University of North Carolina Tomorrow

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UNC Tomorrow Listening Forum
Summary of Public Input
Greenville (East Carolina University)
September 10, 2007, 9:00 am

EXECUTIVE SUMMARY

- Improve K-12 education
    - More teachers, better teachers, more math and science teachers
    - More racial and ethnic diversity among teachers
    - Assist teachers in becoming culturally aware of the environment in which they teach
    - Address the high school dropout problem

- Address the growing "male problem" in education – especially among African American males – and achieve better education attainment among this group

- Increase education access for Hispanic & Latino students and communities

- Educate more allied health professionals (nurses, doctors, etc.) to serve rural North Carolina

- Train the future leaders of tomorrow – foster community engagement by UNC students

- Teach health and wellness in the community and address health disparities

- Maximize existing UNC resources like cooperative extension, and extend more resources in rural North Carolina

- Lead in environmental stewardship – don't just educate about it, but also "live it" in the operation of UNC facilities

- Educate students to succeed in the 21st Century
    - Need to have knowledge about global world and development of soft-skills
    - Aging workforce will create greater demand for educated workers

- Strengthen UNC engagement in rural economic transformation (broad band internet access is the 'farm to market' infrastructure of the current economy)

- Increase collaborations with Community Colleges to expand delivery of educational programs

- Educate all people in North Carolina about the issues facing our state, especially our young people so they understand the importance of education in succeeding in today's world

DETAILED SUMMARY

Harness UNC System Resources to Improve K-12
- Support efforts to improve teachers' salaries (increase, create differential structure, align to university professors' salaries)
- Prepare more qualified K-12 staff
  - Teachers
    - Discipline-specific expertise
    - Teacher Opportunity Training Corps
    - "GI Bill" for teachers
    - Support NC Teaching Fellows
    - Debt forgiveness for teachers who stay in NC
    - Improve education of math-science teachers
    - Produce more math-science teachers
    - Encourage talented graduates to serve in underserved areas
    - Encourage youth to become teachers by accenting programs that build respect for teachers and teaching
    - Explore ways to increase teachers' retention
    - Culturally aware
    - Savvy to problems in schools and rural areas (to increase retention of teachers)
    - Assist teachers training for their final certifications in their home communities (outreach)
    - *Train future teachers on how to deal with these different learning styles*
  - Culturally diverse
    - More teachers of color and (supportive of keeping African-American males, Latinos, and Native Americans in school and educating all students)
    - More staff, and administrators of color and (supportive of keeping African-American males, Latinos, and Native Americans in school and educating all students) K-12
      - *Excessive number of suspensions of African Americans, especially males*
    - Trained in cultural diversity
- Help improve K-12 curricula
  - Emphasize kindergarten and 1st grade
  - Emphasize STEM
    - Begin primary grades
    - *Provide scholarships for students interested in*
  - Develop coherent and effective approach to math-science (assess alignment between UNC curricula and public school curricula)
  - Provide innovative ways to innovate and expand K-12 curricula
  - Culturally diverse curricula

- African-American history and accomplishments interwoven throughout education with examples, such as neurosurgeons, astronauts, and inventors
- More awareness of cultural diversity
- Assist with moral education of whole person
  - "Fundamentally sound" – work ethic, integrity, parenting skills
  - *Instill goal-orientation, persistence, and delayed gratification (Story: Student wanted to be a MD; but only earned 700 on SAT's, he went to a community college earned a certification in an allied health field was able to transfer to a 4 year institution then to medical school and is now an MD)*
  - o Soft skills
  - o Focus on reading as basis of all learning; literacy is crucial, outreach to Tier I communities
- Partner with K-12 to improve schools and motivate students to graduate and attend college
  - o UNC constituents "adopt" public schools; create catchment areas to avoid centricity of university towns
  - o Use research, knowledge, and university students
  - o Increase test scores
  - o Assist with Health Sciences Academy (of Pitt County) or other similar programs
  - o Help graduate Latinos
  - o Work with alternative and charter schools
  - o Increase graduation rates (especially African American males)
  - o Provide exposure to professional roles and occupational futures
  - o Broker partnerships between public schools and businesses, such as Wachovia Partnership
  - o Create "alumni corps" of graduates of teacher programs across state
  - o Emphasize commitment to students' progression, in primary grades, so they have emotional goal of attending college
  - o Make public aware of intellectual competition of students from other countries
  - o Have members of fraternities and sororities serve as role models
  - o *Adopt a missionary focus*

Make University Educational Offerings Accessible
- Motivate youth to attend
  - o Increase awareness of future challenges
  - o Increase awareness of future opportunities
  - o College prep and early education for minority and low-SES students ("Gear-Up" or other educationally focused summer programs)
  - o Increase visibility of UNC system
    - Overall
    - Minority communities
    - HMUC

