

COUNCIL COMMUNICATION

#
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DATE: MARCH 19, 2012

TITLE: HIGHER EDUCATION TASK FORCE – ADOPTION OF FINDINGS AND

RECOMMENDATIONS REPORT

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Meeting Date: April 4, 2012

SUMMARY RECOMMENDATION

The Higher Education Task Force recommends that the City Council adopt a Resolution to:

- 1. Accept the Higher Education Task Force's report Strategies for Creating Higher Education Opportunities in Roseville;
- 2. Adopt the findings and recommendations of the Higher Education Task Force and direct staff to begin expedient implementation of the recommendations; and
- 3. Declare expansion of higher education opportunities in Roseville/South Placer as a City priority.

OVERVIEW

Routing Approval:

In June 2011, the Council authorized creation of the Higher Education Task Force with direction to develop recommendations for expanding higher education opportunities in the community. The Council's over-arching goal was to bring to Roseville the benefits of a greater number and diversity of higher education institutions, including increased access to higher education for Roseville residents, job creation and economic development, and increased cultural opportunities.

The Task Force met seven times (including two marketing subcommittee meetings) from July 2011 to February 2012 to develop its findings and recommendations. The Task Force's report, *Strategies for Creating Higher Education Opportunities in Roseville*, includes a vision for the Roseville / South Placer area becoming a cluster for higher education facilities and identifies short and long-term action steps for achieving that vision. The Task Force structured the report and recommendations to be relevant to stakeholders from the region, including leaders from education, business and industry, philanthropic groups, economic development forums, and elected officials. A premise of the recommendations is that partnerships across sectors are essential to maximize success.

The report is also intended to provide information to higher education institutions seeking to relocate or expand their operations. Once approved by the City Council, this document will

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serve as a tool for a concerted effort to expand higher education for the benefit of residents, industries, and the region as a whole. Please refer to the full report (see attached) for more detail.

The Task Force held its final meeting on February 8, 2012 and unanimously recommended Council acceptance of the report and recommendations.

STRATEGY SUMMARY

The Task Force recognized that short-term *and* long-term strategies are required to achieve the vision of establishing Roseville / South Placer as a higher education cluster. The strategies are designed to be implemented sequentially or concurrently at the discretion of the City.

The short-term strategy focuses on the City taking immediate steps to facilitate the creation, relocation, and/or expansion of higher education institutions into the area. This involves direct marketing and outreach, creating a supportive regulatory environment, creating designated attraction teams ("Rapid Response Teams") with a single point of contact, and establishing a mechanism to accept charitable donations in support of higher education development. The Task Force strongly emphasized the importance of committing adequate staff and financial resources to the effort to ensure maximum success.

The long-term strategy suggests creating a multi-sector coalition in a focused and sustained effort to support higher education growth in the area. This is based on a key finding that development of a higher education cluster will require direct involvement by multiple stakeholders. This strategy also recognizes that higher education growth requires a long-term outlook and commitment by the community. It is difficult to determine the organizational format of the collaborative forum until interested stakeholders are identified, but it would logically include partners from education, government, business, industry and the community at large. Should the Council provide direction to proceed, staff will contact potential stakeholders to explore interest in forming such a collaborative forum.

Please refer to the Task Force report for a more thorough description of the short- and long-term strategies, recommendations, and action steps.

RECOMMENDED RESOURCES

Direct One Time and Potential Recurring Costs

Estimated direct costs (not including staff time) are estimated between \$4,000 and \$50,000. The range results from a mix of core and optional action steps deemed necessary to implement the recommendations. Some costs are related to one-time start-up events (such as website creation); others may be ongoing depending on Council preference and priorities (e.g., presence at conferences or consultant support).

The core strategy of developing an electronic outreach strategy (including development of a standalone website) has an estimated one-time cost of \$4,000. Optional (but recommended) ongoing action steps include establishing a presence at higher education conferences (\$9,500) and engagement of a higher education consultant with strong industry relationships (estimated \$20,000). A lower priority action step includes advertisement in educational trade journals (up to \$15,000). Lastly, the report recommends that annual progress reports to the Council be timed

with the budget cycle and involve either the Task Force and/or the Rapid Response Team (\$5,000 for facilitation support).

Depending on Council direction, staff can return with a budget adjustment for the current fiscal year or include identified costs in the FY 2013 budget.

Staff Resources

A minimum of one full time equivalent (FTE) in staff resources will be necessary for initial startup tasks, eventually tapering to an estimated 0.5 FTE for ongoing operational tasks. Responsibilities will include, but are not necessarily limited to, the following:

- Oversight of marketing & outreach efforts, including design and development of marketing materials
- Oversight of electronic outreach, including website design and social media presence
- Response to information requests from interested institutions
- Support for the Rapid Response Team
- Liaison with regional higher education partners to strengthen and maintain relationships
- Participation in the regional collaborative higher education forum, if formed
- Oversight of contract and consultant support, if desired
- Periodic progress reports to the City Council
- Annual progress report

Redeployment of existing staff to higher education attraction efforts will require adjustment and reprioritization of existing work programs and workload.

FISCAL IMPACT

Implementation of all action steps identified in the Task Force report would result in a direct fiscal impact of up to \$50,000, plus staff costs.

ECONOMIC DEVELOPMENT/JOBS CREATED

Approval of the Higher Education Task Force report itself is not expected to result in direct job creation. However, attraction and growth of higher education in the community is a key economic development objective of the City. The report outlines key strategies, recommendations, and specific action steps for higher education attraction efforts that, if successful, will have positive direct, indirect, and induced economic benefits.

ENVIRONMENTAL REVIEW

The California Environmental Quality Act (CEQA) does not apply to activities that will not result in a direct or reasonably foreseeable indirect physical change in the environment (CEQA Guidelines §15061(b) (3). Approval of the Higher Education Task Force findings and recommendations report does not have the potential for a significant environmental effect, and therefore is not subject to CEQA.

RECOMMENDATION

The Higher Education Task Force recommends that the City Council adopt a Resolution to:

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Rob Jensen Assistant City Manager	