

Anchor Institutions & Communities: Creating Shared Value Together

A session with senior leadership from educational and medical institutions located along the Central Corridor to explore a range of opportunities for strengthening surrounding communities and the regional economy.

Wednesday, November 2, 2011
7:30 am – Noon
Augsburg College
Christensen Center – Marshall Room
720 22nd Avenue South, Minneapolis

Continental breakfast & registration **7:30 – 8:00**

Welcome & Introduction *(session co-chairs)* **8:00 – 8:20**

Kate Wolford, President, McKnight Foundation

Paul Pribbenow, President, Augsburg College

Mary Brainerd, President & CEO, HealthPartners

Creating Shared Value between Anchor Institutions & Their Communities **8:20 – 8:50**

Mary Kay Leonard, President and CEO, Initiative for a Competitive Inner-city (ICIC)

Putting the 3P's into Practice **8:50 – 10:30**

A panel national practitioners describe the unique approaches they've employed.

- **Procurement:** *Steven Standley, Chief Administrative Officer, University Hospitals (Cleveland)*
- **Personnel:** *Mary Jane (MJ) Ryan, Workforce Development Manager, Partners Health Care (Boston)*
- **Placemaking:** *Marilyn Higgins, Vice President, Community Engagement and Economic Development, Syracuse University*
- **Moderator:** *Dorothy Bridges, Senior Vice President for Community Development and Outreach, Federal Reserve Bank of Minneapolis*

Understanding the Local Opportunity**10:30 – 11:10**

Burke Murphy and Matt Schmit, Consultants, present information from environmental scan of anchor institutions on or near the Central Corridor commissioned by The McKnight Foundation.

Reaction, Reflection and Next Steps**11:10 – 11:40**

Facilitator: Louis Smith ,Principal of Smith Partners LLP

- *Table discussions to gather fast feedback on two key ideas to put forward to group (5 mins)*
- *Report back on highest opportunity ideas to pursue (10 mins)*
- *Group discussion among all attendees (25 minutes)*

Concluding Observations and Call to Action**11:40-11:50**

Kate Wolford, President, McKnight Foundation

Session Goals:

- Bring together senior leadership from anchor institutions (“eds and meds”) on or near Central Corridor
- Understand the shared value of an anchor strategy rooted in the “3 Ps” (people, procurement, and placemaking)
- Explore innovative local and national approaches
- Identify next steps