

Item 4 UNC Joining Forces Initiative

Situation: The Committee will review progress with securing resources for the UNC Joining Forces initiative.

Background: UNC Joining Forces is an initiative to provide educational opportunities and research support for the United States military.

Assessment: North Carolina wishes to maintain its standing as a key military state. As a state asset, the University of North Carolina should partner with industry and non-profit organizations to leverage its value for the benefit of the military, service members, veterans and their families and the State of North Carolina.

Action: For Discussion

THE UNIVERSITY OF NORTH CAROLINA



Appalachian State University (ASU), East Carolina University (ECU) Elizabeth City State University (ECSU), Fayetteville State University (FSU), North Carolina A&T State University (NCA&TSU), North Carolina Central University (NCCU), North Carolina School of Science and Mathematics (NCSSM), North Carolina State University (NCSU), UNC-Asheville (UNC-A), UNC-Chapel Hill (UNC-CH), UNC-Charlotte (UNCC),

UNC Joining Forces

An Initiative to Support North Carolina's Military

The University of North Carolina (UNC), a system of higher learning, seeks industry and non-profit partners in support of UNC Joining Forces, an initiative to provide educational opportunities and research support for the United States military.

UNC Joining Forces Goals: Joining together, North Carolina's public University, industry and non-profit organizations are a united force in support of:

1. providing access to a high-quality and affordable education to our nation's service members, veterans and their families;
2. developing capacity in science and technology (S&T) support for the special operations community; and
3. a thriving military economy in North Carolina.

UNC Joining Forces Seeks Important Results for North Carolina

Solidify North Carolina's standing as a "key military state" by leveraging available federal, state government and civilian resources in support of current and future military priorities, including service member education and training. **Keep important military resourcing and contracting decisions in North Carolina.**

Capitalize upon the federal government's investment in service members and veterans. The federal government invests millions of dollars in each service member's education, training and experience to produce people with the following attributes: integrity, courage, perseverance, personal responsibility, professionalism, adaptability, and teamwork.

Educate a populace that is already in North Carolina to enter North Carolina's civilian workforce, to strengthen a growing military economy, to start small businesses, to engage in civic and community life. **Keep smart, experienced, capable people in North Carolina.**

- Veterans as a group are twice as likely to vote as the rest of the electorate.
- Veterans are at least 45 percent more likely to become entrepreneurs than people with no active-duty military experience, according to a May 2011 study from the SBA Office of Advocacy.
- In 2011, Veterans who worked year-round and full time had higher median earnings and higher personal incomes than their non-Veteran counterparts.
- Median personal incomes of minority Veterans are higher than their Non-Veteran counterparts in 2011.
- On average, most minority Veterans appear to be better off in terms of some key socio-economic indicators (education, employment, poverty, health care coverage) than their non-Veteran minority counterparts.

Reduce Veteran unemployment rates in North Carolina, particularly among the youngest Veterans.

- Younger Veterans not in the workforce are likely collecting unemployment while deciding what to study, where to go to school, and taking the steps necessary to establish residency for tuition purposes at public institutions of higher education in North Carolina. UNC provides advising and counseling to help young veterans pursue a course of study that will equip them for the jobs of today and tomorrow.

UNC JOINING FORCES GOALS AND KEY RESULTS FOR NORTH CAROLINA

Members of the *UNC Joining Forces* coalition provide financial and other assistance for education and science and technology priorities in support of the University's work with the military.

CURRENT EDUCATION PRIORITIES

UNC System Marketing and Promotion to the Active-Duty and Veteran Communities in North Carolina

- UNC Military Branding, Concept and Targeting Strategy Development and Implementation
- Internet Optimization and Targeting
- Print: Creative and Media
- Radio: Creative and Media
- Video: Creative and Media
- Event marketing (Travel, Sponsorship, Conferences, Expos, Info Sessions)

UNC-TV: North Carolina Now (7-Part series & One Hour Program)

1. An overview of the military presence in North Carolina and the impact of these installations on the state.
2. Current trends that are impacting the military in North Carolina, such as the Budget Control Act of 2011 and sequestration.
3. Overview of how the University of North Carolina connects with the military, the programs in place to assist service members with their educational attainment, and ways the University supports the economic engines found in military installations.
4. Story focusing on how the University and the military connect directly on projects related to technology and research.
5. Story focusing on how the University provides training to active-duty service members.
6. Story focusing on how the University assists men and women transitioning successfully out of the military into the next part of their lives.
7. Wrap-up story that emphasizes how this partnership between the military and the University may grow into the future.

Academic Programs Aligned with Military Requirements

Full build-out of the online North Carolina Military Educational Positioning System (NCMEPS)

Student internships (in the Special Operations community) and scholarships.

Academic and student placement programs.

THE UNIVERSITY OF NORTH CAROLINA: **JOINING FORCES**

CURRENT TECHNOLOGY PRIORITIES

Maintaining and expanding the number of UNC faculty engaging in Special Operations-focused Science & Technology solutions.

Special Operations-focused research, analysis and design projects and collaborations (faculty, research staff, graduate students and undergraduate students).

Technology transfer.

Special Operations-focused workshops on Science & Technology topics; outreach/training for faculty, staff and students; and building relations with military and industry.

