

# B-E-D-I for U-E-D-A

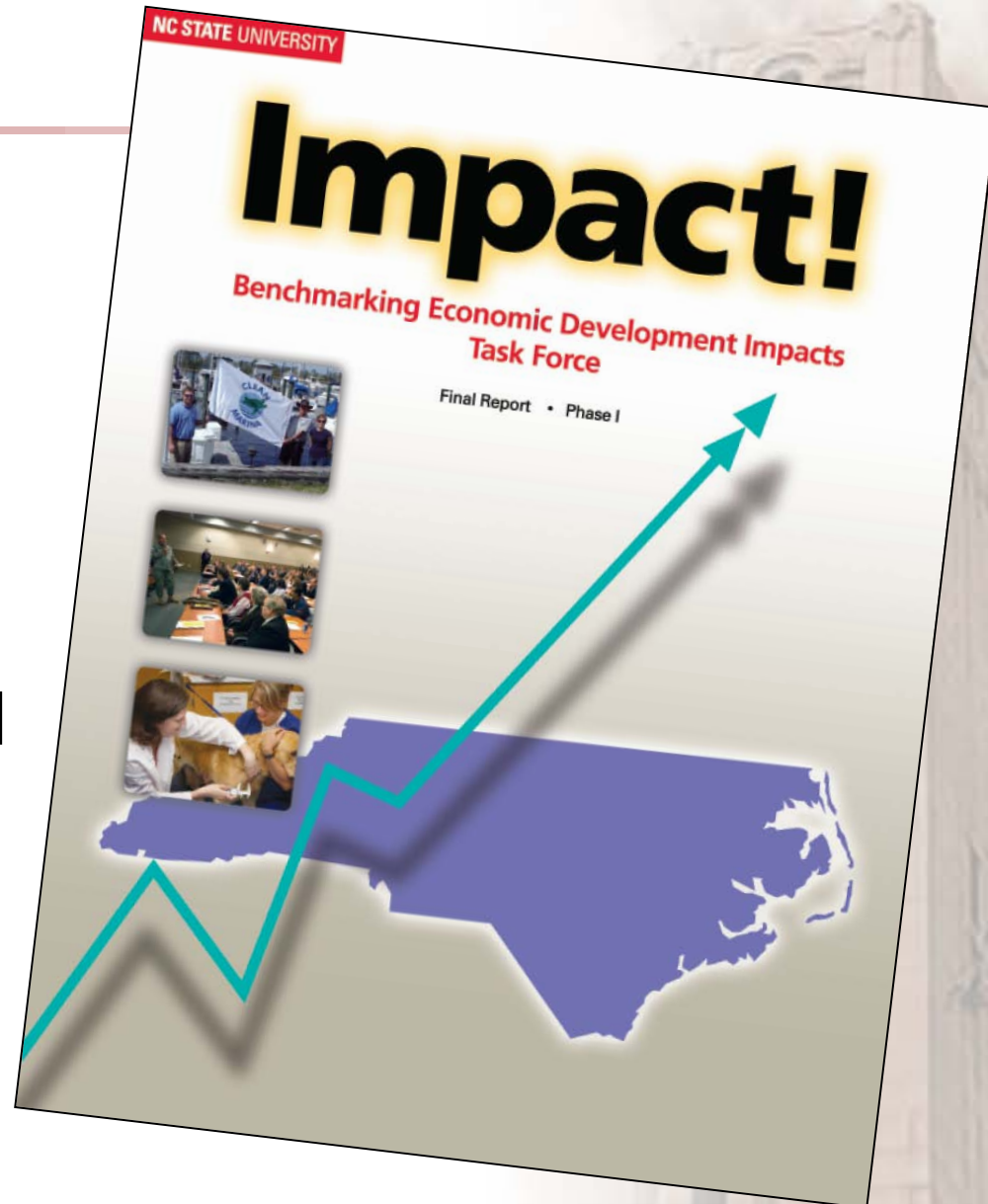
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# The Task

- BEDI = Benchmarking Economic Development Impacts
- Task force chartered in late 2006, began work January 2007
- January 2008 report



# Benchmarking

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- "Benchmarking" can mean different things
  - Within the faculty
  - Between different organizational units
  - Can focus on self (e.g., performance contract), others (norm-referenced), or exemplar ("world-class")
- BEDI researched other universities' methods
- Literature Review & Interviews

