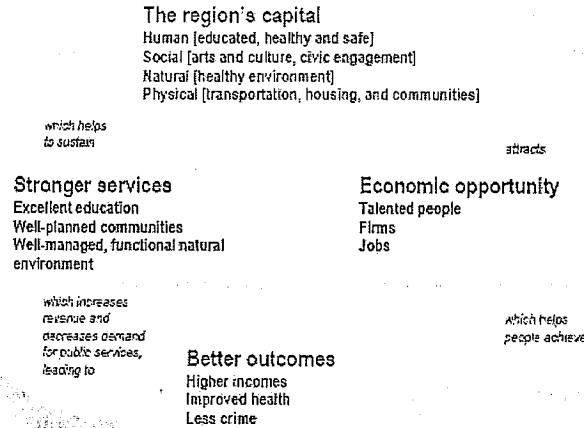


Figure 1. Circle of Community Capital.



Toward One Oregon: A University Partnership for Serving the State

Recently, officials from OSU and PSU have met to increasingly formalize intercampus collaboration in the gathering, storage, and analysis of data. With the funding of this bill, we propose the following process:

1. **Community Needs Assessment.** In collaboration with OSU Extension, the Association of Oregon Counties (AOC), and community colleges across the state, conduct a community-specific needs assessment to identify the particular strategic planning needs of local government officials, business leaders, educators, and private citizens.
2. **Strategic Planning.** To create the new data portal, *Performance Oregon*, officials from OSU and PSU will develop a strategic plan that assigns data-related responsibilities according to university-specific competencies, cognizant of the need to improve efficiency by preventing duplication of data specific to both projects (Rural Communities Explorer and Greater Portland Pulse).
 - a. Identify both the advantages and disadvantages of each project's (Rural Communities Explorer and Greater Portland Pulse) current infrastructure and identify an appropriate approach for jointly reporting data on the *Performance Oregon* site.
3. **Outreach and Training.** Through Open Campus, OSU Extension, IMS, and PRC, develop a strategic plan for outreach and training in communities across the state that empowers public officials, businesses, educators, and private citizens to make locally-sourced data-driven public policy decisions.

Benefits to Oregon and Its Communities

1. Leverages existing university-based assets to inform public policy by providing communities an opportunity for making data-driven decisions in achieving economic, transportation, education, and environmental goals
2. Formalizes a collaborative partnership between Oregon's universities and community colleges that provides targeted outreach leading local officials, businesses, and private citizens to data-driven decision-making
3. As unbiased convening partners, OSU and PSU assist communities in making sense out of data through formal training and workshops
4. Continues funding statewide research and public service programs at Oregon's universities charged with facilitating public education at local levels
5. Indicator data will be presented at events, such as the AOC and LOC annual meetings, meetings of state agencies, and other events (e.g. State of Rural Oregon event [OSU Rural Studies] or Bi-State Governors' Conference [IMS]) to promote the use of indicators among these groups for strategic planning purposes

Addendum A

University Research Centers, Institutes, and Programs

Oregon State University

OSU Extension Service

- A mission of conveying research-based knowledge in a way that is useful for people to improve their lives, their homes, and their communities

Open Campus

- An affiliate education program of OSU Extension that aims to provide local access to learning that meets the needs of individuals, families, businesses, and communities, specifically:
 - Career and college readiness, degree completion, and professional and economic development

Rural Studies Program

- An OSU program engaged in teaching, research, and outreach to advance economic, social, and environmental well-being of rural people and places
- Provides information about Oregon's communities through the Rural Communities Explorer

Rural Communities Explorer

- A web-based data site that provides users with information about their community's economy, environment, and demographics from U.S. Census Bureau data and other sources

Portland State University

Institute of Portland Metropolitan Studies (IMS)

- Advance the economic, social, and environmental goals of the Portland metropolitan region by gathering and disseminating credible information, convening regional partners, and stimulating dialogue about critical region issues
- IMS also provides information about statewide demographic trends through an affiliate program, the Population Research Center (PRC)

Population Research Center (PRC)

- Provide population data, information, and research analysis for Oregon and its communities through the Oregon State Data Center (SDC), the Oregon Population Estimates Program, and various commissioned projects

Greater Portland Pulse

- A partnership-based project that relies on both data and dialogue to highlight the successes and challenges specific to the Portland metropolitan region around: economy, education, health, safety, the arts, civic engagement, environment, housing and transportation