- Expand distance learning
  - Access to individual courses across the system for credit
  - Meet unmet needs in some regions (such as transportation)
  - Use all effective media for outreach – Internet and other means
- Expand access
  - Programs for military personnel and their families
  - Affordability
    - Subsidies, grants, and scholarships so poor can attend
    - In-state rates for Latinos
  - Help rural areas get broadband
- Provide certificate programs
- Change university policy to allow undocumented students to attend (such as Latino students)
- Highlight accomplishments of all constituent universities, including HMUCs
- Link to community colleges
  - Deliver seamless education from K-12, Community Colleges, and Universities
  - Increase UNC system and community college partnerships, such as shared strategic planning and use of facilities
  - Health sciences affiliations throughout the UNC system for community college students
  - Help community colleges develop programs (vocational) for students not going to 4-year universities
- Increase diversity of UNC faculty members so all students have models

Graduate Persons with Knowledge and Skills for Global Competitiveness
- Account for significant intra-regional variation within the service delivery area and importance of facilitating internship programs
- Emphasize theory AND practice in delivering programs and also adult education programs and retraining programs, and community involvement of students
- Whole persons (early childhood development, nutrition, parenting skills, financial savviness)
- Savviness in use of data, technology, and computers
- Increase number of graduates with STEM Leadership and Citizenship
  - Political
  - Service (service learning)
  - *Build a stronger ethic of public service in students; foster a commitment to public service*
- Soft skills needed in the workplace:
  - Communication
  - Analysis
  - Culture
  - Diversity of workforce
- International and globalization studies; such as trends, global economics, and foreign languages

<u>Engage with and Connect to Communities for Their Advancement and Prosperity</u>

- Communicate system's available resources, programs, and services to the state's citizens, local governmental bodies, and other entities
- Partner entire system's intellectual resources with communities, not just local constituent institution
    - o Provide leadership
    - o Work with local political systems to meet the state's needs
    - o Identify local, regional, or state-wide problems (such as social problems of grand-parenting, teen pregnancy, African-American male dropout rate; educational, economic; health; and poverty, as Eastern NC includes some of poorest areas in US)
    - o Coordinate system's response to identified problems
    - o Develop more UNC system – non-profit foundation partnerships focused on One North Carolina and rural development issues
    - o Work (R&D) at solving problems of poverty, especially in rural, minority communities
        - Target research at solving problems
        - Partner with diverse communities
        - Outreach should be culturally sensitive (customer driven)
    - o Provide incentives for faculty to leave the campus and enter the communities "in the field" and "on the ground"
    - o Provide programs
        - Increase technological skills of <u>all</u> citizens
        - Train families on how their children can enter and succeed in college (1st generation, poor, African American, Native American, and Latino)
        - Support families
    - o Provide grants, subsidies, and academic credits to students who provide community service
- Provide expertise in planning and developing infrastructure and managing growth
    - o Sustainable and smart growth – be nation's leaders
    - o Rural communities (rejuvenate)
    - o "Waterway communities" (baby boomers retiring to these areas will cause "explosive" growth and increasing land values)
    - o Synergies in communities, such as public libraries in high schools
    - o Send out "grants development teams" to help communities effectively apply for grants
- Work to eliminate effects of racism on African-American community
    - o *Need to ensure that contractors are from NC*
        - *Hire Black workers*
    - o *Need to ensure that Black contracts receive contracts*
        - *Subcontracts*
- Strengthen cooperative extension
    - o Increase its visibility
    - o Make communities aware of its resources and capabilities
    - o Use as model to provide outreach and on-going services

Improve Health by Graduating Personnel or Providing Services

- Graduate more well-trained nurses, physicians, and other health personnel
- Provide more services through collaborations of health units (such as ECU and UNC-Chapel Hill)
- *Competition between hospitals of UNC constituent universities diminishes overall efforts*
- Partner with community colleges to provide more qualified nurses
- Recognize that different models of delivering health care exist (i.e., UNC-CH and ECU are different).
- State-wide health problems need a coordinated approach
- ECU has had to delay development of long-needed Family Practice Center (FPC) because it was forced to choose between heart center and FPC and dental school and FPC
- Educational component of FPC being compromised because of lack of funds (need to get donors for classrooms)
- Realize that some medical services are not reimbursed
- Expand health education and health promotion to prevent disease
- *Obtain funding to introduce young students to science and math in preparation for potential careers in allied health professions*
- *Technologies of healthcare are not evenly distributed across the region. UNC could help the State do a better job of assuring that all parts of the region have access to newer health technologies*

Serve as Economic Driver

- Provide services as economic accelerator
  - Adaptive strategic economic development planning to better encompass change and economic transformation
  - Entrepreneurship training
  - Consultancy (start businesses, develop business plans, approach venture capitalists)
  - Training and planning to guide and rejuvenate rural communities
- Facilitate industrial recruitment and promotion in partnership with Chambers and university – industry partnerships
- Recognize own role as economic engine and distribute the effects across the state (not just Raleigh, etc)
- Jobs program
- Build professional workforce, particularly health, education, and social services; prepare quality workers and provide professional development for current professionals
- Health care
  - Build medical campuses as economic drivers
  - Facilitate health sciences leadership networks at a regional scale

