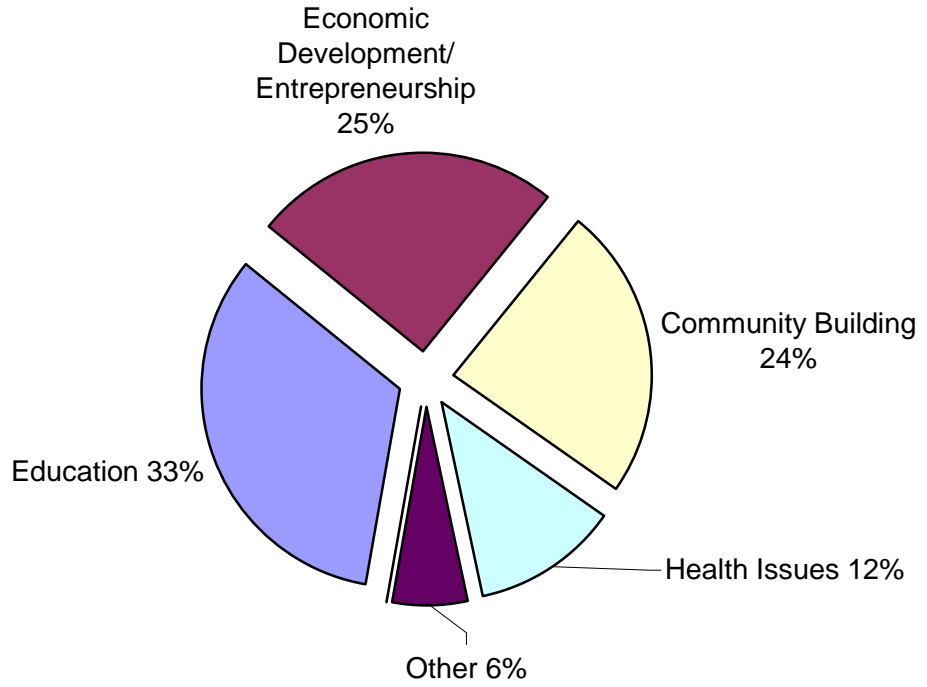
Eastern Kentuckians are rightfully proud of their rich cultural traditions and their place in both Kentucky's history as well as the nation's. Many great leaders have called this region home, and there is much to be proud of. It was here that Doctor Thomas Walker led the first expedition of record from Virginia in 1750. Here also was the world's first continuous steel sheet rolling mill put into operation, in 1923, which process some have rated as one of the great inventions in human history. Unfortunately, there are also significant challenges and needs that have long gone unmet. Poverty, unemployment, poor health, low educational attainment levels...the list sometimes seems endless. The challenges and needed resources to even begin to address these issues can be daunting. Yet we are not a people or a region without hope. We have a history of rolling up our sleeves and getting down to work, of coming together to help our neighbors, and of building partnerships that can make strong and lasting improvements. But sometimes the problems and challenges can seem so overwhelming that there is a great need for determining focus and applying resources and momentum.

## **COMMUNITY FORUMS**

Fortunately for Morehead State University's Center for Regional Engagement and its service region, there was no lack of willingness by community members in the region to speak up and be heard about where it was felt the greatest needs were and where priorities should be. Over three hundred people turned out for the seven regional community forums. Citizens, business leaders, students, locally elected officials and educational and other professional leaders all turned out to make the forums a huge success. Citizens voiced their opinions, concerns and ideas about the region's future to President Andrews, Provost Hughes, Associate Provost for Engagement David Rudy, along with five to ten other MoSU faculty and staff who attended each session. Regional Advisory Committee members were also in attendance at most of the session. And although many voices stressed how much they had valued the contributions that Morehead State University was already making in the region, they were not shy or silent about possible ways that they thought Morehead State University could make its presence felt in even more ways.

Detailed notes were taken at each forum, and those comments, suggestions and thoughts were then studied and reviewed to help guide the Regional Advisory Committee to determine what the region saw as its greatest needs and what they saw as priorities for the region. Not surprisingly, many communities are facing similar issues and challenges, reminding us all once again that we are truly much more alike than different. A breakdown of the area of focus and percentage that the comments, questions and insights from the forums fell into can be seen in the pie graph below:

## Forum Comments



Many of the comments and issues mentioned at the various forums were remarkably similar. Below are some samplings of comments that occurred repeatedly at the different forums.

