REACH-NC: Research and Economic Development Portal

Presentation to the UNC Board of Governors
September 9, 2010
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Mr. Leslie Boney, Associate VP for Economic Development & Engagement
Dr. Courtney Thornton, Research Director

Background: UNC Initiatives

UNC Research and Sponsored Programs Office

- Improving research administration tools, policies and practices
- Fostering strategic and/or collaborative research opportunities

UNC Economic Development and Engagement Office

- Connecting university assets to economic development needs
- Developing UNC's strategic role in NC economic prosperity

Collaborative Initiatives

- Innovation Development and Transfer
- **Expertise and Capabilities Portal**

Fulfilling UNC Tomorrow

- Foster globally competitive **research** programs (4.1.2)
- Promote and increase **partnerships**, local and global (4.1.3)
- Leverage expertise to improve **K-12 achievement** (4.3.4)
- Respond to and lead **economic transformation** and community development (4.4.1)
- Apply expertise to improve **health and wellness** in North Carolina (4.5.3)
- Address critical **environmental and energy issues** through research (4.6.2)
- Encourage inter-disciplinary and inter-institutional **collaboration** among UNC institutions (5.7)

Communicate resources and expertise to wider audiences (4.7.4)

The Challenge…

- 15,000 faculty
- Over 1,000 baccalaureate, 700 masters and 200 doctoral degree programs
- $1.4B in annual research and sponsored programs
- Specialized facilities and equipment
- Multi-dimensional partnerships with communities and businesses

…and opportunity

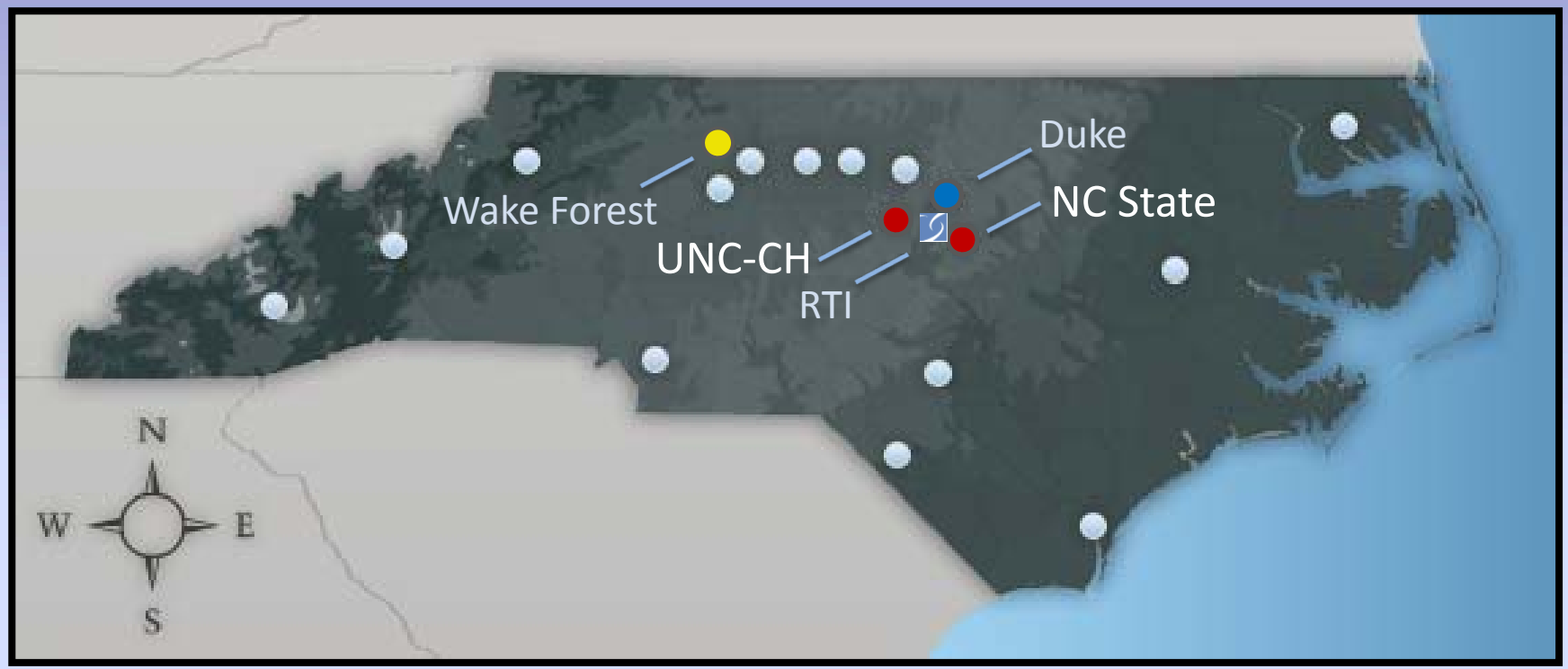
How can expertise and assets be found quickly and efficiently when needed by

