

Kentucky Regional Stewardship Program

Regional Grant Funds Proposal



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INTRODUCTION

Western Kentucky University recognizes that institutions of higher education are embedded in regional contexts and are thus integral stakeholders in developing an overall quality of life for both campus *and* community. WKU is pleased to participate in the Kentucky Regional Stewardship Program. The overarching goal of the program – to promote regional and/or statewide economic development, livable communities, social inclusion, creative governance, and civic participation – resonates with WKU’s longstanding commitment to place.

In order to meet the goals set out in WKU’s Phase-One Infrastructure Plan, campus administrators, as well as faculty and staff dedicated to regional stewardship work, have designed and continue to implement an infrastructure intended to align institutional resources and establish key community partnerships for stewardship work throughout WKU’s 27-county service region.

WKU has a long tradition of campus and community engagement. Dedication to public engagement is deeply embedded in the fabric of the university. This commitment is clearly reflected in the university’s mission statement, which reads:

Western Kentucky University prepares students to be productive, engaged leaders in a global society. It provides service and lifelong learning opportunities for its constituents. WKU is responsible for stewarding a high quality of life throughout its region.

One of WKU’s five institutional goals is to “enhance responsiveness to constituents” by meeting their educational, social, cultural and economic development needs through increased outreach, applied scholarship, service and innovative opportunities for lifelong learning.

The purpose of this document is two-fold. First, it will offer background information regarding regional stewardship work completed thus far at WKU. This will be accomplished by reviewing some key aspects of the infrastructure plan – namely the establishment of regional priorities. The second section of this document will address phase two of the regional stewardship program. This second phase, regional grant funds, is meant to support comprehensive university efforts to build intellectual capacity in the approved strategic priority areas.

BACKGROUND

On October 4, 2006, Western Kentucky University submitted their request to the Council on Postsecondary Education (CPE) for Regional Stewardship Program funds (\$200,000 in 2006-07 and \$200,000 in 2007-08). After the submission of a revised plan in January 2007, the proposal was approved at the January 29, 2007 meeting of the CPE.

Following the completion of a Memorandum of Agreement (MOA), WKU applied these funds directly toward transitioning the ALIVE Center (grant-funded volunteer, non-profit information and referral center) to the WKU ALIVE Center for Community Partnerships (CCP). This new regional stewardship center has the primary responsibility of ensuring the implementation of WKU's comprehensive regional stewardship plan.

The WKU ALIVE CCP serves as a hub for the university's engagement infrastructure. In addition to serving as an important point for university and community collaborations, CCP staff also had direct responsibility in bringing together campus and community leaders for the purpose of identifying key regional priorities.

In order to provide sufficient background for the justification of regional grant funds, it is necessary to describe the process leading to the present proposal. Throughout the process utmost attention was given to maintaining a high level of community input and guidance. This process began with the convening of five regional forums which were held throughout the month of September 2007. In order to solicit the maximum amount of regional participation, community leaders from all 27 counties were invited to these "listening sessions" held in five key locations throughout the region: Owensboro, Glasgow, Bowling Green, Campbellsville and Elizabethtown.

The Forums were held from 11:00am – 1:00pm at each location with lunch being served. Each event was extensively advertised through press releases (Appendix A), newspaper advertisements in every meeting city, radio spots, and Insight Communications cable television ads. Electronic invitations were sent out to WKU Alumni, University Deans, Directors and Administrators, and members of Chambers of Commerce in the 27-county region. Hard copy invitations were sent out to over 3000 individuals in the region including directors of non-profit organizations, school superintendents, Housing Authority Directors, Health Departments, Lifeskills Centers, Community Action Directors, Community Education Directors, Extension Office Agents, United Way Directors, Baptist Association Directors, Methodist Association Directors, Department of Community Based Service Directors, Mayors and Judge Executives. Additional coverage of the events came from local interviews on WKYU public radio station on August 15th Midday Edition and WBKO television station Midday on September 4th. Newspaper articles appeared in the Bowling Green Daily News on August 8th (Appendix B) and August 27th (Appendix C), and in Western Kentucky University's College Heights Herald on August 28th (Appendix D).

In preparation for the forums, data were collected and synthesized from numerous county-level needs assessments including United Way of the Ohio Valley, United Way of Pennyrile, United Way of Southern Kentucky, Audubon Area Services, Community Action of Southern Kentucky, Community Action of Central Kentucky, Pennyrile Allied Services, Lake Cumberland Community Action, Green River Regional Educational Cooperative, Commonwealth of Kentucky Statistic Database, and Kentucky State Data Center (Appendix E). These needs assessments were not conducted for the purpose of informing the Regional Stewardship Program; however, service providers shared this information as a viable data source for county-level, regional needs. The purpose of this exercise was to present previous findings based on surveys completed by a wide variety of human service providers throughout the region. To this end, these existing needs assessments served as a point of departure for the forum discussions.

At the Forums, WKU ALIVE CCP staff solicited input regarding perceived regional needs, priorities, resources and potential partnerships. This goal was achieved through both individual and group work designed to extract valuable data regarding needs throughout the region. Each forum concluded with group presentations designed to identify what each group deemed the top five regional priorities. After the completion of all five forums, the data were recorded and presented in a table summary (Appendix F). This summary represents the initial results from the regional stewardship forums. This data source reflects the “on-the-spot” participant-level “coding” and prioritization process of the needs relative to their area of the region.

Following the completion of the regional forums, detailed analysis was performed on the data collected. The analysis includes the individual needs submitted by the participants of the regional forums. From the 745 total data samples, there were 50 need categories identified. During analysis, four strategic areas were pre-determined based on consideration of categories identified by the Alliance for Regional Stewardship (ARS)¹ and the Kentucky Long-Term Policy Research Center (KLTPRC)². These categories along with relevant subcategories containing detailed data records were included in a summary document presented to WKU’s Regional Stewardship Advisory Council (Appendix G). The priority rating was determined based on the frequency in which the need appeared across the data set.

At the conclusion of each of the regional forums, participants were asked to nominate potential members of WKU’s Regional Stewardship Advisory Council (RSAC). This council was to be made up of community leaders throughout the region and assembled for the purpose of serving an ongoing advisory role in stewardship work at WKU. From

¹ The ARS identifies four core principles as the bases for effective regional stewardship – (1) innovative economy, (2) livable community, (3) social inclusion, and (4) collaborative governance. For more see <http://www.regionalstewardship.org>.

² The KLTPRC designate five focus areas in order to track the quality of life across the state of Kentucky – (1) vibrant, nurturing communities, (2) lifelong, quality educational opportunities, (3) a sustainable, prosperous economy, (4) a clean, beautiful environment, and (5) honest, participatory government at all levels. For more see <http://www.kltprc.net>.

this list of nominees, twenty members were selected based on their role within the community and their location in the region. These nominees were formally invited to join the RSAC via a letter from President Gary Ransdell (Appendix H). A total of 15 nominees accepted the invitation to serve on the advisory council. The RSAC consists of a wide variety of community representation including the nonprofit, business, healthcare, education, and local government sectors (Appendix I).