- **Education**

- Needs/Challenges
  - parental support/involvement is crucial
  - the dropout rate is too high
  - many of our students who choose to go to college need remediation – remediation should come long before college
  - different types of education, possibly more hands-on opportunities, job shadowing, mentoring, internships, co-ops, enrichment programs, tours, workshops, day camps
  - Lack of educated workforce

- brain drain – students leave the area for employment after they are educated
- programs for seniors and other citizens (non-traditional students) looking for personal enrichment and/or a career change (after retirement)
- programs to train people to fill open positions (sometimes entry level) in health care and other technical fields
- opportunity to complete all degree requirements at regional campuses, undergraduate and graduate level – schedules for working adults
- bi-lingual training for workers and managers

- **Economic Development/Entrepreneurship**

- Needs/Challenges
  - improving educational attainment for the region would help attract industry
  - job diversity is better in other areas, we need to encourage entrepreneurship and diversification
  - better communication between universities and industry is needed to determine training/education needs
  - we need to work with government to give people incentives to get off welfare, people often lose their benefits when they work
  - 40% of the workforce will soon retire, we need to talk about the future of the job market and share information with guidance/career counselors so they can educate young people
  - shortage of machinists and other skilled trades, need to increase vocational education and improve math backgrounds
  - our region depends heavily on healthcare and prison jobs, we need to diversify
  - programs to help drug abusers reenter the workforce are needed
  - lack of flat land and infrastructure are problems
  - better communication between industry and education concerning the types of education/training needed for current and upcoming positions

- **Health**

- Needs/Challenges

- prescription and non-prescription drug abuse is common, treatment and correction are important, but prevention and education would be better
    - obesity and sedentary living are contributing to many serious health problems
    - lack of required physical education courses
    - healthcare is unaffordable for many of our uninsured
    - need primary health care programs to make it more accessible in communities
    - some communities have no dentist who accepts Medicare patients, some communities have only one – children need access to dental care

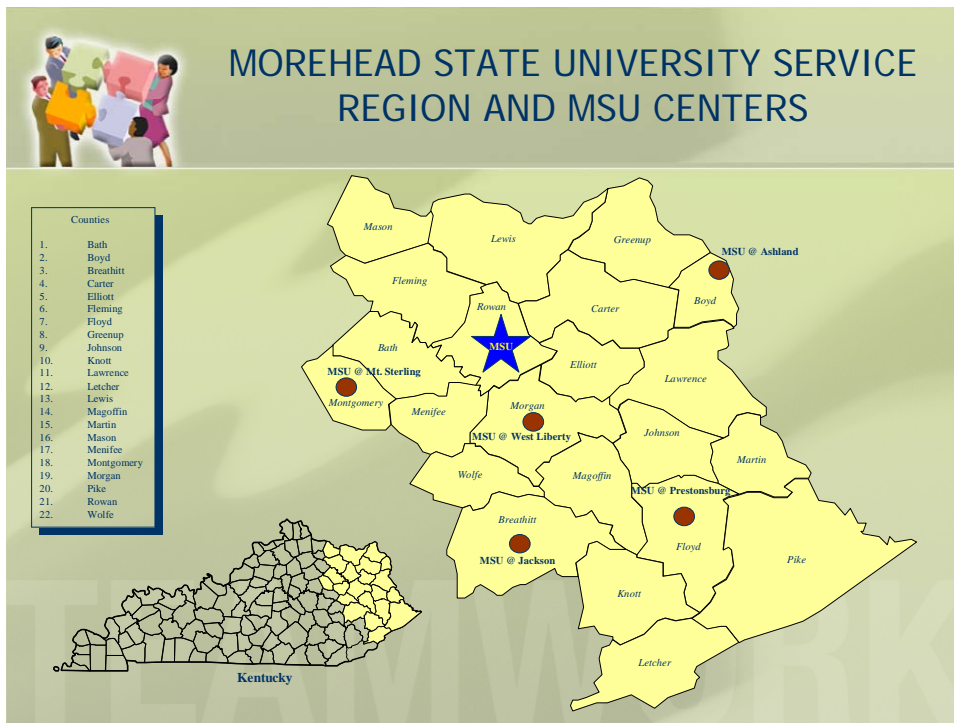
- **Community Building**

- Needs/Challenges

- counties/communities are often reluctant to collaborate
    - Need more participation from people in the community
    - downtowns need to be more inviting
    - organized carpools
    - affordable reliable day care would also be helpful

# ADVISORY COMMITTEE STRATEGIC PLAN

It was not surprising that the community members focused on these four areas so heavily. Most people don't need detailed graphs and charts to tell them about the situation that they are living every day. An analysis of the emphasis areas the community focused on, along with the community input from the community forums, was shared and studied by the Regional Advisory Committee. The areas of need, identified by the community and data gathered by university personnel, are very real, indeed.