- »Business and industry
- »Government agencies
- »Administration and faculty
- »General public

REACH-NC Solution

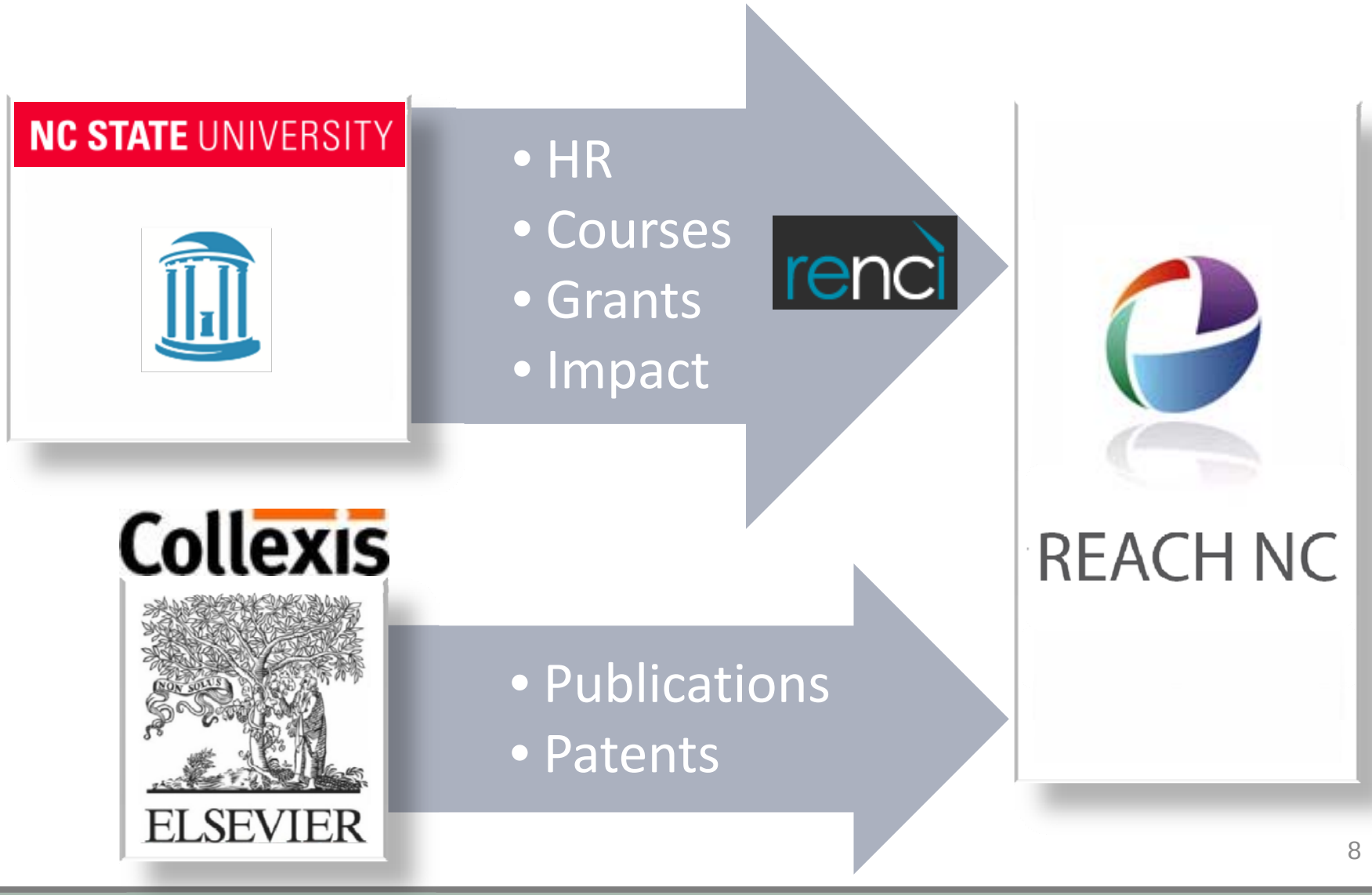
Aggregate and leverage existing data to create a **'digital fingerprint'** of an individual's expertise, then generate supportive visualizations and data summaries that help **tell the story** of what exists and paint the picture of **what is possible**.

