



NORTHERN ARIZONA UNIVERSITY
The W. A. Franke College of Business



Alliance Bank
Business Outreach Center

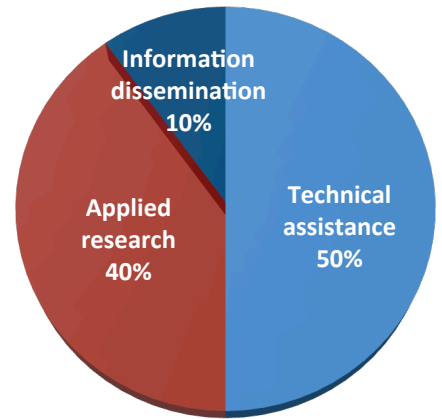
Alliance Bank Business Outreach Center

Northern Arizona University’s (NAU) EDA University Center is housed within the Alliance Bank Business Outreach Center (ABBOC), the outreach arm of the Franke College of Business. ABBOC provides high-quality training, technical assistance, support services, and information resources to businesses, nonprofits, tribes, and public agencies throughout Arizona’s rural and northern communities. The Center strives to provide competent and unbiased economic analysis, impact studies, and consulting. It collaborates with other ABBOC units – including the Arizona Hospitality Research & Resource Center and the Center for American Indian Economic Development – to deliver its services.

Activities

NAU’s University Center aims to strengthen and expand successful innovations in Arizona’s cluster economy, especially through applied research, analysis, and technical assistance services that draw upon other centers and programs within ABBOC. One key focus is on supporting American Indian tribes in

the state by providing outreach, training, and assistance that will allow them to acquire the data they need to pursue external resources such as federal contracting opportunities. These activities also include providing research support to the Northern Arizona Center for Entrepreneurship & Technology’s (NACET’s) Native America program, which brings incubator expertise to tribal communities. The Center works with the Arizona



Hospitality Research & Resource Center to conduct a variety of surveys, visitor studies, and impact studies supporting sustainable tourism projects throughout the region. The Center works with the Rural Policy Institute and public/private/tribal partners to conduct surveys, economic

University

Northern Arizona University

Center Director

Wayne Fox

Center Location

Outreach Unit

Center since 2012

Center Activities

- Applied research
- Technical assistance
- Entrepreneurship support
- Information dissemination

Clients

- State/local governments
- Economic development organizations
- Indian tribes
- Communities
- Other NAU centers/programs

Assessment Techniques

- Client interviews
- Case studies
- Informal feedback

Contact Information

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impact studies, policy analysis, data analysis, and other studies that support regional and rural economic competitiveness. The Center disseminates information about its activities through an annual regional Economic Outlook Conference, as well as through other conferences, published research, press releases, and other channels.

Leveraging

ABBOC and its University Center draw upon the data resources, analytical expertise, student labor, and

"The Center has been highly responsive and innovative in shaping policy and programs in support of sustainable economic development in our region. A major and effective partner!"

--Center Client

technology transfer office & commercialization center within Northern Arizona University. It

frequently conducts impact studies requested by the President's Office. As described above, the Center's activities actively leverage the other existing centers and capabilities within the ABBOC (hospitality research, rural policy institute, etc.) by providing research services that support their activities. Through these projects, the Center works with economic development organizations, local and state governments, regional businesses, and 15 of the state's recognized American Indian tribes.

Success

Advanced survey expertise supporting sustainable tourism development

One key area of focus for the NAU University Center's applied research activities is on advancing the tourism industry statewide, working in partnership with the Arizona Hospitality Research & Resource Center (AHRRC). AHRRC has especially strong capabilities in survey research, supported by two unique software programs: Teleform™ (a software scanning program that customizes professional looking paper forms for household and intercept surveys), and Qualtrics™ (a sophisticated e-survey program for large online survey samples). The Center and AHRRC have applied these survey

tools to conduct tourism surveys and visitor studies that support the needs of a variety of tourism stakeholders in the state. For example, they conducted an online survey for the National Association of RV Parks & Campgrounds using Qualtrics™ to stratify the national sample by park size and ownership. At a more local level, they conducted a survey/study of visitors to Ajo, Arizona that is being used by local tourism professionals to support marketing efforts, product development, and advocacy efforts. Many similar local surveys have been conducted for local clients and tribal entities around the state, including Cochise County (southeast Arizona), the Pinetop-Lakeside region, the Hualapai Tribe, the Hopi Tribe, and

many others.

The University Center and ARHRC's joint work using advanced applied research and survey capabilities is helping support local and regional growth of tourism, which is historically one of Arizona's strongest and most sustainable industries and an industry that is especially important for the rural and tribal areas of the state.