



# PASO DEL NORTE REGION

*Engaging Regional Stakeholders*



## Overview of the region

- Two Nations
- Three States
- Metroplex  
Population over 2.5 million





## HEIs in the Region

11 major HEIs in the region

3 major research institutions

100k + Higher Education Student population in the region



## PDN as a Regional Coordinator

Why PDN was a good option for serving as regional coordinator –

- general acceptance as being a regional organization,
- neutral party with no vested interest
- long-standing relationships with the HEIs
- Existing Committees that work to understand the education and workforce needs of the region.
- Previous work done include a regional survey undertaken with NMSU, UACJ and UTEP and the NCHEMS study





## This is not another study! This is a self study!!

Widespread interest due to the uniqueness of this region has led to numerous studies with little or no follow through

Initial hesitancy from participants regarding the time / personnel commitment required

A requirement by participants to understand and clearly define the outcomes derived from the study



## Building Regional Bridges



Engage key leaders in the community

ensure process is inclusive, and that participants take ownership of the process

Communication is key!  
Keep everyone informed so as not to lose interest

Keep a realistic but tight timeline



## Creating Awareness

Widespread communication through meetings, presentations, forums

Recognizing and accommodating existing language barriers

Addressing a diverse audience – getting the message outside of the academic community

Personalize the message – understanding the value of the self assessment outside of the HEIs



## THINKING BIG! New Horizons and new opportunities



A renewed commitment to the region will strengthen existing partnerships and forge new ones

Develop a format for ongoing and regular conversations among the region's HEIs and community stakeholders

Push regionalism to the forefront of conversations and understanding among community leaders in the public and private sector