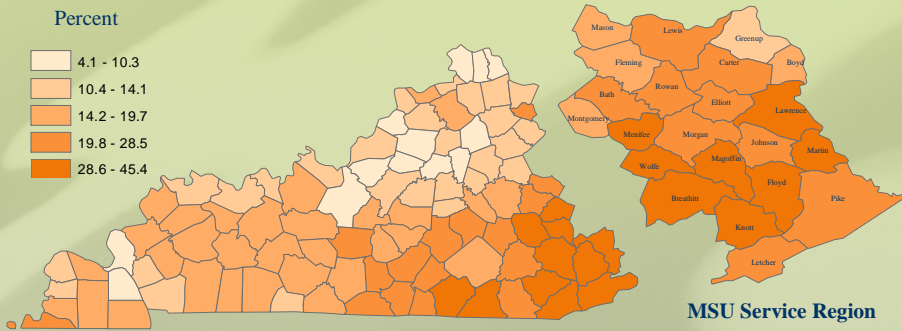
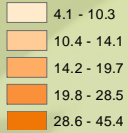


Twenty one of the twenty-two counties that CPE has designated as MoSU's Engagement area are all designated as Appalachian counties by the Appalachian Regional Commission. Many of these counties have the dubious distinction of having some of the highest poverty and lowest health rankings in the nation.



# Poverty Rates by Kentucky Counties, 2007

Percent

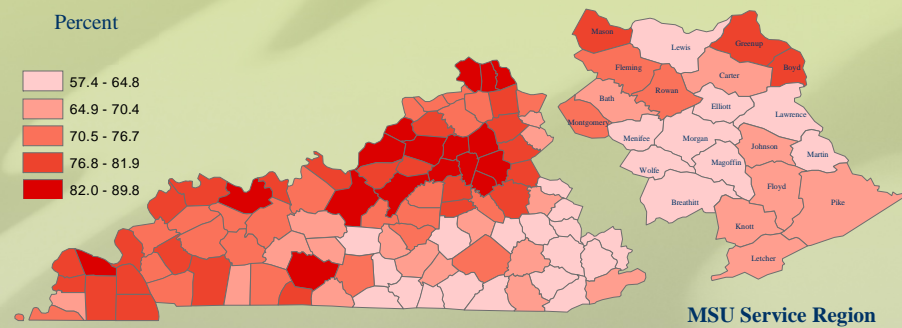
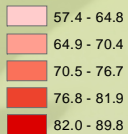


Sources:  
 Kentucky Deskbook of Economic Statistics 2007. [www.thinkkentucky.com](http://www.thinkkentucky.com)  
 Kentucky Institute of Medicine: The Health of Kentucky A County Assessment <http://www.kyiom.org/healthy2007a.pdf>  
 Kentucky Council on Postsecondary Education 2006-2007. <http://cpe.ky.gov>



# Percent of High School Graduates Kentucky Counties, 2006

Percent

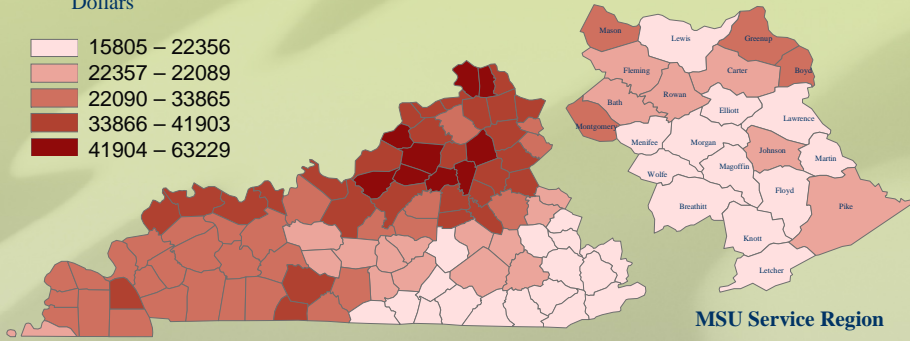
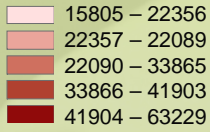


