

BAYLOR UNIVERSITY
STUDENT LIFE ADVISORY BOARD

“C.O.R.E. INITIATIVE”

A Concept For
“Community Outreach Resource Enrichment”

November, 2007
Ted and Joy Sprink

BAYLOR CORE INITIATIVE

OVERVIEW

- ***A global approach to mobilize resources to the point of need.***
- ***Leveraging Baylor's National Brand Equity to enhance opportunities for local Waco students, residents and businesses.***

BAYLOR CORE INITIATIVE

IMPORTANT CONSIDERATIONS

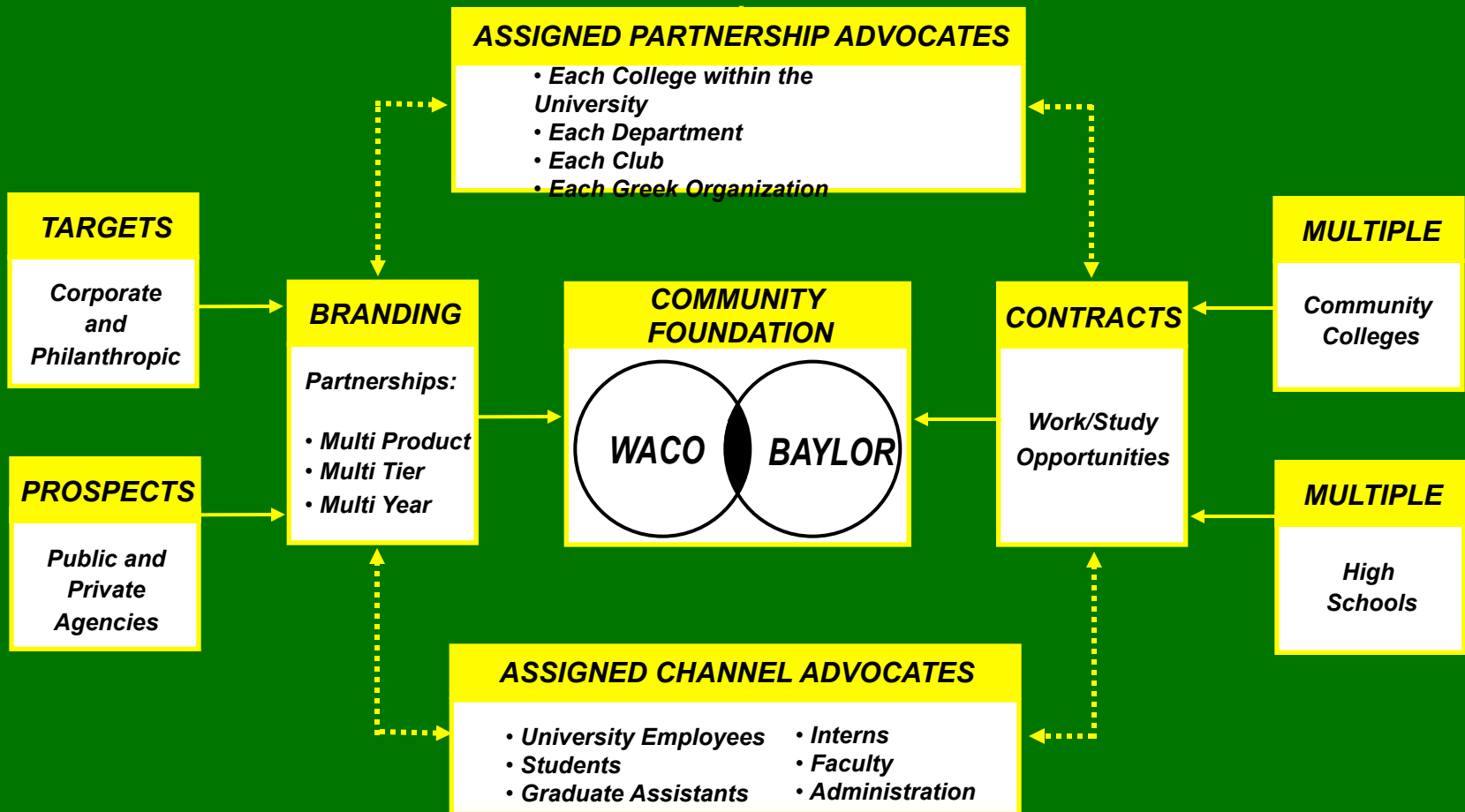
The View: *Baylor enjoys significant positive national name recognition, with the community of Waco generally not participating.*