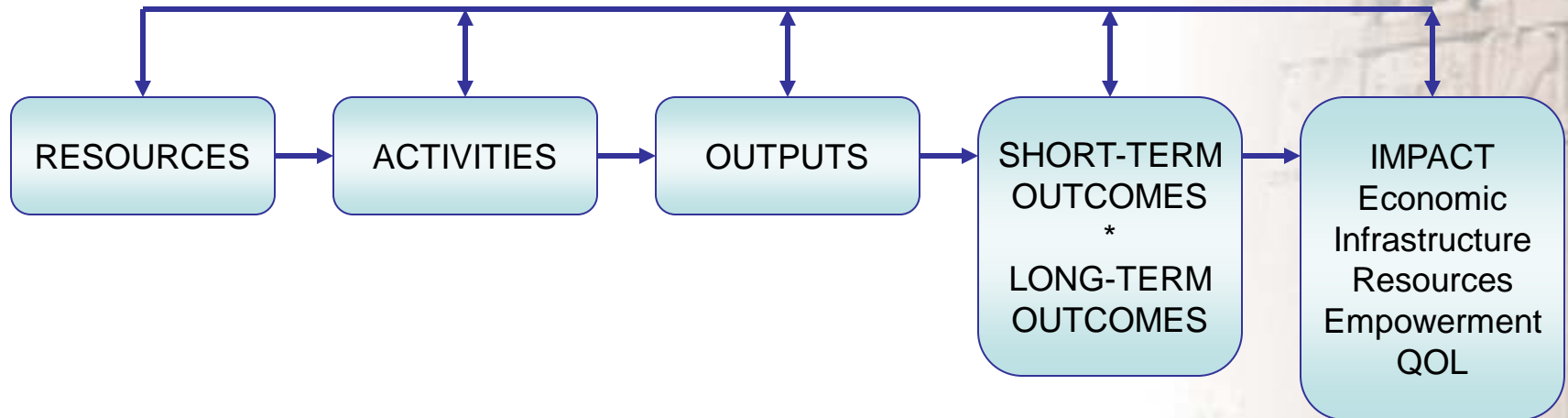
# Engagement Categories

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- Knowledge effects vs. expenditure effects
- Developed eight categories

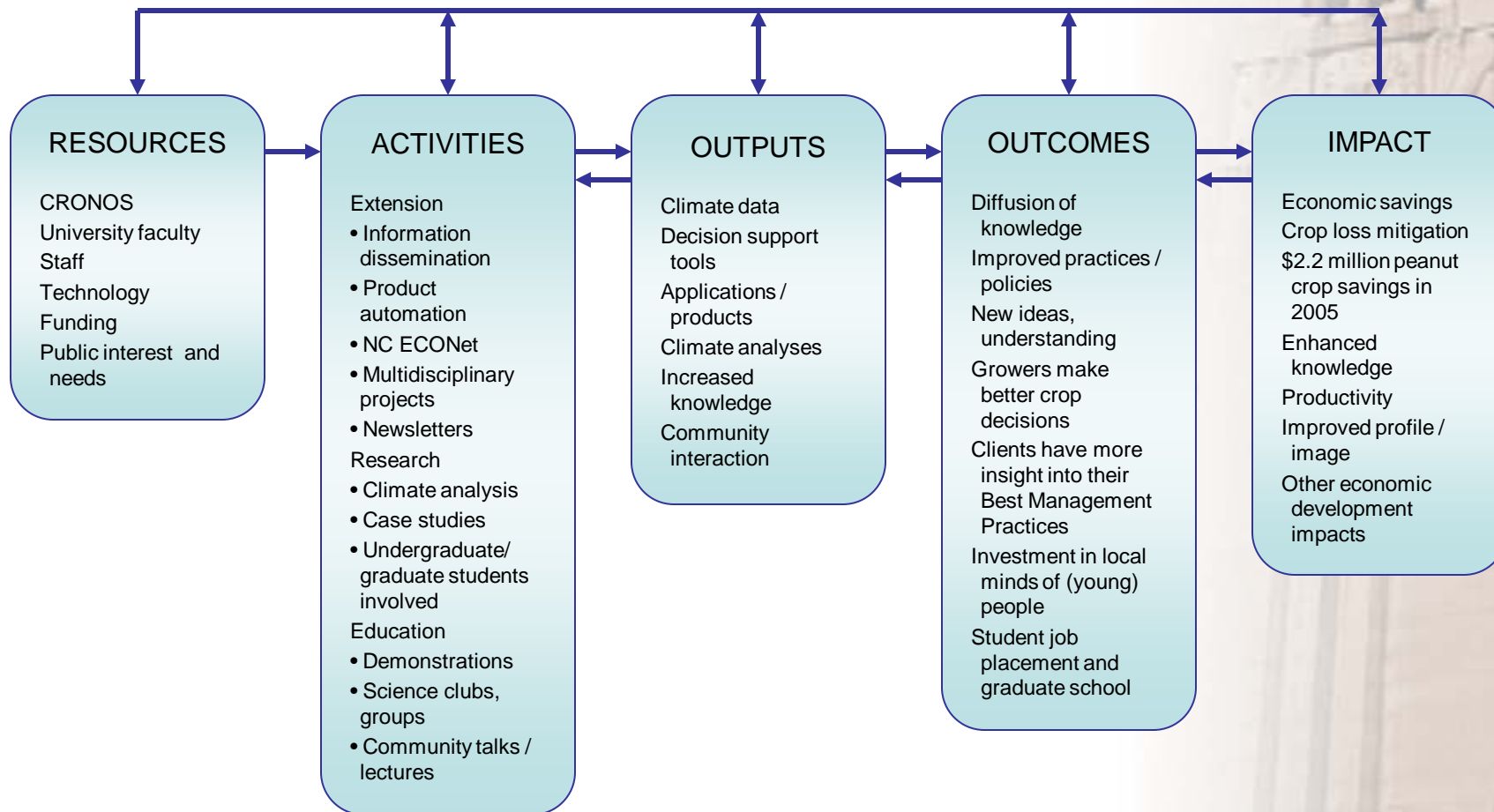
- Curricular Classes and Programs
- Co-curricular Service Activities
- University/Industry Research Programs
- Public Events & Understanding
- Technical & Expert Training
- Clinical & Diagnostic Testing
- Knowledge Creation and Diffusion
- Tech Transfer and Commercialization