The first meeting of the RSAC was held on January 8, 2008 (Appendix J). This meeting was attended by the members of the RSAC, the staff of the ALIVE CCP, President Gary Ransdell, Provost Barbara Burch, and select members of the Provost's staff. The purpose of this meeting was to acclimate the RSAC to the purpose and goals of the Regional Stewardship Program. In addition, the council approved a list of strategic priorities that would be addressed through WKU's regional stewardship initiatives. The following priorities were approved:

1. Nurturing Communities
2. Education
3. Healthcare
4. Economic Development

Following the council update and priority approval, a brainstorming session ensued with the aim of developing a basic framework for how the phase-two regional grant funds would be applied. In order to maintain a continuous level of communication, the council was invited to provide ongoing feedback to ALIVE CCP staff following the January 8 meeting via phone and/or email.

The valuable information collected from the RSAC was taken back to WKU administration for the purpose of examining how these ideas could be effectively matched with WKU resources in order to have a substantial regional impact. Through this process, a series of mini-proposals were developed and presented to the RSAC at the January 31, 2008 meeting (Appendix K).

The RSAC offered valuable feedback regarding the proposals. In order to further refine the phase-two proposals, a steering committee was established based on volunteers from the council at large (Appendix L). Subsequently, Arthur Green, Todd County Judge Executive, was elected to serve as Steering Committee Chair. Following the January 31 meeting, regular communication was maintained with the steering committee via email correspondence. As proposal revisions were made, they were sent to the steering committee for review and immediate feedback. Following a number of revisions, three proposals were approved by the steering committee and brought forward to the present document. These will be detailed in the following section.

REGIONAL GRANT FUND REQUEST – PHASE II

The second phase of Regional Stewardship Program funding will support three initiatives. These initiatives were selected based on feedback from WKU's Regional Stewardship Advisory Council. Special attention was given to strengthening existing initiatives that WKU already possessed the basic, although underdeveloped, resources to address. Regional grant funds are requested in order to support (1) the WKU Rural Health Institute Mobile Health Unit, (2) adult learners at WKU, and (3) the development of an Engaged Department Grant program that will further enable regional stewardship work from constituents across the university. Details of these initiatives appear below.

Institute for Rural Health Development & Research

The mission of the WKU Institute for Rural Health Development and Research (IRHDR) Mobile Health & Wellness Unit is to provide student engagement opportunities and community services to the medically under-served and uninsured of rural Kentucky. Students and faculty within the CHHS provide services including oral cleanings and screenings, dental sealants and oral radiology services, and basic health screenings – lipid panels, glucose screening and blood pressure checks. The school-based dental sealant program offers dental screenings and sealants to all 2nd and 7th graders each year with services provided to other grades if time allows.

Initial funding for the IRHDR was secured by U.S. Senator Mitch McConnell through a HRSA grant in 2001 and continuing through 2006. WKU agreed to fully fund the Institute at the end of the five-year period. Since 2007, the IRHDR has also received grant funding and support from Anthem/Wellpoint Foundation (\$300,000), Delta Dental of Kentucky (\$30,000), and various amounts of annual funding in local support from the Allen County Health Department and the Housing Authority of Bowling Green. Federal funding in the amount of \$500,000 for telemedicine/telehealth capability for the mobile health unit is expected by fall 2008.

Other partners collaborating with the Institute include the Housing Authority of Bowling Green, Barren River Area District Health Department, school systems in the 10-county BRADD area, Salvation Army, Kentucky Cancer Program, South Central AHEC, Holy Spirit Catholic Church, the Rural Social Work Conference, Hart County Amish community, Kentucky Dental Association, and the Kentucky Partnership for Farm Health & Safety.

Purpose of Funding Request

The purpose of the proposed grant is to reduce health care disparities, decrease the number of uninsured, improve access to care and promote healthy, active lifestyles. The IRHDR is seeking this grant to provide support for a nurse practitioner (NP). Anthem has

provided funding for the purchase of another mobile health unit. This additional unit will allow the IRHDR to devote one unit to dental health and one unit to medical services. WKU brings to the table the mobile health units, an established program of health screening services including lipid panels, glucose screening, blood pressure checks, bone density screening, and radiological capabilities, along with the equipment and supplies to maintain and grow this program. Funding for a nurse practitioner will allow us to create and maintain an adult immunization program, provide screening and treatment options for diabetes and heart disease, and develop lifestyle programs tied into smoking cessation, diabetes management and heart disease prevention and maintenance. We are requesting assistance in the amount of \$75,000 to partially fund a nurse practitioner's salary (\$65,000) and benefits (\$16,536). The total cost of funding an NP's salary and benefits would be approximately \$82,000; however, the IRHDR would be responsible for the remainder of the costs above \$75,000 associated with this position.

The IRHDR currently provides screenings to identify persons with diabetes, elevated cholesterol and/or high blood pressure. Because we do not have a nurse practitioner, we are unable to offer any assistance with disease management or drug regimens. A nurse practitioner can diagnose, treat, prescribe and dispense medications. This program will also attempt to decrease the number of uninsured persons by conducting intake interviews to determine eligibility for various programs and services and to provide assistance with completion of required forms. This program could address many of the health disparity and access issues faced by this population. This project could be used as a model to address similar needs and issues in other areas. The IRHDR recognizes that this model might not be conducive to all areas, but the basic model could be replicated. Not all areas need a mobile health unit; however, this program could be run out of a car or van using portable equipment and laptops. The IRHDR has developed this program based on the use of a mobile health unit for two primary reasons: we have the units; the mobile program works well for us and allows student education outside the classroom.

Identified Needs

In November 2007, the ALIVE WKU Center for Community Partnerships Regional Stewardship Advisory Council published a Regional Stewardship Initiative: Regional Forum Summary. This summary identified healthcare as a need in 25 of the 27 counties participating in the Regional Stewardship Initiative needs assessment. Each of the five regional forums identified healthcare as a strategic area and ranked it in the top four needs. Of the 50 need categories identified, nine categories were specifically tied to health care. Four broad categories were identified as strategic area priorities: nurturing communities, education, healthcare, and economic development. Health care issues exist in all four categories. The key health care issues that were mentioned numerous times were:

- Access to care
- Affordable medical care
- Free/reduced prescriptions programs
- Assistance with health concerns

The WKU Institute for Rural Health Development and Research (IRHDR) mobile health unit is capable of addressing many of the priorities identified in the Regional Forum Summary. The work of the IRHDR throughout the Barren River Area Development District can serve as a model for similar work throughout WKU's entire 27-county service region.

According to the U.S. Bureau of the Census (2006), the 27 counties in the WKU Regional Stewardship Initiative have a total population estimate of 721,368. Cumberland County has the lowest population at 7,046 and Warren County has the largest population at 101,266.

Of the 27 counties, 21 are designated as Medically Underserved Areas (MUA) by the U.S. Public Health Service. Whole county designation is assigned to 18 counties: Adair, Breckinridge, Butler, Clinton, Cumberland, Edmonson, Grayson, Green, Hart, Larue, Logan, McLean, Meade, Metcalfe, Monroe, Muhlenberg, Ohio and Todd. Partial county designation is assigned to three counties: Hardin, Taylor and Warren. Eight of the 27 counties are designated as Health Professional Shortage Areas (HPSA) in the area of primary care: Allen, Edmonson, Hancock, Hart, Larue, McLean, Metcalfe and Todd.