Model Stewardship

- Adopt overriding ethos of "green"
  - Policy
  - Sustainability theme/recycling
- Preserve and conserve the resources of the state and regions
- Be "good neighbors" and build on town-gown relationships
  - Preserve neighborhoods around campuses
  - Mixed-use development and neo-traditional neighborhood planning on campus perimeter
- *Help teach environmental awareness in public schools just as health awareness is taught*

Include Public in UNC System's Strategic Planning
- Connect and listen to citizens, especially soliciting input from Latinos, African Americans, Latinos, grandparents, children, at-risk youth
- Develop and implement strategies based on input
- Execute the plan
- Continue to have listening forums, but focus on specific topics
- Conduct quarterly forums
- Share DVD with public schools and universities
- Reduce (eliminate) competition among constituent institutions of UNC system
- Recognize that UNC Tomorrow initiative will not only affect UNC constituent institutions but also affect other systems, such as public schools

Unique Statements
- Transportation assistance
- Consistency between mission and funding
- Create programs to address large number of retirees >50 years of age moving to NC (health, education, arts)
- *Mission Creep – the UNC system is moving in on traditional role of the community college system by focusing on economic development*
- *The proportion of under-prepared students entering the System is reaching a crisis level. System needs to reach out to poor kids and expand existing programs to prepare students for college level work*
- *Educated African Americans cannot locate employment commensurate with their education thus, they leave the area*

Notable Quotes

"If we train a few less historians or build one less law school or a few less dorms, North Carolina won't be different; but if we ignore math-science, we will fail."

"The future depends upon the quality of our leadership – UNC should develop leaders."

"Most of the employees I had to fire were not because of jobs skills but work ethic."

Detailed Summary compiled by:
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University of North Carolina Tomorrow
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UNC Tomorrow Listening Forum
Summary of Public Input
Rocky Mount (Nash Community College)
September 10, 2007, 4:00 pm

EXECUTIVE SUMMARY

Main themes expressed by the public:

- Only education can bridge the gap between the old economy and the new one

- Create better jobs for the region's students to come back home to (stop the out-migration of the region's brightest youth); UNC must play a role in bringing economic transformation in the region

- Improve coordination between K-12 public education, Community Colleges, UNC, and Private colleges and universities – education much become more seamless

- Improve access to and affordability of higher education

- Improving K-12 is critical – the region needs more teachers, better teachers, more math and science teachers, and better quality of UNC education for teachers

- Educate more health care workers (nurses in particular) to serve the region

- Produce students with stronger math skills, communication skills, and soft skills

- Make UNC more relevant to rural and underserved areas – expand degree programs and course offerings through more innovative delivery methods such as distance ed, satellite campuses, and more partnerships with Community Colleges and private colleges

- Develop and deliver more educational programs for adult learners, especially programs geared toward economic needs of the region such as entrepreneurship

- Motivate all students to succeed in K-12 and go on to college

- Bring UNC resources to bear in addressing critical community and social problems

- Communicate better with the region about the resources and programs UNC has to offer

DETAILED SUMMARY

Access to UNC

- Make UNC education more accessible and affordable. (mentioned three times)
- There should be a seamless link between K-12, community colleges, and universities in the state. (mentioned six times)
- Make education more available—distance education and better transportation for rural counties.
- Focus more on curricula articulation between K-12 and the CCs and between the CCs and UNC—transitions should be seamless. (mentioned several times)
- Provide more distance learning and satellite programs—both for formal education and for continuing education. (mentioned two times)
- The UNC system should market itself better to more effectively inform the state about what is available and accessible.
- Find effective ways to motivate youngsters to want to get an education like they want to get a driver's license.
- Continuing education is lacking or is sub-standard in the UNC system; needs to be more responsive, more demand-driven—like the CCs. (mentioned several times).
- Develop economic designations (Tiers 1, 2 and 3) as the basis of an incentive program or subsidy system for college applicants. For example, a Tier 1 student might be eligible for a substantial tuition discount
- High admission standards have excluded many students from access to a college education. UNC has the responsibility to serve all students.
- Find a way to serve those students who have SAT scores of 800. The average SAT score in the Rocky Mount area is 845. Consider conditional acceptance, rigorous summer programs, or vocational education. UNC should not be a university for some of the people.
- Online classes have been a big help, but more are needed as are more on-site classes, especially in nursing.
- Make graduate degrees more accessible and more affordable, e.g. in journalism.
- Since the Wesleyan campus will not become a part of UNC, it will be very helpful to have satellite campuses or programs. What can't UNC share some classroom facilities with CCs, such as Nash CC and offer more university degree programs.
- Consider more executive-type programs where faculty go to the students and also work in the real world to connect better with current workforce needs.
- Less emphasis on SAT and GPA for admission to UNC institutions.
- Standards for getting into Chapel Hill are too high. Need to accommodate average kids.
- Consider other models that are not "brick and mortar", e.g. (e.g., Hickory, Kannapolis, Danville, VA, Higher Education Innovation Council in the Triad) or UNC Online for reaching rural students.
- The university needs to get reading for the influx of Spanish speakers.

- UNC is the only institution in the state in the position to see that P-16 is a seamless process.
- UNC System needs to assume leadership in developing a seamless system of education between K-12 schools, community colleges, private colleges and universities, and UNC system schools. Such a seamless system should also be leveraged to facilitate professional development among administrators, faculty, and staff.