COALITION MEMBER RECOGNITION

Founding Coalition Member Benefits

Displays with *UNC Joining Forces* logo and identification as founding member.

Information available for reciprocal promotion in member's place of business or offices.

Logo recognition of the Member:

- on the UNC SERVES (specific *UNC Joining Forces* section) & NCMEPS websites
- on signage for display at all UNC Partnership for National Security-attended education fairs
- at all UNC Partnership for National Security-sponsored events, conferences
- on all promotional/marketing collateral material for distribution
- in paid print and video promotion of the UNC Partnership for National Security
- as an underwriter with the UNC-TV seven-part series

Challenge Coin sponsorship with paper insert with Member logo recognition in vinyl coin envelope (UNC will begin providing challenge coins to all service members or veterans graduating with a Baccalaureate, Masters, Doctoral or Professional Degree)

Member capability statement on the UNC SERVES (specific *UNC Joining Forces* section) website

Invitation to "Founding Coalition Member Lunch" with the President of the University and other senior leaders

Voice-over recognition in paid radio promotion of the UNC Partnership for National Security or *UNC Joining Forces*

Opportunity to sponsor named internships

Distribution Channel Examples:

Exchange and Commissary, MCCS buildings and business, On base/post housing centers, story coverage in *The Paraglide*, advertise and release information to base/post social media outlets, advertisement on base website: www.theparaglide.com & www.bragg.army.mil, base/post recreational outlets, i.e. movie theater, bowling alley, etc., Family Readiness Programs, LINKS, REACH, Career Fairs, Education Fairs, Booths at Exchange, childcare facilities, Single Marine Programs, transition assistance, and wounded warrior battalion.

THE UNC PARTNERSHIP FOR NATIONAL SECURITY

BACKGROUND

Since 2009, the University of North Carolina system has established robust, meaningful partnerships with North Carolina-based military commands and created new infrastructure, policies and resources to better serve military partners and military-affiliated students. Through its UNC Partnership for National Security, the University is engaged in a system-wide effort to [support the service member, contribute to the mission, and grow North Carolina's economy](#). The Partnership effort has strengthened the University's culture of support for the military and military-affiliated students through a wide range of activities including education, training, scholarship and research.

MILITARY PARTNERS

United States Army Special Operations Command (USASOC), Fort Bragg, North Carolina

Joint Special Operations Command (JSOC), Fort Bragg, North Carolina

United States Special Operations Command (USSOCOM), MacDill Air Force Base, Florida

United States Army War College, Carlisle, Pennsylvania

Army Research Office (ARO), Research Triangle Park, North Carolina

Marine Corps Special Operations Command (MARSOC), Stone Bay, North Carolina

Marine Corps Installations East (MCI-EAST), MCB Camp Lejeune, North Carolina

Fleet Readiness Center East (FRC-EAST), MCAS Cherry Point, North Carolina

Maritime Civil Affairs and Security Training Command (MCAST), Virginia Beach, Virginia

North Carolina National Guard (NCNG), Raleigh, North Carolina (Headquarters)

INTERGOVERNMENTAL PARTNERS

The Office of the Governor, State of North Carolina

The North Carolina Military Affairs Commission, Ex Officio Member

North Carolina Division of Veterans Affairs

North Carolina Department of Commerce

North Carolina Small Business Technology Development Center

North Carolina Military Business Center

Coastal Carolina Community College, Jacksonville, North Carolina

Fayetteville Technical Community College, Fayetteville, North Carolina

OTHER PARTNER ORGANIZATIONS

The North Carolina Military Foundation, Raleigh, North Carolina

The North Carolina Defense Business Association, Fayetteville, North Carolina

The Institute for Defense and Business, Chapel Hill, North Carolina
The North Carolina Regional Partnerships
Partnership for Defense Innovation, Fayetteville, North Carolina

INDUSTRY PARTNERS

Applied Research Associates (ARA) - select projects, interns
Boeing Phantom Works - Technology development
NLA Diagnostics - STTR Partner
FDH Engineering - STTR Partner
Troxler Electronic Labs - STTR Partner
Pocketsonics - STTR Partner
SAIC (Leidos) - ID/IQ Partner
K2 Solutions, Incorporated - select projects

UNC JOINING FORCES STAFF CONTACT INFORMATION

[Kimrey Rhinehardt](#), Vice President for Federal Relations (202-494-1579)

[Emily Dickens](#), Assistant Vice President for Federal Relations (919-962-4628)

ADDITIONAL INFORMATION

UNC SERVES Website: uncserves.northcarolina.edu

North Carolina Military Educational Positioning System: ncmileps.northcarolina.edu

UNC Official Testifies Before Congress on UNC Approach to Serving Veterans (September 11, 2013): [Testimony](#)

Article: ["VA Sec. Shinseki talks military ed with UNC's Ross"](#) (June 11, 2013)

Department of Veterans Affairs Secretary Eric Shinseki on UNC's approach to supporting Veterans:

"I've run into a number of other presentations that are campus-specific, but what I thought I saw here is a coordinated approach to discussing the opportunities and why it's important to leverage them across 16 campuses, which I think is phenomenal."

Student Veterans of America Executive Director, Mike Dakduk on UNC's effort:

"I've never seen a concerted effort by an entire system to make their entire system better for supporting veterans and to get the buy-in of all of their chancellors. They're on the right track."