The Challenge: *Baylor University and Waco eliminate the appearance of “Haves” and “Have Nots” by creating a Community Foundation.*

BAYLOR UNIVERSITY STUDENT LIFE ADVISORY BOARD

November, 2007

“CORE INITIATIVE”



BAYLOR CORE INITIATIVE

VISION STATEMENT

Vision: *Local students, residents and businesses are provided opportunity via the newly formed “Community Foundation” for education and work experience, providing upward mobility.*

Mission: *Baylor University and the Waco community “Partner” with local high schools, community colleges, businesses, philanthropic organizations, and public & private agencies to develop “local opportunity”.*

BAYLOR CORE INITIATIVE

VISION STATEMENT

- Goal:** *To expand participation of students and residents into business and educational opportunities, providing academics and training on one hand; and academic and labor resources on the other.*
- Objective:** *To match University employees, administration officials, students, graduate assistants, interns and faculty members as “channel advocates”, with targeted providers of employment, philanthropic and social opportunities.*

BAYLOR CORE INITIATIVE

THE CORE

- ***The Foundation sponsors a “Compact for Success” wherein local high school and community college students are “guaranteed” admission (opportunity) in exchange for achieving certain scholastic and social accomplishments.***
- ***The Foundation targets certain corporate, philanthropic, and public and private agencies as perspective “Partners”. The Foundation sponsors/assigns each University Club, Endowment or existing Foundation, along with each College, Club, Department or Greek Organization as an “Advocate” for development of relationships, commitment of resources and trading of labor for training (internships).***

BAYLOR CORE INITIATIVE

THE CORE

- ***Each “Corporate Target” is sold a multi-year, multi-product “Partnership” which includes student internship labor, advertising, sponsorship, game day promotion, naming rights, signage, recognition, environmental/community initiatives. Baylor broadens value proposition, increases participation and reduces cost of sale.***
- ***Each “Assigned Advocate” College, Club, Department, Endowment, Greek Organization, “Partners” with their Corporate Target, providing labor (for training and income purposes) increasing commitment, service levels and sense of “connection”. This develops local community projects for future participation and brings resources by which targets are mobilized.***

BAYLOR CORE INITIATIVE

EXAMPLES

The Baylor Driving Club, targeting the auto industry segment as part of a multi-level sales technique, could mobilize by organizing food gathering drives, managed by student “Interns” and distribute food to select senior centers and homeless shelters. The University’s sponsorship via the Club, benefits local businesses and the “Point of Need” in the community. The students gain “experience” as interns to targets and community.

- ***Students at local high schools and community colleges can “raise the bar” and carry themselves locally with greater pride and self-esteem, knowing that if they stay out of trouble and keep their grades up, they will attend nationally recognized Baylor University.***

BAYLOR CORE INITIATIVE

ACTION PLAN

- ***Identify local corporate, philanthropic, public and private agencies as “Targets”.***
- ***Identify local high schools and community colleges to participate in “Compact For Success”.***
- ***Identify “Partnership Advocates”, such as Colleges, Departments, Clubs and Greek Organizations.***

BAYLOR CORE INITIATIVE

ACTION PLAN

- ***Identify “Channel Advocates”, such as University employees, students, interns, graduate assistants, faculty and administration officials.***
- ***Identify projects, matching “Channel Advocates” to “Partnership Advocates” to Corporate, Philanthropic and Agency “Targets”.***
- ***Develop Implementation Plan and timeline.***