



CAPITALISM NEEDS ALTRUISM

Consulting Report



Abstract

The CORTEX Center at Marshall University's Center for Teaching and Learning is a public organization that seeks to engender connections between a unique group of faculty experts and the problems within their community. The CORTEX, **Community Research & Teaching Experiences**, group is determined and emboldened to embrace the public good and strive to solve, through both quantitative and qualitative research, the problems within their community. Their mission and common goal employs community-based research to aid nonprofits, public entities, and certain businesses utilize all the expertise and resources at the university, to be the best version of themselves, in service to the community. They engage that community, students, and faculty in research processes and problem solving—transforming their community. Simply, CORTEX meets you where you are to get you where you can and need to be.

The purpose of this consulting report to the CORTEX Center is to offer professional and highly researched best practices to the group, to empower them in their organizational transformation. The agency already exists and has done tremendous things in, and for, the community. It is a perfect connection between Marshall University's 20/20 vision—something President Gilbert has called, the *Towns and Gowns* initiative. The CORTEX Center is a perfect blend, and connection, of the public-private partnerships that are necessary for economic development and the regional specific issues, activities, and behaviors that influence business performance and growth. The City of Huntington, the businesses within it, and those that call it home, need to fundamentally transform their communities. CORTEX is equipped to address these community concerns. Yet, CORTEX needs assistance in becoming a highly functional, self-sustaining, and transformative force in the community. This consulting report and strategic plan will help to prepare the agency for the necessary changes it must undergo to become a vigorous, transformative agency in the community.



Mission

Through quantitative and qualitative research, we embrace the public good and strive to solve and transform the problems within our community.

Our Philosophy

Collaboration

We believe in working with others to achieve our goals. By sharing knowledge and cultivating relationships, we build a stronger, more innovative approach to our initiatives. Uniting ideas allows the CORTEX Center to provide vital resources, which empowers those we serve.

Commitment

We believe in dedication and hard work. We know it is our responsibility to provide the best quality service to our community leaders. We believe in the life-changing benefits our services provide. With continued commitment, we promise to conduct our practices with professionalism and efficiency.

Community

We believe in the contribution to society, which defines our existence. With vision and purpose, we vow to improve the lives of those who seek our help. We aspire to raise understanding and support for community research and teaching experiences that promote a better tomorrow for our region.

Business Plan

Target Audience

The CORTEX Center at Marshall University has an intentionally broad audience, encompassing all majors, from first-semester freshman to PhDs and Professors. The reason for this is, stated simply, every individual at Marshall University has unique and necessary skills to offer to their community. Getting Marshall students and faculty excited and involved with local community improvement in the city of Huntington is an important goal for The CORTEX Center.

Growth Strategy

Affiliation with Marshall University provides several simple and efficient marketing opportunities. Just some of the available opportunities are as follows:

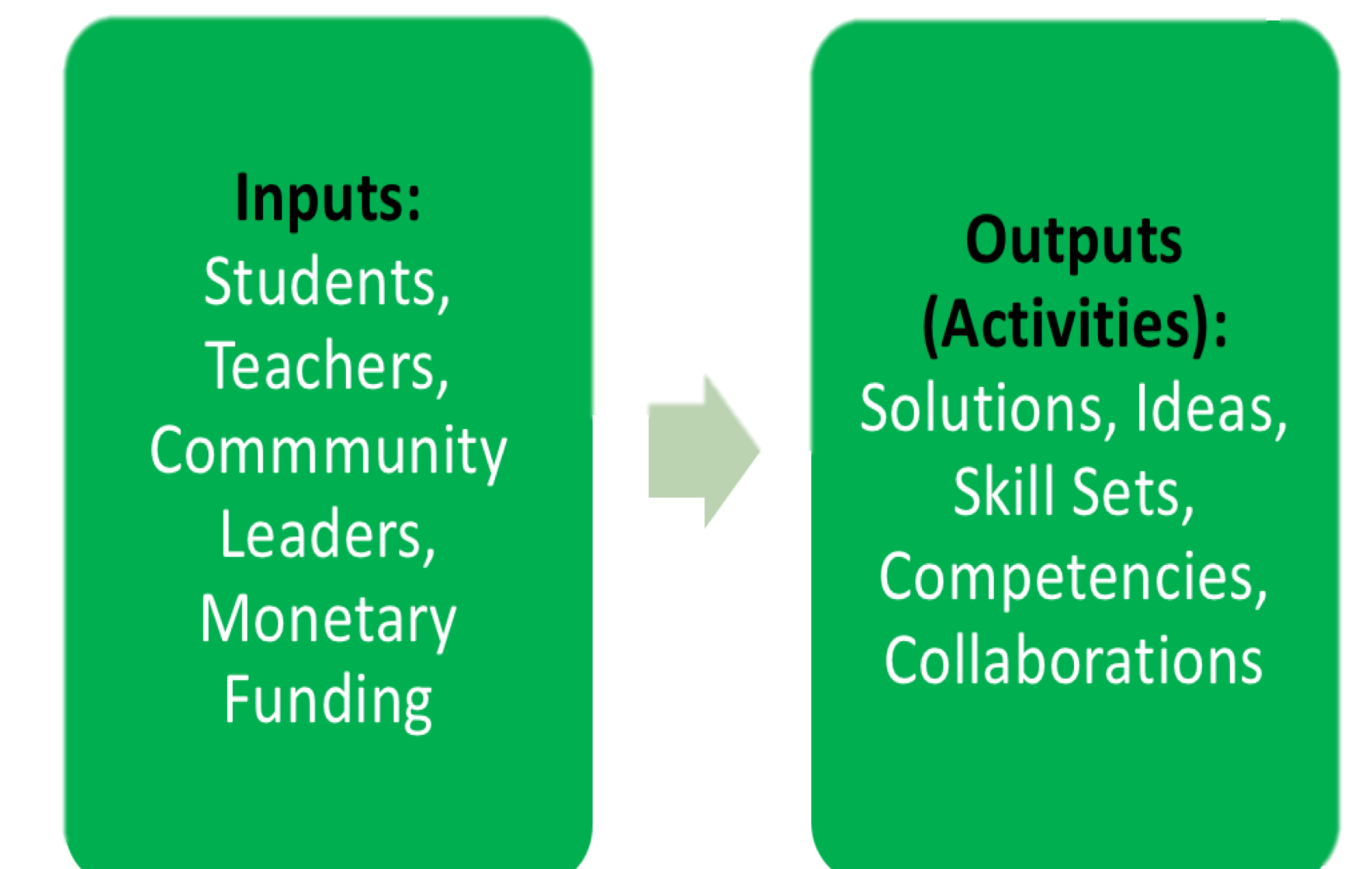
Promotion of CBL Classes (mentioned previously)
Residence Hall advertising
Student Center table displays
Brief presentations during permitted classes
Direct request to clubs and fraternity/sorority groups
Online advertising through Marshall University website

Company Advantages

Due to the nature of CORTEX, a wide variety of talented individuals are available and ready to accomplish many different problems. The CORTEX Center has a great advantage from this. Some other advantages of The CORTEX Center are as follows:

Free service
Large selection of volunteers
Offering real-world experience within Marshall classrooms
Professionals available (Marshall Faculty)

LOGIC MODEL



Short-Term Goals:
Creation of a partnership between students, teachers, and Community Partners

Long-Term Goals:
Establish a blending of ideas, which can lead to research and best practices that address the problems within the community

SWOT ANALYSIS



Group # 2