



**UNC Tomorrow Listening Forum
Summary of Public Input
Greenville (East Carolina University)
September 10, 2007, 9:00 am**

EXECUTIVE SUMMARY

- Improve K-12 education
 - More teachers, better teachers, more math and science teachers
 - More racial and ethnic diversity among teachers
 - Assist teachers in becoming culturally aware of the environment in which they teach
 - Address the high school dropout problem
- Address the growing “male problem” in education – especially among African American males – and achieve better education attainment among this group
- Increase education access for Hispanic & Latino students and communities
- Educate more allied health professionals (nurses, doctors, etc.) to serve rural North Carolina
- Train the future leaders of tomorrow – foster community engagement by UNC students
- Teach health and wellness in the community and address health disparities
- Maximize existing UNC resources like cooperative extension, and extend more resources in rural North Carolina
- Lead in environmental stewardship – don’t just educate about it, but also “live it” in the operation of UNC facilities
- Educate students to succeed in the 21st Century
 - Need to have knowledge about global world and development of soft-skills
 - Aging workforce will create greater demand for educated workers
- Strengthen UNC engagement in rural economic transformation (broad band internet access is the ‘farm to market’ infrastructure of the current economy)
- Increase collaborations with Community Colleges to expand delivery of educational programs
- Educate all people in North Carolina about the issues facing our state, especially our young people so they understand the importance of education in succeeding in today’s world

DETAILED SUMMARY

Harness UNC System Resources to Improve K-12

- Support efforts to improve teachers' salaries (increase, create differential structure, align to university professors' salaries)
- Prepare more qualified K-12 staff
- Teachers
 - Discipline-specific expertise
 - Teacher Opportunity Training Corps
 - "GI Bill" for teachers
 - Support NC Teaching Fellows
 - Debt forgiveness for teachers who stay in NC
 - Improve education of math-science teachers
 - Produce more math-science teachers
 - Encourage talented graduates to serve in underserved areas
 - Encourage youth to become teachers by accenting programs that build respect for teachers and teaching
 - Explore ways to increase teachers' retention
 - Culturally aware
 - Savvy to problems in schools and rural areas (to increase retention of teachers)
 - Assist teachers training for their final certifications in their home communities (outreach)
 - *Train future teachers on how to deal with these different learning styles*
- Culturally diverse
 - More teachers of color and (supportive of keeping African-American males, Latinos, and Native Americans in school and educating all students)
 - More staff, and administrators of color and (supportive of keeping African-American males, Latinos, and Native Americans in school and educating all students) K-12
 - *Excessive number of suspensions of African Americans, especially males*
 - Trained in cultural diversity
- Help improve K-12 curricula
 - Emphasize kindergarten and 1st grade
 - Emphasize STEM
 - Begin primary grades
 - *Provide scholarships for students interested in*
 - Develop coherent and effective approach to math-science (assess alignment between UNC curricula and public school curricula)
 - Provide innovative ways to innovate and expand K-12 curricula
 - Culturally diverse curricula



- African-American history and accomplishments interwoven throughout education with examples, such as neurosurgeons, astronauts, and inventors
- More awareness of cultural diversity
- Assist with moral education of whole person
 - “Fundamentally sound” – work ethic, integrity, parenting skills
 - *Instill goal-orientation, persistence, and delayed gratification (Story: Student wanted to be a MD; but only earned 700 on SAT’s, he went to a community college earned a certification in an allied health field was able to transfer to a 4 year institution then to medical school and is now an MD)*
- Soft skills
- Focus on reading as basis of all learning; literacy is crucial, outreach to Tier I communities
- Partner with K-12 to improve schools and motivate students to graduate and attend college
 - UNC constituents “adopt” public schools; create catchment areas to avoid centrality of university towns
 - Use research, knowledge, and university students
 - Increase test scores
 - Assist with Health Sciences Academy (of Pitt County) or other similar programs
 - Help graduate Latinos
 - Work with alternative and charter schools
 - Increase graduation rates (especially African American males)
 - Provide exposure to professional roles and occupational futures
 - Broker partnerships between public schools and businesses, such as Wachovia Partnership
 - Create “alumni corps” of graduates of teacher programs across state
 - Emphasize commitment to students’ progression, in primary grades, so they have emotional goal of attending college
 - Make public aware of intellectual competition of students from other countries
 - Have members of fraternities and sororities serve as role models
 - *Adopt a missionary focus*

