



The University of North Carolina

GENERAL ADMINISTRATION

POST OFFICE BOX 2688, CHAPEL HILL, NC 27515-2688

STEVEN LEATH, Ph.D., *Vice President for Research*

Telephone: (919) 962-4619 • Fax: (919) 843-4942 • E-mail: sleath@northcarolina.edu

Constituent Universities
Appalachian State
University

East Carolina
University

Elizabeth City
State University

Fayetteville State
University

North Carolina
Agricultural and
Technical State
University

North Carolina
Central University

North Carolina
School of
the Arts

North Carolina
State University
at Raleigh

University of
North Carolina
at Asheville

University of
North Carolina
at Chapel Hill

University of
North Carolina
at Charlotte

University of
North Carolina
at Greensboro

University of
North Carolina
at Pembroke

University of
North Carolina
at Wilmington

Western Carolina
University

Winston-Salem
State University

Constituent High School
North Carolina
School of Science
and Mathematics

An Equal Opportunity/
Affirmative Action
Employer

September 9, 2010

To: Members of the Board of Governors

From: Steven Leath

Re: REACH-NC Research and Economic Development Portal

In September 2009, I had the privilege to speak with you about the report UNC released with IBM titled, *Innovate Collaborate Accelerate: The UNC Vision for Innovation and Technology Development*. The report espoused six recommendations that campus teams have been working to address over the last year. These recommendations focus on excelling in strategic research areas, supporting innovative individuals, and modeling inspired, efficient technology development processes.

Tremendous progress has been made by the campus teams, both independently and collectively. For example, several campuses, such as UNC Charlotte and Appalachian State, have initiated corporate relations teams or industry advisory boards towards their goals of maximizing and improving university-industry partnerships. Other campuses, such as UNC Greensboro and UNC Wilmington, have approved revisions to promotion and tenure policy that allow entrepreneurial and commercialization activities to be recognized as scholarship. UNC Chapel Hill's development of the Carolina Express License for university start-ups and NC State's ongoing collaborations with IBM have both received national press. We will be releasing a second report in early fall to further highlight the wide range of activity and numerous accomplishments from the past year.

During today's policy session, you will see another outgrowth of the innovation development and transfer initiative, namely the **Research, Engagement and Capabilities Hub of North Carolina (REACH-NC)**. REACH-NC is the working title of a demonstration project to build a searchable portal where information on the expertise and capabilities of university personnel can be accessed. Expertise profiles for individuals are generated from available publication, grant, course, and intellectual property data and, as such, are intended to require minimum upkeep by individuals (although data elements can be input by individuals to further enhance profiles). Once this foundational data is in place, additional features and

visualizations are possible, particularly to assist partners in industry and economic development.

A team of individuals from UNC General Administration, NC State University, UNC Chapel Hill and RENCI have been working with other key partners since February 2010 to develop the beta site demonstrated today. Investments of both fiscal and human resources will be necessary to realize and sustain the envisioned expansion of the REACH-NC prototype to include all UNC institutions, and possibly other partner organizations in North Carolina. We look forward to discussing this initiative with you.