

**Discovery Park's Office of Engagement  
Impact Summary/Summer 2008**

Discovery Park's Office of Engagement was created July 1, 2007. The staff includes two full-time FTE—an Associate Director and an Operations Manager—and a 2/3s support staff member. Next year the support staff member will be full-time. The Associate Director's appointment is shared and spans Discovery Park, the Purdue Research Parks, and the Office of Engagement. Thus, the intent of this role is to connect Discovery Park activities with the Purdue Research Parks and activities coordinated through the University's Office of Engagement.

*Successes 2007-08 include:*

1. Systematic Public Access to Discovery Park with a consistent message

Since July 2007, over 2800 individuals have visited Discovery Park—businesses and corporations, teachers, students, parents, alums, retirees, and community groups. The following tools have been created for these “tours”: (a) A ten-minute professionally produced video; (b) A “script” with poster stops in both Birck and Bindley; (c) A talking points overview with optional powerpoint; (d) A site on the webpage with numerous supplemental materials to target the interests of specific groups; (e) Three training sessions for “tour guides” have been held yielding over 50 potential guides; (f) A brochure describing the facilities in Discovery Park. In addition, Discovery Park participated in the State Fair, Homecoming, and Springfest with a consistent message and theme reaching significant numbers of citizens.

2. Collaborative communication and integrated staff

Discovery Park engagement meetings are held bi-weekly and include the Communication/media person, the Development staff member, the Foundations staff member, the P-12 director, and the engagement staff in the Center for Advanced Manufacturing and the Center for the Environment. Additionally, the Communication staff from the Regenstrief Center for Healthcare Engineering, the Energy Center, the Birck Center, and the central DP staff meet regularly and have worked collaboratively on several projects. The Associate Director attends regular meetings with both the Purdue Research Park staff and with the Office of Engagement—Associate Deans and Engagement Council. The Associate Director led a group through Engagement to hold two workshops on the Scholarship of Engagement.

3. Base infrastructure has been created for quality use of facilities

This infrastructure includes staff roles, processes, coordination with other offices and staff, materials, and equipment.

*Challenges for 2008-09 include:*

1. Assessment of all activities

Better feedback forms will be implemented for the tours; however, all activities need better evaluation and assessment. The University will apply for the Carnegie Foundation's Community Engagement classification with leadership from Discovery Park.

2. Collaboration throughout Purdue University

Coordination of Discovery Park partnerships/activities with numerous Purdue staff in the engagement/research park/industrial relations/cooperative extension area. A retreat will be held on July 14<sup>th</sup> to facilitate coordination, communication, and project partnerships.

3. High visibility for Discovery Park targeted at faculty, staff, and students

Discovery Park's phenomenal growth is contingent upon positive attitudes and broad involvement of Purdue's faculty, staff, and students.