

**University of North Carolina Board of Governors
Committee on Economic Development and the University
Thursday, September 9, 2004
4:00 p.m.**

Executive Conference Room

AGENDA

- 1. Update on Committee Planning Session in July**
- 2. Communicating with Policy Makers and Citizens about the University's Role in Economic Development**
- 3. Other Issues/ Discussion**

**University of North Carolina Board of Governors
Minutes of the Committee on Economic Development and the University**

Friday, July 9, 2004

The following committee members were present:

Jack Cecil, Chair
Ed Broadwell
William Burns
C.C. Cameron
Leroy Lail
Charles Mercer
Cary Owen
Estelle Sanders
Priscilla Taylor
Robert Warwick

The following other Board members, staff, and others were present:

Adelaide Key	President Broad	Laura Foxx
Ann Cates	J.B. Milliken	Joni Worthington
Patsy Perry	Scott Daugherty	Russ Lea
Jim Babb	Alan Mabe	Jennifer Klimas
Ray Farris	Leslie Winner	Chancellor Fox
Charles Norwood	Rob Nelson	Chancellor Woodward
Hannah Gage	Vijay Verma	Bob Kennel
John Davis	Bobby Kanoy	Ken Grogan
Irvin Aldridge	Rob Nelson	Erin Culbreth
Amanda DeVore	Vickie McNeil	Sam Watts

The Committee's initial meeting was called to order by Chairman Jack Cecil. He welcomed all and introduced members of the Committee. A number of other members of the Board of Governors, chancellors and staff attended as well. President Broad made brief opening remarks on the importance of the Committee. She noted that the state's economy was increasingly dependent on knowledge and that the University's assets, collectively, needed to be more effectively engaged in addressing economic development needs. She concluded that the Committee's work would help build the framework for economic development activities utilizing a broad array of University assets.

Chairman Cecil commented on the President's remarks, acknowledging that the work of the Committee would be sensitive to regional needs. Other Committee members noted that the Committee should look at how the University might support more effective technology transfer,

respond to the needs of the military in North Carolina and build more collaborative University responses to regional and state-level needs.

Chairman Cecil stated that Leroy Lail had agreed to serve as Vice Chair of the Committee. Mr. Lail concurred that the University would need to develop effective transfer mechanisms for the wealth of information that it possesses across the state.

The Chairman then briefly reviewed the charge of the Committee. He then called on Scott Daugherty of the SBTDC who will provide staff support for the Committee.

Mr. Daugherty quickly reviewed the contents of a briefing notebook which had been prepared for the Committee. The notebook includes recent strategic plan and action documents, campus profiles and university economic development contacts. Mr. J.B. Milliken supplemented this review by noting that the strategic documents all reflected a strong expectation that the University play a role in the economic development arena.

The Committee then reviewed a draft work plan referenced by Mr. Daugherty and organized to address and respond to the three important roles which are set forth in Chairman Brad Wilson's charge to the Committee: 1) Serve as the Board of Governors' focal point for consideration of the implications for the state and the University of the changing global economy; 2) Consider strategic implications for the University and initiate consideration of relevant goals and objectives; and 3) Identify ways to help monitor University success in meeting economic development goals and communicating University involvement to policymakers and citizens.

Following a number of member comments and suggestions, Chairman Cecil stated that the draft plan was a starting point to focus the Committee's efforts. He suggested that the Committee schedule a three- to four-hour working session in August to address and finalize the work plan.

Next steps for the Committee include:

1. Additional background materials will be provided electronically to the members;
2. A working Committee session will be scheduled in August.

There being no further business the meeting was adjourned.

**University of North Carolina Board of Governors
Minutes of the Committee on Economic Development and The University**

Monday, August 16, 2004

The following Committee members were present:

Jack Cecil, Chair
Ed Broadwell (phone)
C.C. Cameron
Jim Holshouser
Tom Howe
Leroy Lail
Charles Mercer
Cory Owen
Estelle Sanders
Priscilla Taylor
Robert Warwick
Jim Woodward (phone)

The following other Board members, staff and others were present:

Irvin Aldridge	Laura Foxx
Adelaide Key	Mark Fleming
President Broad	Bob Samors
Gretchen Bataille	Joni Worthington
Scott Daugherty	Bob Kennel
Alan Mabe	Ken Grogan
Leslie Winner	Tonya Williams
Vijay Verma	
Vickie McNeil	

The Committee meeting was called to order by Chairman Jack Cecil. He welcomed the members and other attendees and reviewed the agenda for the day.

President Broad was then introduced and presented a PowerPoint presentation on the role of The University in Economic Growth and Development. There were a number of questions from the members following this presentation. There were two follow-on assignments identified. The first was for an in-depth GIS mapping of the extensive University assets and capabilities related to economic development and outreach services. The second was for more refined numbers showing population aging trends.

Next, there were presentations by Scott Daugherty and President Broad on the implications and opportunities arising from requirements that the state's Regional Economic Development Partnerships and The University and Community Colleges have been directed to undertake studies (Regional Vision Plans and Higher Education Program Needs). Extensive discussion followed and, as a result, it was agreed that there should be early dialogue between President Broad, Jack Cecil and the Presidents of the Partnerships to explore collaboration opportunities.

During the working lunch which followed, Scott Daugherty presented the RTRP Regional Competitiveness Study template. This template has been provided to the Regional Partnerships and provides a model for development of their Regional Vision Plans.

Secretary of Commerce Jim Fain joined the meeting and made brief remarks. He noted that the context for economic development in North Carolina was founded on the state's commitment to education and innovation. He also applauded The University for taking a greater leadership and service outreach role in support of economic development in the state.

The Chair then reviewed the Committee draft work plan and solicited further input from the members. It was agreed that the work plan needed to be revised to reflect the requirements of the higher education program study which had been discussed.

The meeting was concluded with a discussion of the need to hear from state, regional and national level leaders to provide ideas and recommendations about where The University should be directing its future economic development efforts. A number of individuals and organizations were identified as possible presenters to the Committee.

There being no further business, the meeting was adjourned.

SRD:mw

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