



ARISE

ADVANCING REGIONAL INNOVATION THROUGH SUSTAINABLE ENGAGEMENT

Stakeholder Communication Workshop

Agenda & Preparation Guide

Thursday August 13th

8:30am – 4:00pm

UTPB Center for Energy and Economic Diversification

Hosted by:

The UTPB NSF EPIIC ARISE Team

Dr. Brian Shedd, PI

Dr. Rajalingam Dakshinamurthy, Co-PI

Dr. Seyed Ghiaasiaan, Co-PI

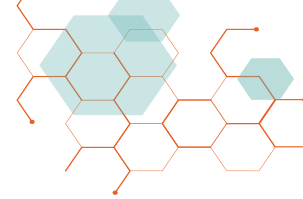
Featuring:

Elizabeth Goins

Pineapple Strategies LLC



THE UNIVERSITY OF TEXAS **PERMIAN BASIN™**



NSF EPIIC ARISE Stakeholder Communication Workshop

WHY YOU?

In October 2025, UTPB was awarded a competitive grant from the National Science Foundation through the Enabling Partnerships to Increase Innovation Capacity (EPIIC) program. This prestigious initiative supports institutions in strengthening their role within regional innovation ecosystems by building meaningful partnerships and expanding institutional research capacity.

Unlike a traditional research grant, the EPIIC award is a capacity-building initiative designed specifically for primarily undergraduate-serving institutions with emerging research enterprises like UTPB. Its purpose is to leverage strategic partnerships to strengthen research capacity and position UTPB as a more significant contributor to the regional innovation ecosystem.

You were personally selected to participate in this workshop because you are among UTPB's strongest relationship builders. Through your work, you open doors, create opportunities, and represent the university in ways that strengthen our connections with businesses, schools, nonprofit organizations, alumni, community leaders, and other valued partners. The success of this initiative depends on people like you who already have the trust, experience, and influence to build lasting partnerships.

By bringing together this select group of leaders, we hope to strengthen how we communicate, coordinate, and share opportunities across the university. While this grant emphasizes partnerships that enhance research capacity, the strategies we develop together can support a much broader range of collaborations that benefit your individual offices, our partners, and UTPB.

WHAT YOU WILL WALK AWAY WITH

1. A group-developed Partnership Canvas built around a real external opportunity connected to UTPB and EPIIC ARISE goals
2. A group Stakeholder Map identifying the people inside and outside UTPB needed to make that partnership happen
3. A communication strategy your group develops together for moving key stakeholders toward active support
4. Stronger cross-departmental relationships and at least one concrete connection offer from a colleague outside your department
5. A personal commitment that supports UTPB's external collaboration goals



NSF EPIIC ARISE

Stakeholder Communication Workshop

WHAT TO EXPECT

The morning sessions introduce stakeholder communication and influencing frameworks through facilitated instruction. The afternoon shifts to hands-on application: you will work in small cross-departmental groups to build and pressure-test a real partnership idea together.

The afternoon is also an opportunity to learn how colleagues from other departments approach external relationships, and to build connections across UTPB that support ongoing collaboration beyond today.

AGENDA

8:30-9:00	Arrival & Welcome Pre-workshop survey, introductions
9:00-10:15	Session 1: External Stakeholder Communication Communication frameworks for external stakeholders
10:15-10:30	Break
10:30-11:45	Session 2: Influencing Strategies Messaging, framing, and relationship-building
11:45-12:45	Lunch
12:45-2:45	The UTPB Partnership Engine Collaborative activity with cross-departmental teams
2:45-3:00	Break
3:00-3:45	Debrief & Next Steps From today's ideas to tomorrow's actions
3:45-4:00	Closing Post-workshop survey, conclusions



NSF EPIIC ARISE Stakeholder Communication Workshop

PRE-MEETING PREPARATION

For the purposes of this grant, "partnerships" are defined broadly. They include research collaborations, consulting, guest speaking, capstone projects, service activities, board membership, volunteer engagement, guest lecturing, workforce development, and many other forms of collaboration. More generally, partnerships encompass any meaningful academic or professional interaction between UTPB faculty, staff, or students and organizations or individuals outside the university.

The afternoon activity will ask your team to design a real external partnership from the ground up. To hit the ground running, please complete the following before the workshop:

1. Brainstorm at least one external partnership opportunity you believe UTPB should pursue. Think beyond your department and consider organizations, institutions, companies, labs, or community partners that connect to UTPB's strengths and the Permian Basin region. Be as specific as possible: a real organization name is more useful than a category.
2. Be ready to share and discuss your idea with your small group during the afternoon session. You do not need to prepare a presentation. Just be prepared to describe who the partner is, what the partnership would involve, and why it matters to UTPB.
3. Visit utpb.edu/arise to review the background and goals of the NSF EPIIC grant before the day begins.