

## DRAFT

### **7. Economic Transformation: Promote higher education transforming North Carolina's economy through high quality degree programs, basic and applied research, creativity and innovation, transfer of new knowledge, the application of best practices, and an understanding of the economic needs and directions of the state.**

a. Monitor the needs of established and emerging businesses in North Carolina. Track changing and emerging employment needs of the economy, especially in the knowledge-worker sector; develop the capacity to meet those needs.

b. Expand the use of employment and economic development trends in the process for academic assessment and approval of new degree programs.

c. Maximize flexibility in the offering of degree programs and continuing education by utilizing technology and creative scheduling to optimize access for those with work or family responsibilities, or geographical inaccessibility.

d. Continue to enhance the University and community colleges' cooperative activities in service to the state and its citizens. Develop career paths for selected fields in response to individual and state needs.

e. Cultivate the conditions for the emergence and success of start up companies in North Carolina by streamlining tech transfer processes; promoting incubators and business accelerators; recognizing and rewarding innovation; and establishing ways to quickly disseminate new knowledge, technologies, and innovations to benefit businesses large and small.

f. Promote increased state support for basic and applied research especially in science and technology.

g. Amplify activities and services throughout the State of Cooperative Extension, Industrial Extension, and the Small Business and Technology Development Centers to enhance business competitiveness.

h. Support the continuing development of millennial campuses and industry partnerships throughout the University. Promote the development of unique facilities for applied technologies and visualization to serve the needs of small businesses.

i. Promote and reward entrepreneurial and leadership activities and capabilities throughout the University.

j. Identify additional segments or clusters of the economy for sustained, targeted cooperative projects similar to the developments in the biomanufacturing/pharmaceutical industry.

k. Facilitate the provision of information about UNC for the State and regional recruiting processes for bringing or retaining business and industry.

l. Foster close working relations with the military nationally and in North Carolina.

m. Enhance communities' attractiveness to business and industry with a rich culture in the arts and humanities, good health care, and strong schools. The University has a

special responsibility in each of these areas to serve the state and to expand and improve these resources in each area of the state.

n. Cooperate with all segments of the North Carolina community both responding to leadership in other sectors and demonstrating leadership to transform the economy of North Carolina.

### ***Benchmarking Economic Transformation***

#### **7. Economic Transformation**

Alignment of relevant UNC degree programs with the needs of business and industry in North Carolina.

Flexibility in scheduling of UNC degree programs to accommodate the family, work, and geographical circumstance of students.

Movement of new ideas, discoveries, inventions, and creations from the University to applications in the economy.

Use of University resources and service units in support of economic and business development.

Contribution of the University to the development of communities in the areas of governance, culture, recreation, healthcare, and schools all of which help attract business and industry.