Economic Development
- Provide leadership in economic development. Gateway Technology Center which is a collaborative effort between ECU and NCSU is an example of the type of partnerships needed to encourage economic development in the state.
- Provide technical skills in accounting, management, marketing, and human resources.
- Help maintain jobs and the industry-base in E-NC.
- Better leverage Carolina Gateway Technology Center through faculty at NC State and UNC Chapel Hill.
- Educate more technology-literate students for higher value-added workforce occupations.
- Facilitate industrial recruitment and promotion in partnership with Chambers and university – industry partnerships.
- Banking sector needs qualified workers—who can pass drug tests and background checks and can progress in their career paths.
- There is a health, education, and engineering shortage in the region. For example, there are not enough engineers in E-NC to approve initiatives in a timely manner. UNC should use staff, graduate students and faculty to help serve these underserved areas.
- Help to relieve the effects of poverty with access to better transportation and to the Internet. Focus some research efforts on understand how other communities have solved similar problems.
- Use university talent to help stimulate start-up businesses in the region; work closely with SBTDCs.
- Each of the 16 campuses should adopt of the 16 poorest counties in the state and 'pour' resources into projects to improve those communities. Goals should be set and measured.
- Help to project what jobs will be available in five years, and design programs to prepare workers for them.
- Serve as an accelerator for economic transformation.
    - Make service, outreach, and applied research attractive to professors (rethink reward system in academy).
    - Consider new funding model (rather than "profit-center" model) – needed in order to provide sustained service and to provide services to the most needy businesses and industries.
    - Assist in building economic and industrial base in region (jobs).

- Provide strategic planning assistance to communities.
- Help K-12 graduate students.
- Build leadership skills.
- Create new models for support of industrial and manufacturing.
- Assist small, niche businesses in integration (supply, distribution, marketing, etc.) – put small businesses together in network.
- Create new model of providing services – not just MBA students. Need multi-disciplinary and multi-campus approach (utilize "on the ground" knowledge of community colleges and intellectual capital of UNC professors).
- Make expensive equipment (for prototype development) available.
- Help rural counties keep the jobs they have; help develop the workforce.
- Help rural counties develop and promote e-commerce.
- SBTDC services in rural counties needs to be expanded.
- Efforts to attract federal dollars for economic development need to be better coordinated—state dollars are not leveraged well—more partnering is needed.
- Need for an economic Think Tank.
- Need University to respond to the demand for qualified workers. University needs to do a better job of identifying and equipping students with the competencies and skills needed in the 21st century job market.

Curriculum
- Focus more on job skills and less on liberal arts. Prepare students to meet the challenges of life—the world.
- Design curricula that specifically meet the needs of the E-NC region.
- Educate students to be more aware of globalization and internationalization trends to be better prepared for the global economy.
- Consider establishing an ECU Teachers College in Rocky Mount along, with potential for nursing training centers.
- Graduate students with STEM, communication, and analytical reasoning skills, computer skills, social/cultural skills
- Do more to expose students to entrepreneurial activities as potential career objectives (how to develop and run a business) (mentioned two times)
- Make sure all graduates have mastered the basic skills.
- Find creative ways to bring college education to the prison population.
- Make sure that the various curricula actually prepare students for the jobs in their communities.
- Nash and Edgecombe counties can benefit from more master's degrees.
- There is a disconnect between the business world and what the university does—students need more practical experience, connections to real world—too many UNC grads know little about the real world of finance.
- The educational system should also focus on getting students exposed to other cultures.
- The UNC system should assist entrepreneurs develop strategic plans.

- The UNC system could organize a "think tank" of practitioners who could put pieces together to revitalize rural economies.
- Re-focus on the vital mission of the University system—undergraduate education.

Community Development
- Inventory what the university system is currently doing and find out where the needs are.
- Inform the community of how it might access the resources of the UNC—let the population know what resources are available and how they might be accessed--Web site or booklet might be helpful.
- Faculty reward system should include service to the local community.
- Help bring value-added processes to our agriculture—produce more from our agricultural products instead of shipping everything out of state.
- The region is beginning to expand its tourism sector and is establishing more services for the aging population, etc. The UNC system can help to shape this change instead of just letting happen.
- Help to educate business and legislative leaders on global competitiveness and the future of the economy.
- Work more closely with community groups such as NC REAL, Cooperative Extension Service, and similar groups; inventory them and maintain continuity in collaborative relationships.
- UNC must fill the leadership roles that have been lost in the communities-- although communities will continue their relationships with the CCs, the UNC system's expertise is critical to building stronger communities.
- Collaborate with the CCs to provide a community mentoring program.
- Help find ways to empower parents to help their children.
- Better leverage faculty expertise in communities, especially in impoverished communities.
- Better fund extension programs and better market outreach—much outreach is not well-publicized or well understood.
- Increase outreach - *"real-time resources to meet real-time problems"*
    - Expand beyond Gateway Center
        - Use Gateway Center as model to deliver other services to meet needs of regions.
        - Consider other relevant models (satellites, face-to-face, Internet).
    - Provide life-long learning
        - Technologic skills
        - Continuum of certificates as workers develop and industries change
    - Provide continuum of services to small businesses.
    - UNC should be a driver of the state's research agenda in all areas.
- Help rural communities connect with the rest of the world.
- UNC needs to help find effective ways to respond to the mental health crisis in the state. The university system needs to listen to the needs of the industry.