The average per capita income is \$15,381 with the lowest per capita income reported in Cumberland County (\$12,643) and the highest per capita income reported in Warren County (\$18,847). The average poverty level percentage for the total population is 17.77% with the highest percentage in Clinton County (25.8%) and the lowest percentage in Hardin County (10%). The average poverty level percentage for children under 18 years of age is 22.44%, with the highest percentage in Clinton County (31.8%) and the lowest percentage in Hardin County (13.5%). The average poverty level percentage for adults 65 and over is 19.73%, with the highest percentage in Monroe County (30.3%) and the lowest percentage in Hardin County (8.6%).

As stated above, the Institute currently screens and provides educational materials for persons with diabetes, elevated cholesterol and/or high blood pressure. Funding from the Regional Stewardship Advisory Council would allow us to provide treatment options including medications for individuals diagnosed with any of these conditions. We would also develop lifestyle programs tied to diabetes management, heart disease prevention and maintenance, diet, exercise, and smoking cessation. We currently have a model that works in the BRADD area – this additional funding would allow us to expand this model into the other areas covered within the WKU regional service area. In addition to this, we have plans to develop and implement an influenza and pneumonia immunization program model targeting adults 65 years and older.

According to the most recently released Behavioral Risk Factor Surveillance System (BRFSS), 2005, Kentucky:

- is 1st for the highest prevalence of adults aged 18 and over who smoke.
- is 2nd (after WV) for adults aged 18 and over who reported limited activities because of physical, mental, or emotional problems.
- is 2nd (after WV) for adults aged 18 and over who reported fair or poor health.

- is 2nd (after LA) for adults aged 18 and over who reported no leisure-time physical activity in the past month.
- is 50th for adults aged 18 and over who engaged in vigorous physical activity for at least 20 minutes, 3 or more days per week.
- is 3rd (after WV & NM) for adults aged 18 and over who require the use of a cane, wheelchair, or special bed because of health problems.
- is 3rd (after MS & WV) for adults aged 18 and over who were overweight.
- is 5th for adults aged 18 and over who were obese.
- is 6th for adults aged 18 and over who were diagnosed with diabetes.
- is 7th for adults aged 18 and over who were diagnosed with high blood pressure.
- is 8th for adults aged 18 and over who were diagnosed with elevated blood cholesterol.
- is 11th for adults aged 65 and over who had received a pneumonia vaccination.
- is 16th for adults aged 65 and over who had received an influenza vaccination during the preceding 12 months.

We recognize that the Barren River District Health Department provides many of these services for free and/or reduced costs. We also recognize that health departments in other regions provide these services; however, none of these models exist as mobile models. One of the access issues prevalent in many of our communities is lack of transportation. The mobile health unit eliminates or reduces this issue. Working together, WKU, local health departments, federally qualified health centers, rural health centers and the Regional Stewardship Initiative can begin to address many of these risk factors in our service area by utilizing the resources that a nurse practitioner working on a mobile health unit could provide.

Objectives/Outcomes/Measurements

Objectives:

- Develop an adult immunization program against influenza and pneumonia.
- Screen and provide treatment options including medications for individuals diagnosed with diabetes, elevated cholesterol and/or high blood pressure.
- Develop lifestyle programs tied to diabetes management, heart disease prevention and maintenance, diet, exercise, and smoking cessation.
- Assist adults to determine eligibility for various programs and services and to provide assistance with completion of required forms.

Outcomes:

- Reduce the risk of influenza and pneumonia in elder adult population.
- Diagnose, treat, and reduce the number of adults with untreated chronic diseases.
- Improve the overall general health of population by developing and implementing educational programs that stress the importance of diet, exercise, and smoking cessation.
- Decrease the number of uninsured and increase the number of people participating in medical and pharmaceutical assistance programs.

Measurements:

- Immunization records.
- Medical records tracking diagnoses and treatment plans.
- Reports from database that include information such as compliance with treatment for chronic diseases, smoking cessation, and other lifestyle components.
- Number of adults eligible for medical and pharmaceutical assistance programs.

Annual Budget

Description	Amount
Mobile Health Unit Coordinator NP	\$ 65,000.00
MHU Coordinator NP – Fringe Benefits – 33.07%	\$ 16,536.00
Total	\$ 81,536.00

For this program, operating costs are fixed and have been allocated in existing IRHDR funds. The total estimated salary and benefits for the nurse practitioner is \$81,536. The funding from CPE will cover the majority of these expenses (\$75,000). The balance will be covered from existing IRHDR funds.

Adult Learner Counselors

Without question, there is a need for more baccalaureate-educated Kentuckians. The reasons for this are clear and well-documented. As the Kentucky Council for Postsecondary Education (CPE) notes in its recent “Double the Numbers” report:

- College graduates earn more
- College graduates tend to be more engaged citizens
- States with more college graduates generally enjoy a higher quality of life
- States with more college graduates have stronger, more diverse economies¹

Unfortunately, as a state, Kentucky is losing ground relative to other states in terms of the percentage of the population with a bachelor’s degree or higher. To achieve educational parity with the rest of the nation, the CPE estimates that Kentucky will have to double the production of bachelor’s degree holders over its current trajectory by the year 2020.

For obvious demographic reasons, achieving this ambitious goal is not simply a matter of recruiting a larger number of high school students into college. The CPE has done an outstanding job of articulating a multifaceted approach, clearly indicating numerous other strategies that are essential if we are to be successful in doubling the numbers.¹

One approach with significant potential for Kentucky colleges and universities is to increase outreach, recruitment, support, and programming efforts for non-traditional (i.e. over age 25) learners. As Ron Crouch, Director of the Kentucky State Data Center, says, “Kentucky’s reality is that we will sink or swim not on how well we educate our youth,

but on how well we educate our entire population, whether age 15, 35, 55, or 75. For the most part, our workforce of tomorrow is just our workforce of today grown older. As the baby boomers mature, Kentucky will become an aging state. Many people may find if they retire too early that they will run out of income before they run out of life. Kentucky must develop policies for retraining and retooling people. We must invest in educating not just our youth but each and every one of us. We must educate and re-educate, train and retrain.”²

Not only is the educational attainment problem for adults acknowledged by legislators, policy makers, and postsecondary education providers, it is also clearly recognized at a more grass roots level by the WKU Regional Stewardship Advisory Council (RSAC). In a series of regional forums (described in the introduction to this proposal), the strategic area of “education” ranked number one across the entire region. Specifically, educational opportunities that lead to better trained workforce and higher paying jobs clearly emerged as a key regional issue. In the summary report for the RSAC that detailed the input from the regional forums, concerns such as the following were frequently raised:

- the need for more adults to have bachelor’s degrees
- the need for a more highly skilled and better educated workforce
- the need for constant retraining for new jobs
- the need for facilitating the non-traditional student returning to education
- the need for more programs for non-traditional students

Thus, a clearly defined regional problem that emerged from the regional analysis was greater access to higher education, particularly for working adults.

However, there are challenges when adult learners try to access higher education. According to the National Center for Education Statistics, adult students often:

- Have delayed enrollment into postsecondary education
- Attend part-time
- Are financially independent of parents
- Work full-time while enrolled
- Have dependents other than a spouse
- Are a single parent
- Lack a standard high school diploma³

If left unaddressed, any one of these issues can become a significant barrier to an adult learner’s access to and completion of a college degree.