Phased Development

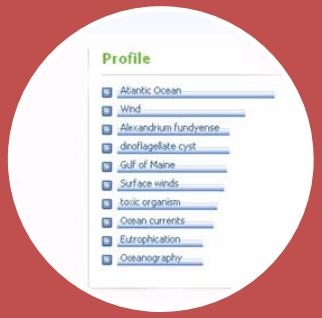


Phase I Phase II Phase III

Phase I Data Sources



Possibilities: REACH-NC as a Platform



Expertise Profiles

Impact

Targeted Funding Opportunity Distribution

Facility Finder

Technology Transfer

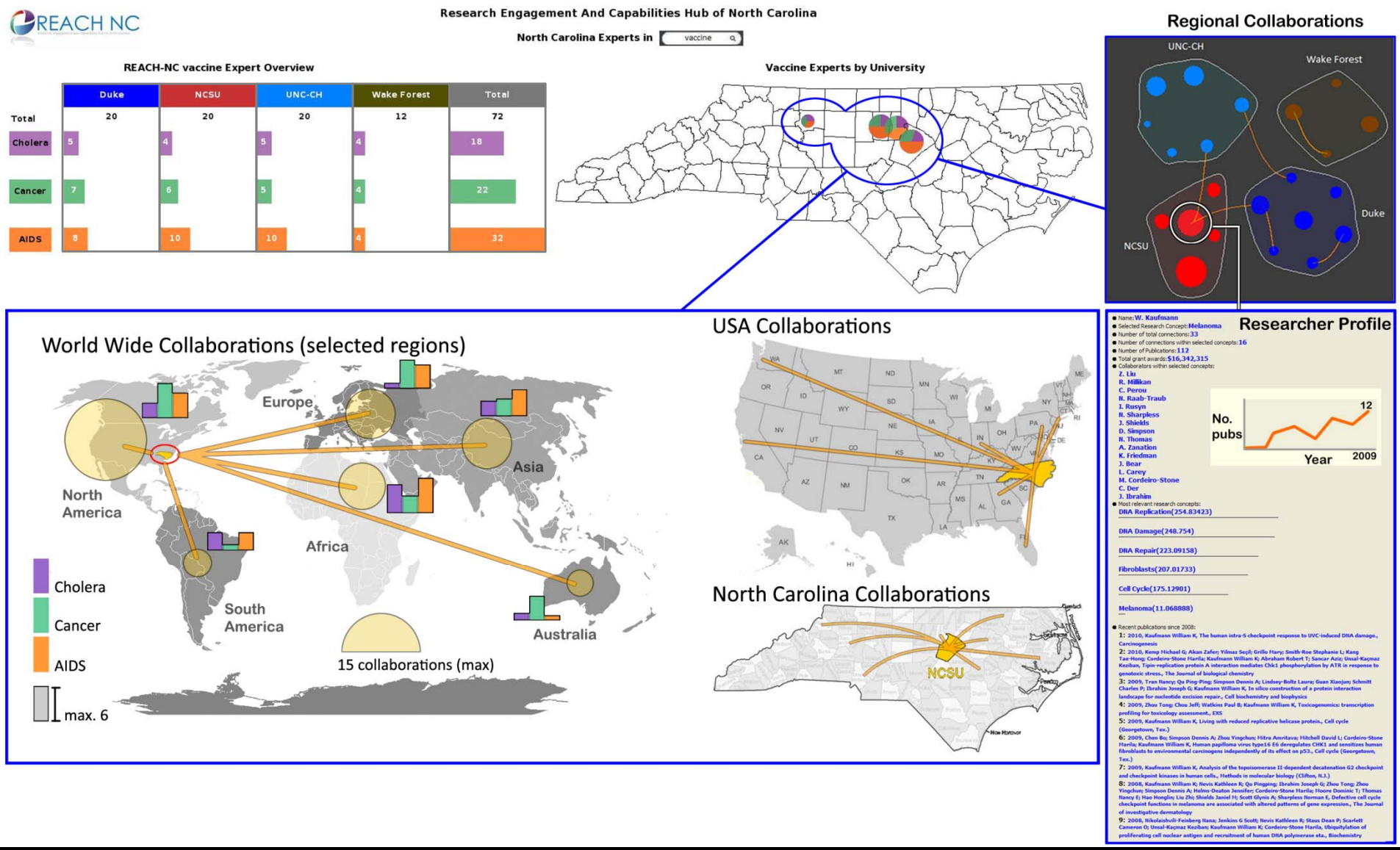
Suite of Interoperable Tools

http://researchprofiles.collexis.com/reachnc/

Ongoing Efforts

- User community outreach and education
  - Preparing “Power Users”
  - Optimizing internal use
  - Concierge concept
- Integration with other research support tools
  - Funding finder
  - Ability to push out information to users
- Consideration of CV module

Visualization Enhancements



REACH NC
research, engagement and capabilities hub of north carolina

Collexis Expert Profiling for **REACH-NC** Prototype

Collexis

Expertise Profiles | Impact | Professional Network | Funding Opportunities | **Facility Finder** | Technology Transfer