- Utilize retired "baby boomers" to help with cultural change; have them partner with University (organize, deploy, and support them).
- UNC needs to find ways to help with the question of what to do with those students who are not going to go to college.
- Need to get into churches to connect to African American and lower income communities.
- University system needs to ensure that investments in research will lead to economic growth.
- Need stronger partnerships among universities in UNC system to address regional problems.

Health Care
- Produce more qualified nurses and other health professionals.
- Link with community colleges in several disciplines, especially health sciences, so students can earn baccalaureate degrees.
- Academy should become aware of process to get license in mental health (substance abuse, developmental disabilities) (license needed to bill).
- Focus more on preventative health care.
- Help entrepreneurial entities in the health care industry.
- UNC system should help deal with health problems of the poor in rural counties.
- University needs to develop a strategic plan for health and human services—to respond to the current crisis in mental health delivery.
- Provide more continuing education for nurses and other health care professionals.
- Help address the need for more social workers and mental health specialists as there is extensive needs arising from changes in the state's mental health system.
- There needs to be more active engagement of health care students in clinical practice in the community.
- Currently there is a disconnect between licensing requirements for MH clinicians and apprenticeship opportunities. Therefore, we are facing a crisis in mental health services.
- Staff that support doctors in UNC medical schools need to be better trained to serve an increasingly diverse clientele.

K-12 Education
- Provide more well-trained teachers for the public schools (mentioned several times), especially in math and science
- Increase opportunities of lateral entry teachers.
- Help K-12 graduate students with STEM, communication, and analytical reasoning skills
- Extend professional develop programs to K-12 teachers.
- Help K-12 improve HS graduation rates and rate of college enrollment of the poor, minorities. (Mentioned three times)

- Need for higher quality preparation of teachers. Student-centered teaching (the latest trend) is little more than students feeling good about themselves instead of focusing on rigor.
- Do more to retain teachers; "celebrate those who are doing it right. Find ways to appreciate teachers. "There is no line of people waiting to get into teaching." (Mentioned two times)
- Develop effective ways to improve high school graduation rates. Increased high school graduation rates will likely lead to increased graduation rates in CC and universities. (Mentioned two times)
- Help develop commitment to training among young people.
- Focus more research on public school education—better teacher education.
- Resolve the "disconnect" between UNC and the public schools.
- Teachers must be trained to respond to the needs of the diverse student population of the region. They should not just give information, but should provide purpose-driven education.
- Help to increase the numbers of certified (licensed) teachers in the communities of E-NC.
- Prepare teachers to support entrepreneurship education in high schools as well as other programs that lead to job placement in local businesses.
- Motivate youth – make advantages of UNC degree visible
- Universities should help retired people become K-12 teachers - great resource that is being wasted.
- Help students understand that community college is a wonderful experience/opportunity for many that are interested in trades and technical support jobs—universities might not be for everyone.
- Help to provide internship/other real-word experiences for students.
- Try to do more to attract the best students into teaching.
- Help bring more advanced placement courses to rural E-NC.
- Need University system to be more actively engaged in K-12 education. Most students can not qualify for admission to UNC system schools.
- Critically review and evaluate UNC system teacher training programs with an eye toward improving the quality of the training offered. Re-engineer teacher training programs so that they do a better job of "training teachers how to teach the diverse populations they will face in NC classrooms."

Others
- UNC institutions with similar programs should work more collaboratively.
- The primary mission of the university is teaching, not research. It should return to this mission.
- Build partnership not just with fellow UNC institutions, but also with the independent colleges and the NC community colleges.
- Explore new models to effect change---from poverty to prosperity.
- Help improve the image of E-NC.

- All programs of the UNC need to be evaluated in a cost-benefit framework as we assess the impact the system can have on economic and other community development efforts.
- Smaller campuses should receive more equitable funding from legislature.

Notable quotes:

"What UNC does in the future might very well determine the success of the entire East North Carolina region."

"Business does not operate on a semester system."

"The biggest export of Nash County is each year's graduating class."

"My son graduated from NC State. He was not prepared for the real world. He is not going any where. What do we do to help him and others like him?"

"Make university education as desirable as driving a car."

"The university should provide real-time resources to meet real-time problems."