The Council for Adult and Experiential Learning (CAEL) has identified at least four needs unique to adult students:

- Different kinds of information about their educational options
- Institutional flexibility in curricular and support services
- Academic and motivational advising supportive of their life and career goals
- Recognition of experience and work-based learning already obtained³

Adult Learner Counselors at Western Kentucky University

At WKU, we are actively addressing the needs of adult learners through a variety of strategies and services. What we are proposing here is to expand and centralize these efforts underneath an overarching context. We propose to hire Adult Learner Counselors who will provide adult students with special attention and consideration. They will introduce (or re-introduce) adult learners to the college environment in a risk-free, comfortable setting with other non-traditional, adult students like themselves. These Counselors will provide an entry portal for adult learners, a “one-stop-shop” where they can have questions answered, get connected to the proper services and receive personalized support. We propose two full-time staff positions (Adult Learner Counselors) to be funded from Regional Stewardship Regional Grant funds. These positions will reflect both the academic and the student services dimensions of the college.

The two Counselors will help assimilate adult learners into the campus in a variety of capacities. They will be the “concierge” that helps them navigate the system and serves as the focal point to connect them to offices and services such as:

- Admissions/tuition/registration
- Financial aid and scholarships
- Academic advising
- Prior Learning Assessment
- GED completion
- WKU Finish (in conjunction with CPE’s Project Graduate)
- Distance learning (an increasingly important access point for adults)
- Career counseling
- Child care
- Cohort programs

Among other duties, these Counselors will:

- Serve as the primary point of contact for adult students and potential adult students
- Determine the action required to help current and potential adult learners with problems or questions. This includes researching the problem and contacting the individual with the information or forwarding the individual to the appropriate office for help and arranging follow up.
- Work flexible hours to ensure that services will be accessible to working adults at times other than regular working hours
- Travel to WKU regional campus locations (e.g. Owensboro, Elizabethtown, Glasgow) to provide on-site assistance and consultation
- Work with academic units to develop new programming for adult learners
- Provide information to adult learners regarding the various delivery modes available (e.g. face-to-face, IVS, on-line, correspondence, etc.) and advise as to appropriate processes to best meet individual goals

- Assist the division of Enrollment Management in marketing of WKU programs to adult learners
- Coordinate a significant WKU internet presence for adult learners

Outcome Measures:

- Number of adult learners enrolled at WKU
- Number of adults completing a degree at WKU
- Number of adult learners utilizing the services of the Adult Learner Counselors

Annual Budget

Description	Amount
Adult Learner Counselor – salary (2 @ \$32,000 each)	\$ 64,000
Adult Learner Counselor – fringe benefits 2 @ 33%	\$ 21,120
Operating budget (including travel, program development, marketing, special events, etc.)	\$ 24,880
Total	\$ 110,000

References

- 1 Double the Numbers, Kentucky’s Plan to Increase College Graduates, Kentucky Council on Postsecondary Education, October 2007.
- 2 Five Questions One Mission, Better Lives for Kentucky’s People, Kentucky Council on Postsecondary Education, September 2005.
- 3 Serving Adult Learners in Higher Education, Principles and Effectiveness, Council for Adult and Experiential Learning, 2000.

WKU Engaged Department Grants

The WKU ALIVE CCP Engaged Department Grants will be derived from a \$115,000 competitive pool (established from the regional grant phase of the KY Regional Stewardship Initiative). These grants will be utilized in such a way as to stimulate engagement and outreach efforts across WKU’s academic departments and to address community needs and priorities throughout WKU’s 27-county service region. The university, with advice from WKU’s Regional Stewardship Advisory Council, will direct these funds toward initiatives that fall under the “Nurturing Communities” strategic need area. A key strength of these projects is that they will address a wide variety of concerns ranging from basic human services to issues of economic development.

The concept behind the Engaged Department Grants pays particular attention to how regional grant funds can be used to address *specific* projects throughout the region. This \$115,000 allotment is meant to complement the \$185,000 set aside to fund permanent, full-time faculty/staff positions. The idea is that by setting aside this portion of phase-two funds, a wide scope of projects, not requiring permanent hires, can be addressed. This

proposal is consistent with WKU's 2006-08 Regional Stewardship Program Infrastructure Plan. Note the following excerpt from page 21:

In addition to changes in the tenure and promotion system to reflect contributions to stewardship, an additional incentive program intended for implementation in year 2 (after regional priorities have been determined) is the establishment of "Engaged Department" grants. Following the model of the Campus Compact a pool of \$50,000* from the Regional Grant funds will be set aside to establish awards for departments desiring to be engaged with at least one regional priority. These funds will be competitively awarded based upon the department's capacity to contribute to addressing the priority. The grants will last from one to three years and may be used in a variety of ways including funding re-assignment time for faculty involved.**

*Note: Given the level of support for this particular use of phase two funds, our Regional Stewardship Advisory Council has requested that this amount be increased to \$115,000.

**Note: The funds can be used for both faculty re-assignment time *and* to secure graduate and undergraduate student workers.

This model will provide the community with vital faculty, staff, and student resources to engage in partnerships to address community priorities. The WKU ALIVE Center for Community Partnerships will coordinate these collaborative campus/community projects.

Suggested Process

1. The ALIVE CCP regularly invites project ideas from community partners as well as university faculty and staff
2. The staff of the ALIVE CCP works with the community partner and/or university faculty/staff member to develop and organize the idea into a viable project proposal
3. A committee consisting of community members and WKU faculty will review the proposals for approval
4. The ALIVE CCP provides ongoing support throughout the project – attention will also be given to developing the scholarly dimension of the project
5. Participating faculty/staff will have the opportunity to be designated a WKU ALIVE CCP Fellow – a status reserved for faculty and staff that exhibit exceptional efforts toward collaboratively addressing regional needs
6. Results are reported back to the Regional Stewardship Advisory Council in annual/semi-annual meeting

Outcome Measures

- The staff of the WKU ALIVE Center for Community Partnerships will conduct two workshops per semester for WKU faculty, staff and students. The goal of these workshops will be to introduce the purpose, guidelines, and support structure for the “Engaged Department Grants.”
- The staff of the WKU ALIVE Center for Community Partnerships will conduct two workshops per semester for community partners (or potential CPs) throughout the region. The goal of these workshops will be to introduce the purpose, guidelines, and support structure for the “Engaged Department Grants” and how they practically relate to identified community needs.
- An official designation of “WKU ALIVE CCP Fellow” will be developed. This designation is reserved for faculty and staff that exhibit exceptional efforts toward collaboratively addressing regional needs.
- The ALIVE CCP will implement a biannual (one per semester) publication that highlights campus/community partnerships throughout the region. The idea is to “shine the light” on exemplary collaborative work as well as to encourage increased participation in the grant program. This publication will be distributed to the campus and regional community.

Regional Grant Fund – Budget Overview

Category	Rural Health	Adult Learners	Engaged Departments	Grand Total
Salaries	\$65,000	\$64,000		
Benefits	\$10,000	\$21,120		
Operating/Release Time		\$24,880	\$115,000	
Total	\$75,000	\$110,000	\$115,000	\$300,000

The present proposal has been reviewed and approved by the WKU Regional Stewardship Advisory Council (Appendix M). WKU is excited about the option of impacting our region through these important initiatives. We highly value the guidance that we have received from the community and look forward to building further relationships throughout the region.

