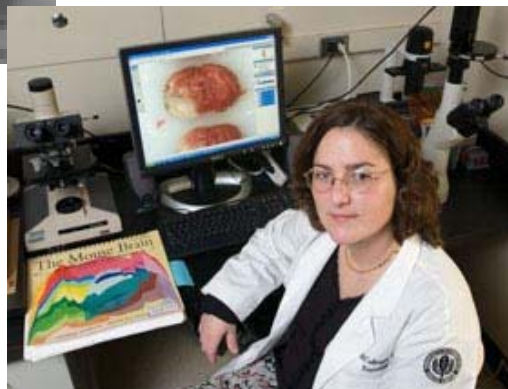




UNC and Economic Development



Charles Hayes
UNC Board of
Governors
December 13, 2006



The Old Paradigms

1. Workforce
2. Presence

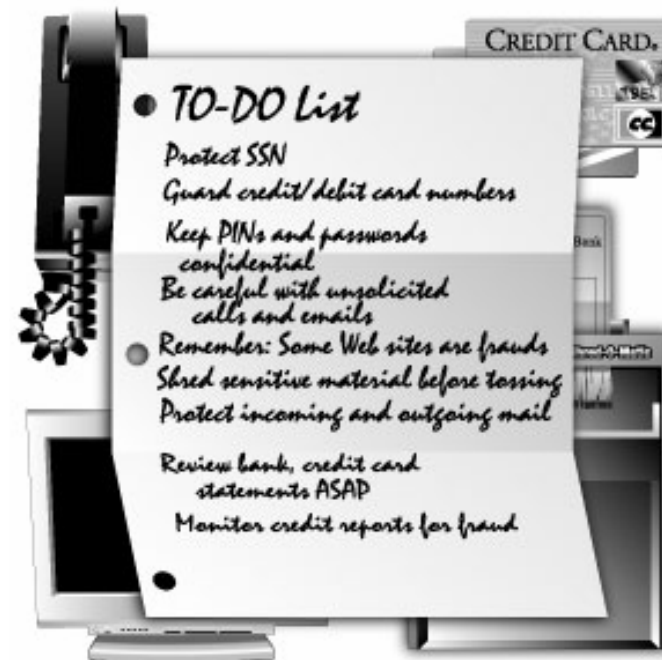
- - UNC is a “magical gulf stream” running through the state
- - UNC campuses have huge economic impacts on the state





The Old Paradigms

1. Workforce
2. Presence
- 3. Activity**





The New Paradigms

1. Workforce
2. Presence
3. Activity
4. **Commitment**

“ In partnership with business, government and other sectors of education, (we) must continue to seek out ways to help every region of North Carolina foster and stimulate economic development.”

**- UNC President Erskine Bowles
Inaugural Address, March 2006**



The New Paradigms

- 1. Workforce**
- 2. Presence**
- 3. Activity**
- 4. Commitment**

Economic transformation a new
“strategic priority.” UNC should:

“...respond to and monitor the
economic needs and direction of
the State”

“...facilitate collaborative research and
partnerships to advance strategic
priorities”

“...enhance communities’
attractiveness to business”

- UNC Board of Governors
April 2006



The New Paradigms

1. Workforce
2. Presence
3. Activity
4. **Commitment**

Economic transformation should be...

“A central objective accommodated by traditional categories of work.”

“A new understanding of how education and training contribute to capacities of workforce.”

“Align curricula more closely with needs of the state and the businesses served by each regional campus.”

- **Special Committee on Commerce and Economic Development,**
May 2006



The New Paradigms

1. Workforce
2. Presence
3. Activity
4. **Commitment**

**“The solution is not to attract industries to fit the current workforce skills but to retrain the workforce to fit the emerging industries.”
(but acknowledge short-term reality and critical importance of long-term creativity)**

**- Staying a Step Ahead
Pappas Consulting, July 2006**



The New Paradigms

- 1. Workforce**
- 2. Presence**
- 3. Activity**
- 4. Commitment**
- 5. Organization**

- **Statewide Efforts**
 - UNC Board of Governors Subcommittee on Economic Transformation
 - UNC Economic Transformation Council
 - Meets Quarterly
 - Communication Topics
 - Cross-cutting Projects
 - Entrepreneurial Campus Effort
 - Coordinated Campus Plans
 - Study (planned for 2007-2008) to determine “what the state needs from UNC over next 20 years.”



The New Paradigms

1. Workforce
2. Presence
3. Activity
4. Commitment
- 5. Organization**

- **Campus Efforts**
 - Broad Definition
 - Single Point of Contact
 - Individual Campus Plan
 - Accountability



The New Paradigms

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- 5. Organization**

Campus Efforts

- Joint marketing with chambers (NC State)
- Changing promotion and tenure criteria, incentives (Western Carolina, UNCG, NCSU)
- One-stop entrepreneurship centers (ECU, NCSU, ASU, UNCP?)
- Entrepreneurship across the curriculum (all campuses considering)
- Single point of contact (all campuses)
- Integration of cluster studies into mission (mission study)
- Increase economic development, public policy research



The New Paradigms

1. Workforce
 2. Presence
 3. Activity
 4. Commitment
 5. Organization
 6. Collaboration
- Stronger Partnerships
 - NCEDA
 - State DOC, EDB
 - Regional Partnerships
 - NCCCS
 - NCCBI



The New Paradigms

1. Workforce
 2. Presence
 3. Activity
 4. Commitment
 5. Organization
 6. Collaboration
- Cross-cutting Projects
 - Kannapolis
 - Hickory
 - Marine Sciences
 - Optics
 - Joint “millennials”



Selected Legislative Initiatives Related to Economic Development

- **1. Competitive Research Fund for High Priority Economic Development fields-** nanoscience, marine science, natural products, environmental sciences, information technology, biomanufacturing, port logistics, advanced materials -- \$15 m FY07; \$15 m FY 08
- **2. North Carolina Research Campus (Kannapolis)** \$12,581,121(R) \$13,700,000(NR)
- **3. Graduate student support to increase global competitiveness** -- different value; different perceptions -- \$5.1 m FY07; \$5.1 m FY08



Selected Legislative Initiatives Related to Economic Development (continued)

- **4. UNC Online-** increase access to online learning for all North Carolinians -- \$4.2 m FY07; \$2 m FY 08
- **5. Strengthen Capacity and Quality of NCSU Engineering School** -- \$5 m FY07; \$10 m FY08
- **6. Cluster-based economic development** – enhance IES, Cooperative Extension regionally -- \$2 m FY07
- **7. Training and support for high-growth companies** – support for “gazelles” \$1m FY07
- **8. Training for local government officials in economic development** -- \$1m FY07



A New Commitment to Partnership in Economic Transformation

A new bottom line:

- **If you have a history working with universities, things are changing**
- **New relationship will take some time to work through, but commitment seems real**
- **Contacts on every campus**
- **Strong leadership from the staff, strong commitment from the board**



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