Sources:  
 Kentucky Deskbook of Economic Statistics 2007. [www.thinkkentucky.com](http://www.thinkkentucky.com)  
 Kentucky Institute of Medicine: The Health of Kentucky A County Assessment <http://www.kyiom.org/healthy2007a.pdf>  
 Kentucky Council on Postsecondary Education 2006-2007. <http://cpe.ky.gov>



# Median Household Income for Kentucky Counties, 2007

Dollars

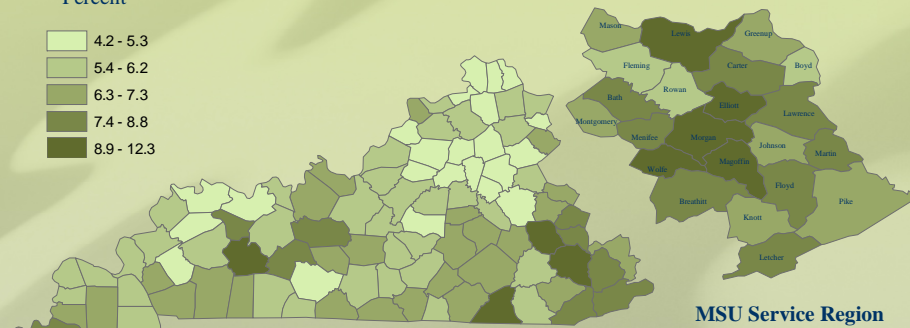
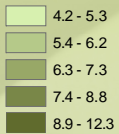


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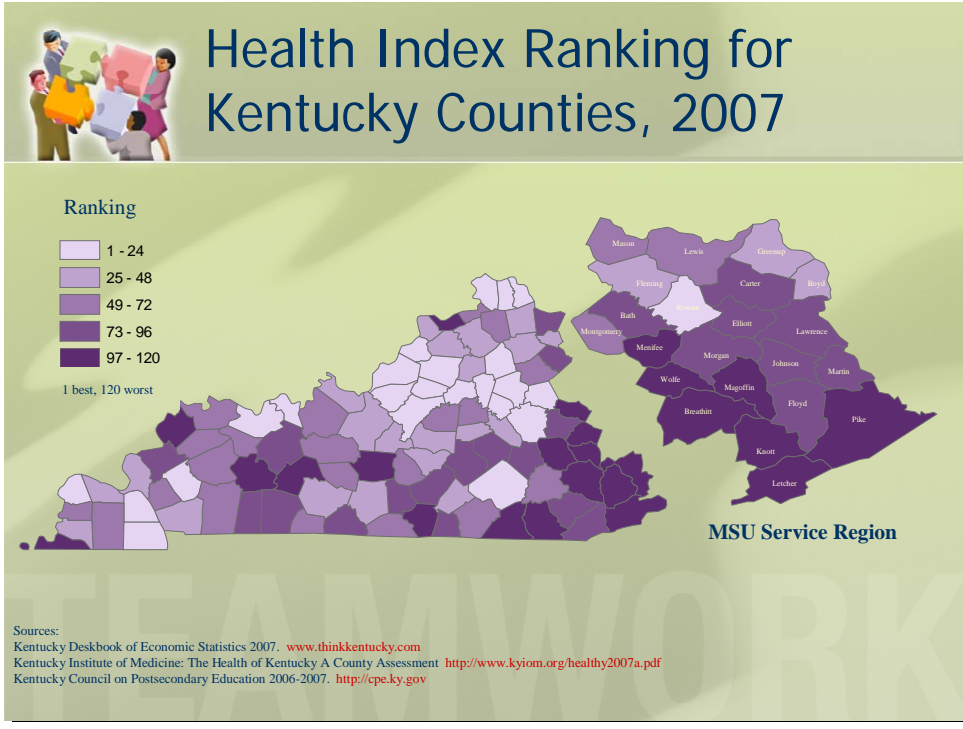


# Percent Unemployment by Kentucky Counties, 2007

Percent



Sources:  
 Kentucky Deskbook of Economic Statistics 2007. [www.thinkkentucky.com](http://www.thinkkentucky.com)  
 Kentucky Institute of Medicine: The Health of Kentucky A County Assessment <http://www.kyiom.org/healthy2007a.pdf>  
 Kentucky Council on Postsecondary Education 2006-2007. <http://cpe.ky.gov>



The thoughts and feedback from the Advisory Committee targeted the concerns, opinions and valid challenges of the larger community. The four areas the community had concentrated on were kept and subcommittees formed in those areas. From the community forums and analysis of the region, the Advisory Committee developed the following:

### EDUCATION COMMITTEE

Issues	Challenges	Plans/Strategies	Possible Partners	Impact other subcommittees
Funding and Affordability of Education	Ongoing increase of tuition for higher education	*State Funding *Private Sectors *Grants/Service Learning Programs *Expanded work study program with Tuition Assistance *FUTURE GOAL: Free instate tuition for first two years.	Chamber of Commerce, Legislators, Admission Counselors	Community Building

Academic Expectations are too low	Expectations for Public Schools are too low	*Bring together all counselors for School Systems, Universities (Admission offices, Financial Aid, Scholarships) to raise expectations for High School Graduates	*not known	Education
Breaking the cycle of Poverty/Welfare	Changing the mindset of students/parents to break the cycle of poverty and welfare	*Partnerships between Public Schools and the Universities *Summer Programs *Individual Learning Plans *Technical/Vocational Programs *Websites/Public Relations *Service Learning Programs *Mentorships	*School Systems/Administrations/Committee Members *Elected Officials and University Leaders *Chamber of Commerce	Education, Community Building, Health

### HEALTH SUBCOMMITTEE

Issues	Challenges	Plans/Strategies	Possible Partners	Impact other subcommittees
Tobacco Free Region	Cost of Lifestyle/Health Risk	*Support Tobacco Tax *Support Tobacco Free Campus	Hospitals, Colleges, City, Schools	Economic Development
Labor Force Needs	Assess and match labor force needs with education/training programs	*Corporate partnering with college campuses *Communicate needs *Health Care promotion	Colleges, Hospital, KCTCS, Employers, etc.	Economic Development, Education

Substance Abuse	Widespread abuse/use, It's in the culture	*Re-entry program (Employment/education) *"Inspiration Center"	UNITE, Morehead Inspiration Center, Business/Industry, Drug Courts, UK Center for Drugs and Alcohol	Economic Development, Community Building, Education
Uninsured	*not known	*not known	*not known	*not known

### **ECONOMIC DEVELOPMENT SUBCOMMITTEE**

<b>Issues</b>	<b>Challenges</b>	<b>Plans/Strategies</b>	<b>Possible Partners</b>	<b>Impact other subcommittees</b>
Dwindling Work Ethics	Improve/Reform the work ethic of the region	*Find a better link/partnership to begin work ethic at a younger age *Improve Employer/Employee relationship	School Systems, Chambers, Community organizations, ED Org., ADD's, Non-Profits	Education, Community Building
Lack of Communication Between University and Business	Changing the mindset of Existing Businesses and Entrepreneurs, all partners in the community	*Communicating the job opportunities, skills needed *Encourage Higher Education and the faculty to participate in Community in the development of the economy	*not known	Education, Community Building

Drugs in the Workforce	Drugs in the Workforce	*"Full Court Press", a groundswell as a region *Develop a slogan *Legislative change *Changes in Subsidy programs and provide the incentives if they are in training	*not known	Health, Community Building, Education

### COMMUNITY BUILDING SUBCOMMITTEE

Issues	Challenges	Plans/Strategies	Possible Partners	Impact other subcommittees
Drug Abuse	Creating Programs to address the inefficiency of the current drug programs	*Create a Program to assess the inefficiency and try to reform ongoing efforts	State and Federal Governments	*not known
Deteriorating Infrastructure	To Create a relationship between the public and the University	*Widespread testing to "Measure Quality" of Education(?)	*not known	*not known
Creating a Regional Planning Commission	There is a need to reform the relationship between local government and the University	*Form a Commission to create involvement in local business and governments and the University	Educational Institutions	*not known

## **CONCLUSION**

The Phase II proposal was developed to help address needs in those four areas of emphasis as defined by the community. In keeping with this strategic plan, specific targeted projects were chosen to address needs, with the expectation that best practices of successful portions of the programs will result in similar programs or initiatives being replicated around the region, as well as helping us define new opportunities and challenges that need addressing. The plan as developed for the region by the Regional Advisory Committee will be reviewed during the next twelve months by that committee to measure progress of the initiatives, and then see what, if any, amendments or changes are needed.

The Morehead State University Center for Regional Engagement Advisory Committee is committed to helping strengthen the bonds between the university and the region, keeping the channels of communication open, and moving the region forward in ways that will enable Eastern Kentuckians to continue to be proud of their region, their heritage and their leaders.