Detailed Summary compiled by:
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UNC Tomorrow Scholars Council

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UNC Tomorrow Listening Forum
Summary of Public Input
Wilmington (UNC-Wilmington)
September 12, 2007, 9:00 am

EXECUTIVE SUMMARY

Main themes expressed by the public:

- Improve K-12; UNC must take a leadership role in addressing public education problems, including educating more and better teachers, educating more math and science teachers, and motivating K-12 students to go to college

- Produce more health care providers, including nurses

- Strengthen degree programs aligned with regional economic needs, such as engineering, health and human services, supply chain management and entrepreneurship - region is in the midst of rapid change

- Address need for educational attainment by the Hispanic and Latino community

- Increase diversity among all UNC campuses (including at that campus) and improve college graduation rates

- Maximize opportunities with expanding military presence – enhance partnerships w/ Community Colleges and military to deliver quality, flexible, relevant programs locally in the Camp Lejeune area (Onslow County)

- Develop a more seamless relationship with Community Colleges – more joint degree programs, joint use of facilities, stronger articulation agreement, faster degree tracks

- Strengthen local public-private partnerships; focus research efforts on regional needs and respond more nimbly to rapid change, globalization, and diversification

- Promote sustainability and environmental stewardship, including on campus; environment, biodiversity, and coastal management should continue as driving forces in campus development

- Maximize existing resources – both facilities and human resources – intellectual resources of faculty must continue to be made available to communities, governments, and business & industry in the region

- Improve access and affordability to accommodate and graduate new students; expanding online courses is critical

- Educate students with stronger soft skills (especially oral and written communication), creativity, and leadership

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DETAILED SUMMARY

o **Economic and Community Development**
- Rapid growth of NC State Port combined with industries like General Electric and Corning require trained engineers, supply chain and logistics experts. In addition accounting and legal education expansion is needed to address demand. Global focus needed in educational programs.
- UNCW is the major reason business and industry move to the Wilmington area.
- Film industry in region has grown and stabilized and depends on UNCW Film Studies program as a key element in meeting its labor needs. Expected $60mil in film activity over next year.
- Rapid growth in coastal region has produced strain in transportation infrastructure, water and sewer, and social and health service delivery. Effective partnerships between governmental agencies and UNCW are in place: specifically mentioned were marine science, political science/public administration, social work and nursing.
- Urban planning institute or similar policy focused center is much needed
- Wilmington is emerging medical and health care center with critical needs for health care providers including hospital nurses, nurse practitioners, social workers, and allied health professionals.
- Bio tech firms need access to faculty expertise and "more entrepreneurial campus".
- Retirement migration and relocation of baby boomers major factor in regional change requiring gerontology and focus on health and aging.
- Retired population looks upon UNCW as a source for cultural sustenance.
- Non coastal counties have high poverty, low high school graduation, changing and in some cases declining economies. University must reach out.
- Latino population increase in region highest in state and the barriers to student access to community colleges and UNC system campuses must be removed if social progress is to occur.
- Most important contribution to regional economy is "quality student output"

o **Environment**
- UNCW should support basic science and engineering research in coastal, environmental and conservation issues (energy, water) which are crucial to the exploitation of the tourism and retirement industries.
- UNCW should have as a central curricular theme across all degree programs environment and sustainability.
- The Center for Marine Sciences (CMS) at Wilmington should aim to be as good as Woods Hole in Massachusetts in the marine sciences area. Include estuarine research and education focus.

- Biodiversity of area is among highest in nation. UNCW must take conservatory role.
- University should take the lead in educating the general population about environmental and conservation issues, particularly persons new to region and the less educated.
- There are technical solutions commercially available to save UNC campuses 50% of their energy use - bureaucratic hurdles to adoption need to be removed.

- ○ **K-12 Education**
  - UNCW should establish secondary school partnerships, especially in math and science, perhaps organized around environmental issues that increase student interest in college and a teaching career.
  - UNCW should focus heavily on producing increasing number of high quality K-12 teachers, particularly in the STEM disciplines and in teacher recruitment.
  - UNCW should partner with community colleges in identifying and developing effective teachers and establish "seamless" 2+2 degree programs. CC's and UNC campuses need to share capital costs.
  - Nearby counties have severe educational shortfalls; some counties have 70-80% of children on reduced cost meal programs. UNCW outreach and partnership is crucial.
  - University system must provide leadership in educational reform and removing bureaucratic controls and regulations which prevent rational compensation for teachers and inhibit use of able people through lateral entry.

- ○ **Diversity**
  - UNCW is least diverse non-historically black campus in UNC system.
  - Diversity is critical to major companies like GE and Corning and to the "knowledge" and creative industries in Wilmington and the region.
  - The Latino population will be a major diversifying element for UNCW and community colleges.
  - Faculty and staff diversity at UNCW far more evident than student diversity.
  - New programs with strong and evident Hispanic component need to be developed particularly in health services area (clinical psychology noted).
  - UNCW should respond to new diversity (age, income, and ethnicity) in region and work to create communication, understanding and shared experiences.

- ○ **Military/University Partnership**
  - Onslow County has a 50,000 marine base with an $18bil impact and is slated to expand. 140,000 people in region directly connected to Camp Lejuene.
  - Expansion of port will increase Wilmington/Lejuene link
  - GI bill provides support for education, so there is effective demand

- UNCW should establish Jacksonville center for education focused on military who wish post military careers in education, social work, nursing, and other professional roles.

