

USED MTF 3rd Meeting - Outcome

Issue: To determine five (5) points of measurement to assess the economic impact of the UNC System

Five “Pressure Points” for Assessing Economic Impact

1. Education
2. Leadership for the New Century
3. Health care and wellness
4. Competitive vibrant communities and quality of life (magnets for attracting talent, lower crime rate, highly rated school system)
5. Economic Prosperity

AREAS TO MEASURE & METRICS

(Five measuring points of quantitative results)

(One measuring point of qualitative results)

Education

1. **Track education pipelines (INPUT)**
 - High demand and growth priorities (regional clusters) and entrepreneurship
 - Students being educated, trained and prepared for regional targeted “clusters”
 - Students in entrepreneurial courses
 - Entrepreneurial activities
 - Number of student participants enrolled in courses per year

How: Look at regional plans to identify the clusters; use Registrar data (will require some additional input from campuses)

Why: Demonstrates UNC System’s impact on the regional efforts for economic growth generation through targeting specific clusters and leveraging inherent resources in North Carolina.

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2. Job placement and earning rates (OUTPUT)

Want to have job placement to include jobs, grad school, self-employed within 6 months of graduation (not job placement in their fields because much lower rates)

How: Department of Revenue to provide the data
(can de-seasonalize and de-cyclize to show trends overall and compare to national rates; or look at unemployment rates)

Why: Quantifies the “value-added” the UNC System creates through the increased income generation of its graduates and the skill-sets available as direct resources in human capital for NC.

Leadership for the 21st Century

3. Total of Sponsored Research (OUTPUT)

- Every campus has this (expertise of the university given to the public, shows demand for this expertise)
- Look at total *sponsored research* , plus the *royalty income* which are results of the research spun out (measurement of demand; what people are willing to pay for our research), plus *university-sponsored consulting* (work done out of Centers as fee-for-service)–

How: Publically available data (AUTM) and mostly captured in RAMSeS?

Why: Shows the amount of “investment” made by third parties demonstrating the impact of the UNC Systems research capabilities and the value those capabilities provide to NC in the form of innovation, commercialization, start-up ventures, licenses, industry partnerships and jobs.

Health Care and Wellness

4. Track health care education pipelines (INPUT)

- # of graduates who are successfully certified/licensed in health care & wellness disciplines
- % pass rate of licensure examinations

How: Registrar + additions from campuses

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Why: Depicts the importance that a trained workforce has on influencing and enhancing the recruitment and development of a strong health care industry in NC

Quality of Life

5. Community attendance, viewership, and listenership and university (OUTPUT)

- Collection across campuses will vary, but will include athletics and performance venues
- Television and radio ratings (both UNC-TV and other providers)

How: Athletics and performance attendances

Why: Potential for economic growth generation through events and venues...also impact on the reputation of a given community for entertainment and enhanced quality of life for the area.

Economic Prosperity

6. Collection of economic successes through UNC Systems engagement with the community (quantitative and qualitative - OUTPUT)

- Experiential education: Internships
- Economic value of engagement (# hours x \$ value) which differs upon whether it's a student or professor (also by discipline?)

How: Registrar + additions from campuses to identify which courses comprise/offer entrepreneurship.....mostly "qualitative" in nature with "success stories" to provide profound impact.

Why: Outcome of community engagement is not only reciprocal by definition but provides real-time successes that are often overlooked and/or underreported when it comes to assessing their economic impact. Publicizing these types of endeavors and their outcomes can generate a profound appreciation and recognition for the UNC System's contribution to the community and hence to its economic welfare.

Draft