Equipment Type

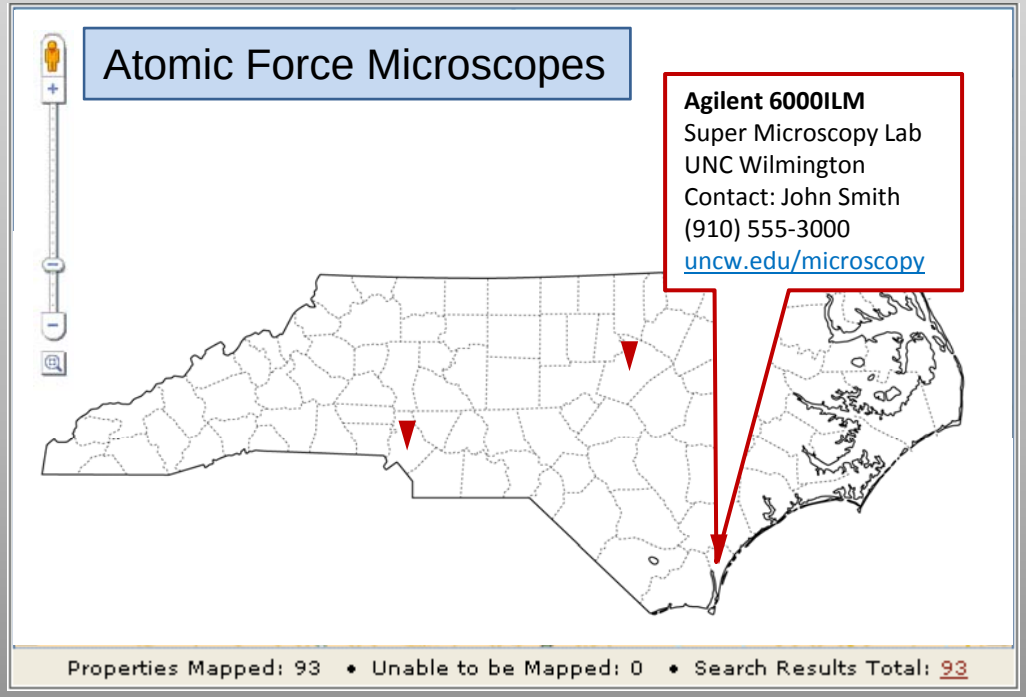
All Equipment

- Spectrometers
- Imaging
  - Light Microscopes (17)
  - Atomic Force Microscopes (3)
  - Electron Microscopes (12)
  - Preparatory Equipment (23)
  - Flow cytometry (7)
  - X-Ray Diffraction (3)
- Prototyping
- Nanomanufacturing
- Biotechnology

Equipment Location

All Campuses

- Appalachian State University
- East Carolina University
- Elizabeth City State University
- Fayetteville Sate University
- NC A&T State University
- North Carolina Central University



Next Steps

- **Secure funding for Phase II and ongoing**
- Establish advisory board
- Solidify next steps with Duke, WFU and RTI
- Public launch of pilot in late 2010/early 2011
- All UNC institutions in REACH-NC by summer 2011

REACH-NC Project Team

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