- **Student Education**
  - Need to graduate the <u>best</u> students possible in engineering, chemistry, physics, all the sciences and all other areas to attract businesses and enhance economic growth - Quality is key and should be main focus.
  - Education must stress "soft skills" of critical analysis, effective communication, comfort with abstraction, and ability to cooperate "diversely and globally" with others.
  - Military bases in the region are a great source of potential students who are older and their needs have to be addressed by providing 4-year college opportunities using community colleges, university and distance education resources.
  - Older students need quality, flexible and local programs to overcome barriers of child care, time and costs associated with a 4-year education.
  - UNCW has not kept with technology for delivery of education at a distance using broadband networks.
  - UNCW graduates should have a global perspective and be exposed to other languages and cultures.
  - Campus should enhance diversity as a globalization effort.
  - Debt forgiveness programs for serving the local community teaching, nursing, social work and other needed occupations would be way to keep students in the area and encourage them to enter these fields.
  - Comprehensive Articulation Agreements should be developed with all community colleges.
  - More grants, scholarships, student aid programs are needed to enhance the graduation rate.

Notable quotes:

"We need to education our students locally so that our graduates are more likely to stay at home and work here."

"The University has been a major driving force in economic development in North Carolina for the past forty years."

Detailed Summary compiled by:
Dr. Nelson Reid
UNC Tomorrow Scholars Council

UNC Tomorrow Listening Forum
Summary of Public Input
Fayetteville (Fayetteville State University)
September 12, 2007, 4:00 pm

EXECUTIVE SUMMARY

Main themes expressed by the public:

- Expand campus resources beyond traditional classroom borders, including through distance education

- Improve K-12
    - More and better teachers
    - More math and science teachers
    - Greater racial and ethnic diversity among teachers

- Produce more nurses and allied health (physical therapists, pharmacists) with high quality education

- Strengthen relationship with military in light of BRAC opportunities, and educate the workforce needed for military and defense contractors

- Improve access and affordability, especially for minority students

- Graduate students with strong hard skills (especially in science and math) and soft skills among (creative thinking, problem solving, analytical reasoning, written and oral communication)

- Development more seamless relationships between UNC and Community Colleges; strengthen articulation agreements with Community Colleges

- Strengthen community partnerships with the university – involve the community in university planning (town & gown committees)

- Counsel incoming students on career opportunities and mentor them

- Educate more social workers; improve mental health services both on campus and in the community

- Teach entrepreneurship for small business growth

- Strengthen community partnerships with the university – involve the community in university planning

DETAILED SUMMARY

- **Improving K – 12 education is critical**
  - Develop best teachers
  - More math and science education and teachers; more math education such as geometry and probability; train teachers to teach these subjects
  - Dropout rate is too high
  - Need for more teaching faculty
  - Expand loan forgiveness programs for students who go into teaching
  - Retain teachers here in American rather than foreigners
  - Salaries need to be at level to make it worthwhile to teach
  - Need to educate students and families about possible job opportunities while in early education to motivate students to succeeded
  - Need more minority teachers
  - Failure of K-12 to offer stringent courses - faculty can assist in teaching courses in alternative schools
  - Program career shadowing agreement with Universities and high schools
  - Facilitate lateral entry training to certify teachers with military background.
  - UNCP program with faculty going into classrooms very helpful

- **Educational access / attainment for minorities**
  - Need to stop stereotypical perceptions of African American males (for example, using colors to ID gang members misleading because sororities and frats have colors)
  - Hispanic population in the region growing - need more Spanish language courses, teachers who speak Spanish
    - 4H has a good program to assist Spanish speaking students from high to college
  - 4 year graduation rate need to be improved
  - Help with costs by establishing text book rental program

- **University Engagement with the Community to Address Community Issues**
  - Assist in enhancing the quality of life of community residents (mentioned several times)
  - Expand youth programs such as summer youth camps and Upward bound (mentioned several times)
  - Enjoy the cultural programs the University puts on; it should continue and expand its cultural offerings
  - Offer mental health services through the University
    - Cumberland County Military social issues and mental health, incarceration and etc. - some local DSS agencies do not have one person who has a degree in social work.
  - Students can mentor community youth, tutor in math and science
  - Assistance with developing work force with cultural outreach
  - Universities need to offer public seminars to address race in America

- o Emphasis on life long learning - offer free tuition courses to seniors (mentioned several times)
- o Health Professionals
  - Expand academic programs not only for nursing, but also for other allied health care fields, including physical and occupational therapy, physician assistants, pharmacists, and pharmaceutical technicians.
  - Shortage of nurses and allied health professionals in the entire region (mentioned several times, including by speakers from surrounding counties)
  - Situation will become even more critical with military expansion
  - Improve quality of education at School of Nursing
  - Need a Master of Nursing program and expand the physical space for the nursing and allied fields.
  - Consider incentives (like loan forgiveness programs) to encourage nursing students and allied health students to stay in region after graduation, and to pursue further degrees to become educators
- o Need MPA programs to address shortage of qualified administrators in local governments in the region
- o Show leadership with environmental stewardship by incorporating sustainability and green standards into UNC facilities
- o Use UNC resources to help develop alternative energy sources