Make University Educational Offerings Accessible

- Motivate youth to attend
 - Increase awareness of future challenges
 - Increase awareness of future opportunities
 - College prep and early education for minority and low-SES students (“Gear-Up” or other educationally focused summer programs)
 - Increase visibility of UNC system
 - Overall
 - Minority communities
 - HMUC



- Expand distance learning
 - Access to individual courses across the system for credit
 - Meet unmet needs in some regions (such as transportation)
 - Use all effective media for outreach – Internet and other means
- Expand access
 - Programs for military personnel and their families
 - Affordability
 - Subsidies, grants, and scholarships so poor can attend
 - In-state rates for Latinos
 - Help rural areas get broadband
- Provide certificate programs
- Change university policy to allow undocumented students to attend (such as Latino students)
- Highlight accomplishments of all constituent universities, including HMUCs
- Link to community colleges
 - Deliver seamless education from K-12, Community Colleges, and Universities
 - Increase UNC system and community college partnerships, such as shared strategic planning and use of facilities
 - Health sciences affiliations throughout the UNC system for community college students
 - Help community colleges develop programs (vocational) for students not going to 4-year universities
- Increase diversity of UNC faculty members so all students have models

Graduate Persons with Knowledge and Skills for Global Competitiveness

- Account for significant intra-regional variation within the service delivery area and importance of facilitating internship programs
- Emphasize theory AND practice in delivering programs and also adult education programs and retraining programs, and community involvement of students
- Whole persons (early childhood development, nutrition, parenting skills, financial savviness)
- Savviness in use of data, technology, and computers
- Increase number of graduates with STEM Leadership and Citizenship
 - Political
 - Service (service learning)
 - *Build a stronger ethic of public service in students; foster a commitment to public service*
- Soft skills needed in the workplace:
 - Communication
 - Analysis
 - Culture
 - Diversity of workforce
- International and globalization studies; such as trends, global economics, and foreign languages



Engage with and Connect to Communities for Their Advancement and Prosperity

- Communicate system's available resources, programs, and services to the state's citizens, local governmental bodies, and other entities
- Partner entire system's intellectual resources with communities, not just local constituent institution
 - Provide leadership
 - Work with local political systems to meet the state's needs
 - Identify local, regional, or state-wide problems (such as social problems of grand-parenting, teen pregnancy, African-American male dropout rate; educational, economic; health; and poverty, as Eastern NC includes some of poorest areas in US)
 - Coordinate system's response to identified problems
 - Develop more UNC system – non-profit foundation partnerships focused on One North Carolina and rural development issues
 - Work (R&D) at solving problems of poverty, especially in rural, minority communities
 - Target research at solving problems
 - Partner with diverse communities
 - Outreach should be culturally sensitive (customer driven)
 - Provide incentives for faculty to leave the campus and enter the communities "in the field" and "on the ground"
 - Provide programs
 - Increase technological skills of all citizens
 - Train families on how their children can enter and succeed in college (1st generation, poor, African American, Native American, and Latino)
 - Support families
 - Provide grants, subsidies, and academic credits to students who provide community service
- Provide expertise in planning and developing infrastructure and managing growth
 - Sustainable and smart growth – be nation's leaders
 - Rural communities (rejuvenate)
 - "Waterway communities" (baby boomers retiring to these areas will cause "explosive" growth and increasing land values)
 - Synergies in communities, such as public libraries in high schools
 - Send out "grants development teams" to help communities effectively apply for grants
- Work to eliminate effects of racism on African-American community
 - *Need to ensure that contractors are from NC*
 - *Hire Black workers*
 - *Need to ensure that Black contracts receive contracts*
 - *Subcontracts*
- Strengthen cooperative extension
 - Increase its visibility
 - Make communities aware of its resources and capabilities
 - Use as model to provide outreach and on-going services