# Logic Model



- Expand focus beyond internal measures to outcomes and impacts
- Beyond expenditure effects to knowledge effects

# Pilot Project: Climate Office Logic Model

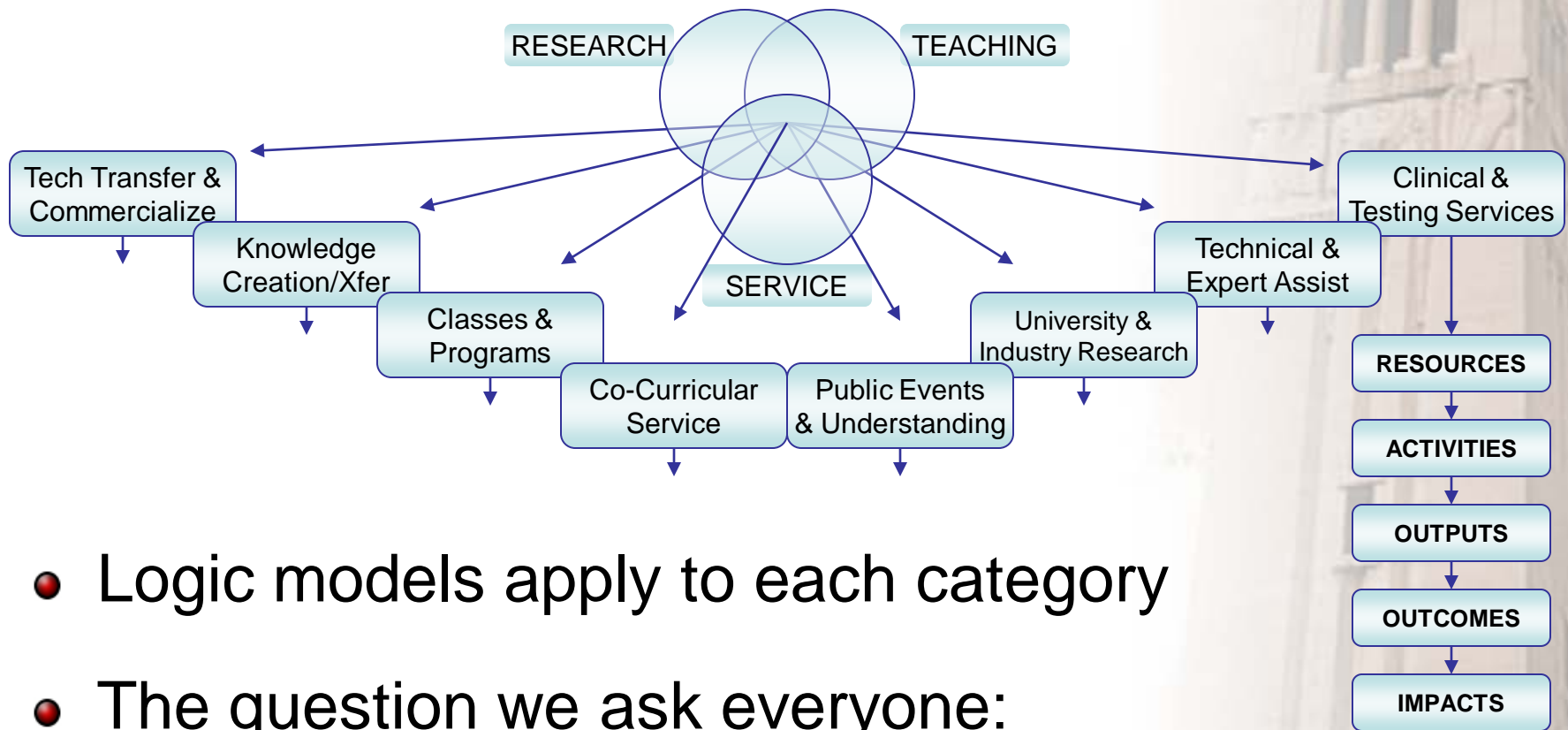


# Key Ideas from Pilot Project

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- Emphasize measurement from the point of view of the beneficiary, not the provider
- Distinguish between
  - Doers
  - Users
  - Beneficiaries
- Determine the real benefit of any outreach activity

# Knowledge Effects & Measurements



- Logic models apply to each category
- The question we ask everyone:
  - On what impacts would you like to be measured?

# The Way Forward

- Now doing “BEDI II”
  - Expand the scope, conduct pilot projects in each of the eight engagement activity categories
  - Develop measurement techniques and a web-based toolkit