LIST OF APPENDICES

- Appendix A: WKU Regional Forums Press Release
- Appendix B: Bowling Green Daily News Article, August 8th
- Appendix C: Bowling Green Daily News Article, August 27th
- Appendix D: WKU Herald Newspaper Article, August 28th
- Appendix E: Existing Needs Assessments (27 counties)
- Appendix F: Regional Forum Participant Summary
- Appendix G: Regional Forum Data Analysis
- Appendix H: RSAC Letter from President Ransdell
- Appendix I: WKU Regional Stewardship Advisory Council Roster
- Appendix J: RSAC Agenda – January 8, 2008
- Appendix K: RSAC Agenda – January 31, 2008
- Appendix L: RSAC Steering Committee
- Appendix M: Support letter from RSAC

APPENDIX A

WKU NEWS

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FOR IMMEDIATE RELEASE
AUGUST 6, 2007

CONTACT BOB SKIPPER
MEDIA RELATIONS DIRECTOR

For more information, contact Dr. Katrina Phelps, (270) 745-4311, or Leah Ashwill, (270) 782-0812.

REGIONAL STEWARDSHIP CENTER CREATED AT WKU; FIVE FORUMS SET FOR REGIONAL LEADERS

BOWLING GREEN, Ky. – Western Kentucky University has created a regional stewardship center to help match university and community resources to regional needs.

The center is funded through a \$200,000 award from the Kentucky Council on Postsecondary Education (CPE) and the Kentucky General Assembly. All of Kentucky's regional universities have been invited to participate in the program which is the first in the nation where state funding has been set aside to begin such an extensive regional planning initiative. WKU's designated geographic area is the same 27-county region that CPE has designated as WKU service area.

The program will assess community and regional needs and how WKU can address them through its role as a public institution. "The role is to serve as a matchmaker, bringing together the university and community resources needed to turn good ideas into sustainable initiatives that vitalize communities across our region," Katrina Phelps, ALIVE Center director, said.

WKU faculty and students will be provided incentives to apply their research to the identified regional problems with the goal being to increase the university's capacity to be responsive to its constituents and enhance the quality of life for the region.

The new program will be housed at the ALIVE Center (A Local Information and Volunteer Exchange), which is now called the WKU ALIVE Center for Community Partnerships.

Five informational sessions have been set for regional leaders throughout the service region. Lunch will be served at each and those wishing to attend should R.S.V.P. to Aurelia Spaulding at (270) 782-0082 or Aurelia@alivebg.org. The session will be from 11 a.m. to 1 p.m. local time at:

Sept. 6, Moonlite Bar-B-Q Inn, 2840 W. Parrish Ave., Owensboro

Sept. 10, WKU-Glasgow Regional Center Room 131 Glasgow

Sept. 13, WKU Downing University Center Room 340, Bowling Green

Sept. 17, Campbellsville University, Winters Dining Hall, Campbellsville

Sept. 20, WKU-Elizabethtown Regional Center Room 303 AB, Elizabethtown

The ALIVE Center will continue to serve as a clearinghouse for information about nonprofits in Bowling Green and Warren County and provide meeting space and support services to nonprofits that need them. The new program will eventually expand to include a building next door to the ALIVE Center on 31-W Bypass in Bowling Green, and both locations will form the WKU ALIVE Center for Community Partnerships.

“One of the WKU goals is to eliminate traditional boundaries between government agencies, schools, and local businesses in identifying and addressing community needs,” WKU President Gary Ransdell said. “WKU, through its expansion of the ALIVE Center and the creation of the WKU ALIVE Center for Community Partnerships, is committed to expanding its research and services to addressing larger regional challenges.”

Dr. Phelps added: “Regional stewardship builds on the premise that ‘place matters’ and that we all have a role in making our communities good places to live and work. Through partnerships, we can imagine and enact creative solutions to challenging social, economic and environmental issues facing our region.”

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More WKU news is available at www.wku.edu. If you'd like to receive WKU news via e-mail, send a message to WKUNews@wku.edu.

APPENDIX B

Daily News (Bowling Green, KY)

Western's ALIVE works to tackle regional issues State grant will allow center to research and identify needs specific to this area

NATALIE JORDAN, The Daily News, njordan@bgdailynews.com
Published: August 8, 2007

Western Kentucky University's **ALIVE Center** has created a regional stewardship **center** to help assess community and regional needs, and how WKU can address them through its role as a public institution. The **center**'s role is to serve as a matchmaker, bringing together the university and community resources needed to turn good ideas into sustainable initiatives that vitalize communities across the region, said Katrina Phelps, director of the **ALIVE Center**.

Five regional forums will take place throughout September in several locations to discuss with regional leaders their needs and how the stewardship **center** can match those.

"The concept of stewardship is for institutions to create partnerships across the region with businesses, nonprofits, governments and education and regular citizens – because it is about giving them a voice, too – to identify needs, plan for meeting those needs and implement that plan for change," Phelps said. "The forums are the first step in that. They are the first step in inviting partners to come and talk about their needs."

Phelps said a regional advisory council will be formed – including interested leaders and possible forum participants – in the fall. The council's primary duty will be to determine the top priorities based on the information gathered at the forums, she said.

"And once we have that, we can go back to these partners and decided how to address them," she said. Potential issues that come up statewide that may be relevant to this region include elder and early care, health and wellness, transportation and preschool through 12th grade education. Another area that gets attention is drug and alcohol abuse prevention and intervention, Phelps said.

"These are areas that are common challenges, but what we identify as priorities may be different from state challenges," she said. "They may be unique to this region and that's what these forums are to decipher." The **center** is funded through a \$200,000 award from the Kentucky Council on Postsecondary Education and the Kentucky General Assembly, and will be housed at the **ALIVE Center**, which will now bear the name the **WKU ALIVE Center** for Community Partnerships. While the **center** will continue to serve as a place for information about nonprofits in Warren County and provide meeting space and support services to nonprofits that need them, it will be the main hub for this regional work.

"The **center** has been owned by Western since last spring," Phelps said. "It has been an arm of Western's work through grant funding for several years."

The new program will eventually expand to include a building next door to the **ALIVE Center** on U.S. 31-W By-Pass.

Phelps said there is a national movement for this concept of regional stewardship, and an Alliance for Regional Stewardship has been doing this for more than a decade, but the state has been a champion in believing a program like this could produce progress with its regional universities.

Universities in the state have been invited to participate in the program, which is the first in the nation where state funding has been set aside to begin such a regional planning initiative.

"CPE is an advocate for this work, with the potential for universities to take the initiative in starting the process within their region," Phelps said. "Because it really is about doing this together."

WKU faculty and students will be provided incentives to apply their research to the identified regional problems with the goal being to increase the university's capacity to be responsive to its constituents and enhance the quality of life for the region.

"Regional stewardship depends on equitable partnerships, not one leader and one follower," Phelps said.

"Although Western is taking this initiative, they are not the leader in this work but a partner. And hopefully this will bring together other regional partners to creatively find an answer to the identified problems."