- **Strengthen partnerships with other higher education institutions**
  - o Community college-university seamlessness is crucial
  - o The articulation agreement needs to be tweaked; the easy of transfer from CC to UNC should be broadcast widely
  - o Faculties and administrations should work together more
  - o Encourage more meetings between UNC chancellors and CC presidents
  - o There should be more publicity for admission of students graduating from community colleges into UNC campuses
  - o Should encourage faculty/staff exchange programs among constituent campuses.
  - o Develop partnerships with private universities
  - o Offer more online programs and joint programs with community colleges

- **Economic development**
  - o Campus can become a magnate for drawing employment opportunities
  - o Unique opportunities available to serve military @ Ft. Bragg as a result of BRAC (Ft. Bragg will become the largest military base in the country)
    - Enormous influx of military and ancillary personnel creates significant challenges and opportunities in providing regular coursework and unique curricula that fit the needs of the military and defense contractors; influx will create economic impact greater than that of the Research triangle
    - Military spouses/families will also want opportunity to advance their education

- NC not getting its fair share of DOD funds—UNC research programs and RTP need to work together to meet DOD needs
- Need a major effort to create a linkage between high technology research and industry to attract defense funding.
- Offer soldiers the opportunity to come out with a degree and connect with a job based upon his/her military experience.
- Opportunities for economic development from defense contractors
- Need educational programs and trainings to address military needs as well as needs of private sector (defense contractors) that co-locate with military
- Consider research facility on campus that is public-private partnership with private defense industry
- Course offerings in foreign languages will be in high demand
- Business Park for business and military
- Special programs for minority contractors and local contractors needed to prevent job opportunities from being outsourced
- Green - Sustainability should be built into the transportation and development plans to be designed around BRAC
  - o Specific new degree programs needed to serve the region: doctorates in public administration, educational administration, physical therapy and agribusiness (loss of tobacco industry has significantly hurt rural SENC counties)
  - o Courses and programs in entrepreneurship needed
  - o Need for more engineers in the region
  - o Regional Data Book developed by regional campuses for economic developers to entice businesses has been very helpful – need more of this type of service from regional campuses

- **Campus (FSU) Relationship with the Community**
  - o The university needs to remain true to its historic mission to serve and educate African Americans and be responsive to its alumni; its heritage should be protected
  - o The university must break from its historic focus and serve the "new" Fayetteville of expanded military, increasing retirees, and the demands of the health industry
  - o University needs to plan campus to have optimal economic impact on the physical and economic life of the area of Fayetteville around it.
  - o Town-gown communication and relations needed to be worked on
  - o Collective attitude of city and University need to be tied closer together
  - o Next Chancellor of FSU – most important qualification strong morality; information about Chancellor's Search needs to be better communicated to the community
  - o Media radio program to discuss what is happening in community
  - o Campus should be at the table to help the city with road development and urban planning; locate University buildings through out Fayetteville to serve as urban renewal, especially, "downtown"

    o Plan campus development to link/connect Fayetteville with Downtown Fayetteville
- Murchison Rd. business corridor
- Plan for expanding beyond campus's current boundaries; involve community in planning and design planning to enhance surrounding neighborhoods

Notable quotes:

"The University can be a magnet to draw business to our region so that we don't remain a statistic at the bottom but can rise to the top."

"Our children are the raw material of our future."

"We need to education our students about what future jobs will be like so they can see that future for themselves and understand the need for education."

"Just as the economy of North Carolina is in transition, so are its people."

Detailed Summary compiled by:
Dr. Aminifu R. Harvey
UNC Tomorrow Scholars Council

University of North Carolina Tomorrow

Leading
Connecting
Transforming

UNC Tomorrow Listening Forum
Summary of Public Input
Elizabeth City (Elizabeth City State University)
September 20, 2007, 4:00 pm

EXECUTIVE SUMMARY

Main themes expressed by the public:

- Improve K-12
    - More and better teachers; certify current teacher aides
    - Incentives for students to become teachers
    - Develop more public school administrators

- Address the "male problem" and "African American male problem" at all levels of education – increase the educational attainment of males in general and African American males in particular

- One size doesn't fit all; the University must be responsive to regional needs and increase outreach by all UNC assets and resources to better serve underserved regions

- Produce college graduates with stronger hard knowledge (science and math) and soft skills (creative thinking, problem solving, communications)

- Educate more nurses and other health care providers (such as pharmacists)

- Establish more direct engagement with regional economic transformation (biotech, aviation science, marine science), better communication about university resources, and clear portals for accessing those resources

- Better integrate the campus into the region (community service programs, internships for students, partnerships between UNC and business community)

- Maximize existing resources such as SBTDC, Cooperative Extension, and School of Government, as well as campus facilities (such as during the summer)

- Expand adult education programs and distance education throughout the region; recognize that lack of broad band internet access hinders utilization of distance education

- Build "seamless relationships" with Community Colleges and private colleges

- Reach into southeast Virginia as a potential pool for students and partnerships

- Develop leaders of tomorrow – ethics and personal responsibility are lacking in today's world

DETAILED SUMMARY
[Being prepared]

Notable quotes:

Detailed Summary compiled by:
Dr. Jim Johnson
UNC Tomorrow Scholars Council