Improve Health by Graduating Personnel or Providing Services

- Graduate more well-trained nurses, physicians, and other health personnel
- Provide more services through collaborations of health units (such as ECU and UNC-Chapel Hill)
- *Competition between hospitals of UNC constituent universities diminishes overall efforts*
- Partner with community colleges to provide more qualified nurses
- Recognize that different models of delivering health care exist (i.e., UNC-CH and ECU are different).
- State-wide health problems need a coordinated approach
- ECU has had to delay development of long-needed Family Practice Center (FPC) because it was forced to choose between heart center and FPC and dental school and FPC
- Educational component of FPC being compromised because of lack of funds (need to get donors for classrooms)
- Realize that some medical services are not reimbursed
- Expand health education and health promotion to prevent disease
- *Obtain funding to introduce young students to science and math in preparation for potential careers in allied health professions*
- *Technologies of healthcare are not evenly distributed across the region. UNC could help the State do a better job of assuring that all parts of the region have access to newer health technologies*

Serve as Economic Driver

- Provide services as economic accelerator
 - Adaptive strategic economic development planning to better encompass change and economic transformation
 - Entrepreneurship training
 - Consultancy (start businesses, develop business plans, approach venture capitalists)
 - Training and planning to guide and rejuvenate rural communities
- Facilitate industrial recruitment and promotion in partnership with Chambers and university – industry partnerships
- Recognize own role as economic engine and distribute the effects across the state (not just Raleigh, etc)
- Jobs program
- Build professional workforce, particularly health, education, and social services; prepare quality workers and provide professional development for current professionals
- Health care
 - Build medical campuses as economic drivers
 - Facilitate health sciences leadership networks at a regional scale



Model Stewardship

- Adopt overriding ethos of “green”
 - Policy
 - Sustainability theme/recycling
- Preserve and conserve the resources of the state and regions
- Be “good neighbors” and build on town-gown relationships
 - Preserve neighborhoods around campuses
 - Mixed-use development and neo-traditional neighborhood planning on campus perimeter
- *Help teach environmental awareness in public schools just as health awareness is taught*

Include Public in UNC System’s Strategic Planning

- Connect and listen to citizens, especially soliciting input from Latinos, African Americans, Latinos, grandparents, children, at-risk youth
- Develop and implement strategies based on input
- Execute the plan
- Continue to have listening forums, but focus on specific topics
- Conduct quarterly forums
- Share DVD with public schools and universities
- Reduce (eliminate) competition among constituent institutions of UNC system
- Recognize that UNC Tomorrow initiative will not only affect UNC constituent institutions but also affect other systems, such as public schools

Unique Statements

- Transportation assistance
- Consistency between mission and funding
- Create programs to address large number of retirees >50 years of age moving to NC (health, education, arts)
- *Mission Creep – the UNC system is moving in on traditional role of the community college system by focusing on economic development*
- *The proportion of under-prepared students entering the System is reaching a crisis level. System needs to reach out to poor kids and expand existing programs to prepare students for college level work*
- *Educated African Americans cannot locate employment commensurate with their education thus, they leave the area*

Notable Quotes:

“If we train a few less historians or build one less law school or a few less dorms, North Carolina won’t be different; but if we ignore math-science, we will fail.”

“The future depends upon the quality of our leadership – UNC should develop leaders.”



“Most of the employees I had to fire were not because of jobs skills but work ethic.”

“UNC has a trickle-down effect that impacts every citizen in this state.”

Detailed Summary compiled by:
Dr. Elizabeth Layman
UNC Tomorrow Scholars Council