APPENDIX C



Last modified: Monday, August 27, 2007 11:54 AM CDT

ALIVE forums will research region's needs

By NATALIE JORDAN, The Daily News, njordan@bgdailynews.com

Five regional forums in September in several locations will address regional needs and how the Western Kentucky University ALIVE Center can match those.

"We encourage people to come and we hope to see folks there," said Paul Marcum, assistant professor with the ALIVE Center.

The first forum is Sept. 6 in Owensboro, followed by others in Glasgow, Bowling Green, Campbellsville and Elizabethtown.

The forums will allow regional leaders and community members in a 27-county region to express what they believe are the needs of the region.

"Instead of sitting in offices saying, 'here's what they need,' we go out into the region," Marcum said. "What we want is for business leaders, local government and concerned citizens to attend and to simply tell us what are their needs and decide together how to meet them."

The regional forums are part of WKU's new Regional Stewardship initiative. The center's role is to serve as a matchmaker, bringing together university and community resources needed to turn good ideas into sustainable initiatives that vitalize communities across the region, said Katrina Phelps, director of the ALIVE Center.

"The center has been charged by the state through the Council for Postsecondary Education to become increasingly engaged in communities," Marcum said.

Marcum said he can't be sure what the regional needs would include. However, Kentucky data show some concerns are jobs, health care, youth development - from crime to teenage pregnancy - and affordable housing statewide.

"I know these things will be discussed because they are issues," he said.

Phelps said a regional advisory council will be formed - including interested leaders and possible forum participants - in the fall. The council's primary duty will be to determine the top priorities based on the information gathered at the forums.

"And once we have that, we can go back to these partners and decided how to address them," she said in a previous interview.

Marcum said there will be space for 50 to 60 people in each of the meeting locations and nearly

3,000 people have been invited to attend the five forums combined, he said.

“The concept of stewardship is for institutions to create partnerships across the region with businesses, nonprofits, governments and education and regular citizens - because it is about giving them a voice, too - to identify needs, plan for meeting those needs and implement that plan for change,” Phelps said. “The forums are the first step in that. They are the first step in inviting partners to come and talk about their needs.”

ALIVE forums

The sessions will be from 11 a.m. to 1 p.m. Lunch will be served. Those wishing to attend should R.S.V.P. to Aurelia Spaulding at 782-0082 or Aurelia@alivebg.org.

Sept. 6 at Moonlite Bar-B-Q Inn, 2840 W. Parrish Ave., Owensboro

Sept. 10 at WKU-Glasgow Regional Center Room 131, Glasgow

Sept. 13 at WKU Downing University Center Room 340, Bowling Green

Sept. 17 at Campbellsville University, Winters Dining Hall, Campbellsville

Sept. 20 at WKU-Elizabethtown Regional Center Room 303 AB, Elizabethtown

APPENDIX D

Regional stewardship program to link university, community

By: Alex Booze

Posted: 8/28/07

Bowling Green wants to feel more ALIVE.

So, the city and Western have teamed up to create a regional stewardship program for the ALIVE (A Local Information and Volunteer Exchange) Center.

The program will help the center budget its money and connect the Bowling Green community with Western to help solve regional needs.

Located in the WKU ALIVE Center for Community Partnerships, formally known as the ALIVE Center, the stewardship is funded through a \$200,000 award from state legislature.

The Kentucky Council on Post-Secondary Education and the General Assembly were major supporters of the decision to fund the center.

The center serves 27 counties in central Kentucky.

It's the first program in the nation in which state funding has been set aside for extensive regional planning.

ALIVE Center Director Katrina Phelps said CPE thinks the program will help form a healthy relationship between Western and the community.

"Our center builds on the premise that partnerships are the foundation for solving regional needs," she said. "To determine what goals need to be set, we need to listen to the ideas, knowledge and expertise of the people that live in our region to figure out what must be done in order to best meet their needs."

The center is offering informational forums throughout central Kentucky for all regional leaders to determine what goals need to be set to better meet regional needs.

A regional advising committee will then be established to discuss regional priorities. A public campaign to determine how people can participate in the program will also be started.

Dennis George, assistant vice president for academic affairs, said Western officials are

excited and grateful.

"The center really is all about partnerships," George said. "We will address serious problems in the community, for we are not just working for the community, we are working with them."

Reach Alexandra Booze at alexandra.booze@wku.edu.

APPENDIX E

Existing Needs Assessment Summary

The following is a summary of some of the existing county-level needs assessments collected during WKU's Regional Stewardship Initiative process. These assessments have been gathered from a variety of sources including:

- United Way of the Ohio Valley
- United Way of Pennyrile
- United Way of Southern Kentucky
- Audubon Area Services
- Community Action of Southern Kentucky
- Community Action of Central Kentucky
- Pennyrile Allied Services
- Lake Cumberland Community Action
- Green River Regional Educational Cooperative
- Commonwealth of Kentucky Statistic Database
- Kentucky State Data Center

The following pages include a summary of documented needs presented alphabetically by county, as well as a listing of the top five needs for the region based on these existing assessments.

County-Level Needs

ADAIR COUNTY

1. Jobs that pay a living wage
2. Affordable housing
3. Emergency assistance
4. Assistance with health concerns
5. Youth programs

ALLEN COUNTY

Community Action

1. Higher paying jobs
2. More jobs
3. Teen pregnancy programs
4. Medical health assistance programs
5. Affordable housing for the elderly

United Way (community residents)

1. Unemployment or underemployment
2. Illiteracy, not being able to read
3. Affordable medical care
4. Drug abuse
5. Public transportation

BARREN COUNTY

Community Action

1. Higher paying jobs
2. More jobs with benefits
3. More jobs
4. Teen pregnancy prevention programs
5. Free and/or reduced prescription programs

United Way

1. Drug abuse
2. Alcoholism
3. Affordable medical care
4. Domestic violence directed at adults
5. Domestic violence directed at children

BRECKINRIDGE COUNTY

1. Free/reduced prescriptions programs
2. Safe/affordable housing
3. Homeless services/shelters
4. Higher paying jobs, more jobs with benefits, more jobs
5. Youth programs, teen pregnancy prevention programs

BUTLER COUNTY

1. More jobs
2. Higher paying jobs
3. More jobs with benefits
4. Safe and affordable housing
5. Drug/alcohol awareness, prevention and treatment programs

CLINTON COUNTY

1. Jobs that pay a living wage
2. Affordable housing

3. Emergency assistance
4. Assistance with health concerns
5. Youth programs

CUMBERLAND COUNTY

1. Jobs that pay a living wage
2. Affordable housing
3. Emergency assistance
4. Assistance with health concerns
5. Youth programs

DAVIESS COUNTY

Audubon

1. Employment
2. Education
3. Emergency needs
4. Housing
5. Self-sufficiency

United Way

1. Alcohol and drug programs
2. Youth development programs
3. Sex education teens
4. Dental care
5. Medical care

EDMONSON COUNTY

1. More jobs
2. More jobs with benefits
3. Higher paying jobs
4. Medical health assistance programs
5. Drug/alcohol awareness, prevention and treatment programs

GRAYSON COUNTY

1. Free/reduced prescriptions programs
2. Safe/affordable housing
3. Homeless services/shelters
4. Higher paying jobs, more jobs with benefits, more jobs

5. Youth programs, teen pregnancy prevention programs

GREEN COUNTY

1. Jobs that pay a living wage
2. Affordable housing
3. Emergency assistance
4. Assistance with health concerns
5. Youth programs

HANCOCK COUNTY

Audubon

1. Employment
2. Housing
3. Education
4. Emergency needs
5. Self-sufficiency

United Way

1. Alcohol and drug programs
2. Youth development programs
3. Sex education teens
4. Dental care
5. Medical care

HARDIN COUNTY

1. Free/reduced prescriptions programs
2. Safe/affordable housing
3. Homeless services/shelters
4. Higher paying jobs, more jobs with benefits, more jobs
5. Youth programs, teen pregnancy prevention programs

HART COUNTY

1. Higher paying jobs
2. More jobs with benefits
3. More jobs
4. Safe and affordable housing
5. Medical health assistance programs

LARUE COUNTY

1. Free/reduced prescriptions programs
2. Safe/affordable housing
3. Homeless services/shelters
4. Higher paying jobs, more jobs with benefits, more jobs
5. Youth programs, teen pregnancy prevention programs

LOGAN COUNTY

Community Action

1. Higher paying jobs
2. More jobs with benefits
3. Job training
4. Support and counseling to continue education
5. Rental assistance housing programs

United Way (community residents)

1. Drug abuse
2. Affordable medical care
3. Unemployment or underemployment
4. Illiteracy, not being able to read
5. Child neglect

MCLEAN COUNTY

Audubon

1. Employment
2. Emergency needs
3. Housing
4. Education
5. Health

United Way

1. Alcohol and drug programs
2. Youth development
3. Sex education teens
4. Dental care
5. Medical care

MEADE COUNTY

1. Free/reduced prescriptions programs
2. Safe/affordable housing
3. Homeless services/shelters
4. Higher paying jobs, more jobs with benefits, more jobs
5. Youth programs, teen pregnancy prevention programs

METCALFE COUNTY

1. Higher paying jobs
2. More jobs with benefits
3. More jobs
4. Teen pregnancy prevention programs
5. More affordable housing for the elderly

MONROE COUNTY

1. More jobs
2. Higher paying jobs
3. More jobs with benefits
4. Financial assistance to continue education
5. Safer community

MUHLENBERG COUNTY

1. Jobs that pay a living wage
2. Affordable housing
3. Emergency assistance
4. Assistance with health concerns
5. Youth programs

OHIO COUNTY

Audubon

1. Employment
2. Housing
3. Education
4. Emergency needs
5. Health

United Way

1. Alcohol and drug programs
2. Youth development programs

3. Sex education teens
4. Dental care
5. Medical care

RUSSELL COUNTY

1. Jobs that pay a living wage
2. Affordable housing
3. Emergency assistance
4. Assistance with health concerns
5. Youth programs

SIMPSON COUNTY

Community Action

1. Free and/or reduced prescription programs
2. Higher paying jobs
3. More jobs with benefits
4. Safe and affordable housing
5. Teen pregnancy prevention programs

United Way

1. Drug abuse
2. Affordable medical care
3. Teenage pregnancy
4. Recreational facilities
5. Juvenile crime

TAYLOR COUNTY

1. Jobs that pay a living wage
2. Affordable housing
3. Emergency assistance
4. Assistance with health concerns
5. Youth programs

TODD COUNTY

Neighborhood Issues

1. Shortage of recreational facilities
2. Drug abuse
3. Lack of affordable medical care

4. Shortage of affordable housing
5. Alcoholism

Neighborhood Problems

1. Lack of affordable medical care
2. Shortage of affordable housing
3. Shortage of recreational facilities
4. Lack of affordable legal services
5. Shortage of affordable child care

WARREN COUNTY

Community Action

1. Free and/or reduced prescription programs
2. Higher paying jobs
3. More jobs with benefits
4. Safe and affordable housing
5. Financial assistance to continue education

United Way (community residents)

1. Affordable medical care
2. Child abuse
3. Drug abuse
4. Domestic violence directed at adults
5. Poverty

APPENDIX F

Regional Forum Participant Summary

A key part of the stewardship process included the convening of regional forums held at five strategic locations throughout the region. The goal of these forums, or “listening sessions,” was to gather important information from local leaders regarding needs specific to their area of Kentucky. The following strategic areas and rankings were determined by the forum participants.

Owensboro	
Strategic Area	Ranking
Education	1
Healthcare	2
Transportation	3
Economic Development	4
Employment	5
Community Perception	
Quality of Life	
Environmental Concerns	

Glasgow	
Strategic Area	Ranking
Education	1
Transportation	2
Healthcare	3
Housing	4
Youth Development	5
Technology	
Economic Development	
Infrastructure	
Recreation	

Bowling Green	
Strategic Area	Ranking
Healthcare	1
Education	2
Transportation	3
Public/Social Services	4
Aging Society	5
Economic Development	
Youth Services	
Housing	
Employment	
Substance Abuse	
Environmental Concerns	
Community Development	
Recreation	

Campbellsville	
Strategic Area	Ranking
Transportation	1
Education	2
Community Development	3
Healthcare	4
Employment	5
Substance Abuse	
Housing	
Recreation	
Economic Development	
Quality of Life	
Law Enforcement	
Tourism	

Elizabethtown	
Strategic Area	Ranking
Education	1
Economic Development	2
Transportation/Infrastructure	3
Healthcare	4
Youth	5
Technology	
Childcare	
Housing	
Recreation	
Environmental Concerns	

Region-wide Ranking	
Strategic Area	Ranking
Education	1
Transportation/Infrastructure	2
Healthcare	3
Economic Development	4
Employment	5
Youth Development	5

APPENDIX G

Regional Forum Data Analysis*

*To view the complete document in detail, contact Paul Markham at
paul.markham@wku.edu

The following summary is based on an analysis of the individual needs submitted by the participants of the regional forums. From the 745 total data samples there were 50 need categories identified.

IDENTIFIED NEEDS CATEGORIES

Afterschool Programming
Art
Bike/Pedestrian
Buildings
Business
Children
Churches
Community Education
Community-Sustained Agriculture
Cultural Diversity
Early Childhood Education
Elderly
Elementary Education
Employment
Environment
Financial
Graduation Rate
Healthcare Coverage
Healthcare Research
Higher Education
Housing
Immigration
Industry
Infrastructure
Local Government
Medical Professionals
Mental Health/Disability
Neighborhood Development
Neighborhood Safety
Nontraditional Students
Nutrition
Opportunity for Higher Education
Physical Disability

Physical Fitness
Prenatal Healthcare
Prescription Medication
Preventive Healthcare
Public Transportation
Recreation
Roads
Secondary Education
Sexual Abuse
Social Services
Substance Abuse
Technology
Tourism
Utilities
Vocational Education
Volunteerism
Youth

STRATEGIC AREA PRIORITY LIST

1. Nurturing Communities
2. Education
3. Healthcare
4. Economic Development

APPENDIX H

Dear <Name>,

Western Kentucky University has a long-standing commitment to addressing a variety of needs throughout our region. In an effort to expand our level of outreach and engagement, WKU has become a key participant in Kentucky's Regional Stewardship Program.

The Regional Stewardship Program is a new initiative through which WKU will coordinate a broad range of efforts across the 27 counties in our primary service region. The initiative seeks to promote regional and statewide economic development, livable communities, social inclusion, creative governance, and civic participation through collaborative university and community partnerships. Its purpose is to link the resources and knowledge of the university to the needs and challenges of our region.

During the month of September, five forums were held at different locations throughout the region. The input that we received during these "listening sessions" has allowed us to move forward with this exciting stewardship initiative. You are receiving this letter because you have either requested or been nominated to serve as a member of the WKU Regional Stewardship Advisory Council (RSAC).

As promised we have compiled a summary document highlighting the progress of the regional stewardship process. If you accept this invitation to serve as a member of the RSAC, this document, which contains the detailed findings from the regional forums as well as a list of current WKU resources directed toward addressing the identified needs, will be mailed to you in due course.

The role of the RSAC is to: (1) approve a prioritized list of strategic need areas, (2) approve a strategic plan to address these areas through collaborative campus/community partnerships, and (3) serve as an advisory council regarding the implementation of the strategic plan.

There are two scheduled meetings of WKU's Regional Stewardship Advisory Council – Tuesday, January 8 and Thursday, January 31. Both meetings will convene between 10am and 2pm at the Carol Knicely Conference Center in Bowling Green.

Please RSVP by January 4 by letting us know whether you accept or decline this invitation to serve as a member of the Advisory Council. Responses should be directed to Paul Markham at 270.782.0966 or paul.markham@wku.edu.

Thank you again for your interest in the WKU Regional Stewardship Advisory Council and for your efforts toward improving the quality of life throughout our region.

Dr. Gary Ransdell
Western Kentucky University

APPENDIX I

Western Kentucky University Regional Stewardship Advisory Council

<u>Name</u>	<u>TITLE</u>	<u>AFFILIATION</u>
Nick Brake	President	Greater Owensboro Economic Development Corp.
Tom Davenport	Dean of Workforce Development and Continuing Education	Elizabethtown Community and Technical College
Stacy Edds-Ellis	Director of Admission-Discover College & Extended Campus	Owensboro Community & Technical College
Sheila Enyart	Mayor	City of Radcliff
James Flynn	Superintendent	Simpson County School System
Karen Foley	Neighborhood Action Coordinator	City of Bowling Green
Arthur Green	Judge Executive	Todd County Fiscal Court
Renaë Harrison	Coordinator of Adult and Community Education	Hardin County Schools
Debbie Livingston	City Executive	BB&T
Tonya Matthews	Vice President of Chamber Operations	Bowling Green Area Chamber of Commerce
Linda McCray	Executive Director/Member	Bowling Green Human Rights Commission/NAACP
Crissy Rowland	Director of Health Information	Barren River District Health Dept.
M Douglas Smith	Secretary	Audubon Area Community Services Council
Diane Sprowl	Regional Coordinator	South Central Kentucky Get Fit
Carol Sullivan	Director - Technology Training Center	Campbellsville University

APPENDIX J

Western Kentucky University Regional Stewardship Advisory Council Meeting Agenda

Date: Tuesday – January 8, 2008

Time: 10am – 2pm

Location: Carroll Knicely Center – Bowling Green

Schedule:

10:00am Agenda and purpose

Dr. Barbara Burch

Dr. Gary Ransdell

Introduction of RSAC members

10:45am The Regional Stewardship Initiative process

Dr. Paul Markham

Dr. Barabara Burch

11:45am Break for lunch and informal discussion

1:00pm Considerations of priority initiatives and consensus building

Election of chair and steering group

Dr. Dennis George

Dr. Doug McElroy

Dr. Paul Markham

2:00pm Adjourn

To provide continuing feedback regarding the Stewardship Initiative contact:

Paul Markham WKU ALIVE CCP 1818 31W ByPass Bowling Green, KY 270.782.0966 paul.markham@wku.edu	Leah Ashwill WKU ALIVE CCP 1818 31W ByPass Bowling Green, KY 270.782.0812 leah@alivebg.org
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APPENDIX K

Western Kentucky University Regional Stewardship Advisory Council Meeting Agenda

Date: Thursday – January 31, 2008

Time: 10am – 2pm

Location: Carroll Knicely Center – Bowling Green

Schedule:

10:00am Introductions and updates

Barbara Burch, Doug McElroy, Dennis George, Paul Markham

10:30am Proposal presentations

Lisa Durham, Rick Horn, Jim Berger, Paul Markham, Leah Ashwill, Dennis George

Noon Break for lunch and informal discussion

1:00pm Further discussion of proposals

Election of chair and steering group

Dennis George, Doug McElroy, Paul Markham

2:00pm Adjourn

To provide continuing feedback regarding the Stewardship Initiative contact:

Paul Markham WKU ALIVE CCP 1818 31W ByPass Bowling Green, KY 270.782.0966 paul.markham@wku.edu	Leah Ashwill WKU ALIVE CCP 1818 31W ByPass Bowling Green, KY 270.782.0812 leah.ashwill@wku.edu
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APPENDIX L

RSAC Steering Committee

<u>Name</u>	<u>TITLE</u>
Arthur Green	Judge Executive
Renae Harrison	Coordinator of Adult and Community Education
Crissy Rowland	Director of Health Information
M Douglas Smith	Secretary
Diane Sprowl	Regional Coordinator
<u>Chair</u>	<u>TITLE</u>
Arthur Green	Todd County Judge Executive



A LEADING AMERICAN UNIVERSITY WITH INTERNATIONAL REACH
OFFICE OF THE PRESIDENT

April 16, 2008

Kentucky Council on Postsecondary Education
c/o Ms. Melissa Bell
Senior Associate
Academic Affairs
1024 Capital Center Drive, Suite 320
Frankfort, KY 40601

Dear Melissa:

We are submitting this cover letter to the CPE as evidence of our agreement on and support of the attached WKU Regional Grant Proposal. Under the guidance of WKU's Regional Stewardship Advisory Council (RSAC), university personnel created the Phase II Proposal with the intention of applying \$300,000 of regional grant money toward meeting a variety of needs throughout WKU's 27-county service region.

We understand that \$75,000 will be used to support the WKU Institute for Rural Health Development and Research in order to provide a Nurse Practitioner for the Institute's Mobile Health and Wellness Unit. In addition, we agree that \$110,000 shall be used to secure two full-time Adult Learner Counselors. These counselors will be responsible for meeting the diverse needs of WKU adult learners throughout our region. Finally, we understand that \$115,000 will be used to establish Engaged Department Grants that will provide academic departments the opportunity and incentive to engage regional stewardship work at a more rigorous level.

As representatives of Western Kentucky University and the WKU Regional Stewardship Advisory Council, we express our support of this proposal and look forward to continued collaboration as we seek to be good stewards of our region.

Sincerely,

Arthur Green

Chair, WKU RSAC
Judge-Executive
Todd County Fiscal Courthouse
Elkton, KY 42220

Gary A. Ransdell

President
Western Kentucky University
1906 College Heights Blvd. #11001
Bowling Green, KY 42101-1001

GAR:ab

Attachments

The Spirit Makes the Master

Western Kentucky University | 1906 College Heights Blvd. #11001 | Bowling Green, KY 42101-1001
phone: 270.745.4346 | fax: 270.745.4492 | web: www.wku.edu

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