NORTH CAROLINA GLOBAL ENGAGEMENT SUMMIT

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**Center for International Understanding**
- Rick Van Sant, Executive Director
- Rachel Page, Director of Data and Policy Analysis
- Stephanie Caplan, Communications Director
- Kate Runy, Communications and Development Assistant

A special thank you to SAS Institute for hosting today’s Summit.
Thank you for joining us at today’s summit.

In 2013, a broad coalition came together to discuss how North Carolina might engage more effectively with the rest of the world. For the past three years, the N.C. Coalition for Global Competitiveness has talked to leaders in every region of the state. The goal: to make North Carolina the national leader in global engagement. The result: launch of the nation’s first blueprint for global engagement.

We are just getting started. The focus areas will get sharper. The number of indicators tracked will get shorter. The number of projects will grow and our engagement will deepen.

The blueprint is the first step.

SPEAKERS

Welcome

Jim Davis  
Executive Vice President & Chief  
Marketing Officer, SAS

As CMO, Jim Davis provides global, strategic direction and marketing vision for SAS products, solutions and services, and is responsible for the SAS brand. He oversees business units including Alliances and Channels, Product Management, Marketing, Communications, and Customer Engagement & Support. A recognized expert on futuristic technology and trends, Davis co-authored the book, Information Revolution: Using the Information Evolution Model to Grow Your Business, which provides a framework to evaluate information management. He also discusses issues affecting global businesses and how to stay competitive in the 21st century on The Corner Office blog. Davis serves on the boards of the Poole College of Management at North Carolina State University and the Carolina Hurricanes’ Kids ‘N Community Foundation.
Aziz Sancar, MD, PhD, is a member of the UNC Lineberger Comprehensive Cancer Center and is the Sarah Graham Kenan Professor of Biochemistry and Biophysics. His high marks in school earned him entrance into the school of his choice in Turkey, his home country, and he chose Istanbul Medical School. He graduated in 1969 and practiced medicine near his hometown for two years. Sancar became a graduate student at University of Texas at Dallas in 1974, where he became the first scientist east of the Rocky Mountains to clone a gene. For this work, he earned his PhD in 1977 and moved on as a postdoc to Yale University. He moved to UNC-CH in 1982 and earned his full professorship in 1988. Sancar co-founded the Aziz and Gwen Sancar Foundation in Chapel Hill in 2009. He was awarded the 2015 Nobel Prize in Chemistry for his work with others in DNA repair.

My North Carolina is Global - Higher Education in Our State

Tom Ross
President, UNC System

Thomas W. Ross became President of the 17-campus University of North Carolina on January 1, 2011. After a short stint as an Assistant Professor of Public Law and Government at UNC-Chapel Hill’s School of Government, Ross joined the Greensboro law firm of Smith Patterson Follin Curtis James & Harkavy in 1976. He left the firm in 1982 to serve as chief of staff in the Washington, D.C., office of U.S. Congressman Robin Britt. The following year, Ross was appointed to fill a vacancy on the North Carolina Superior Court. In 2001, he became executive director of the Z. Smith Reynolds Foundation. Ross returned to Davidson College, where he earned his bachelor’s degree, to become its President, serving in that role until he assumed leadership of UNC.

The Importance of International Collaboration in Solving Global Challenges

Dr. Aziz Sancar
Winner, 2015 Nobel Prize in Chemistry
UNC- Chapel Hill

Aziz Sancar, MD, PhD, is a member of the UNC Lineberger Comprehensive Cancer Center and is the Sarah Graham Kenan Professor of Biochemistry and Biophysics. His high marks in school earned him entrance into the school of his choice in Turkey, his home country, and he chose Istanbul Medical School. He graduated in 1969 and practiced medicine near his hometown for two years. Sancar became a graduate student at University of Texas at Dallas in 1974, where he became the first scientist east of the Rocky Mountains to clone a gene. For this work, he earned his PhD in 1977 and moved on as a postdoc to Yale University. He moved to UNC-CH in 1982 and earned his full professorship in 1988. Sancar co-founded the Aziz and Gwen Sancar Foundation in Chapel Hill in 2009. He was awarded the 2015 Nobel Prize in Chemistry for his work with others in DNA repair.
A Blueprint for North Carolina’s Global Engagement

Honorable Elaine Marshall
Secretary of State, North Carolina

In 1996, Secretary of State Elaine F. Marshall became the first woman ever elected to a statewide, executive branch office in North Carolina. Secretary Marshall was a member of the N.C. State Senate before rising to statewide office. She holds a BS in Home Economics from the University of Maryland and a law degree from Campbell University. She has received Honorary Doctorate degrees from Campbell University, Lees-McRae College, Meredith College, and the Republic of Moldova Testemitanu State University of Medicine. Since becoming Secretary of State, she has received numerous state and national awards for leadership in technology, government innovation, and women’s leadership. These awards include election as President of the National Association of Secretaries of State in February 2015 and The Moldovan Order of Honor, the highest distinction Moldova awards to non-Moldovan citizens.

Jean Davis
President & CEO, MCNC

Jean Davis’s background includes experience in government, corporate, and entrepreneurial worlds with leadership experience in entrepreneurial ventures, executive management, global sales, and technology operations with over 25 years successful leadership experience. She joined MCNC from the N.C. Department of Commerce where served as COO and Executive Director of Business, Industry, and Trade. Jean spent eight years living and working in Europe and has extensive experience in building business operations in Asia, Europe and South America. Jean is a 2005 Eisenhower Fellow and 2009 Henry Toll Fellow. She received her undergraduate honors degree in Political Science and Business Administration at New England College in Arundel, England and her Master’s degree from the Fletcher School of Law and Diplomacy at Tufts University in Boston.
Global Engagement is Critical for our Students’ Future

Dr. Greg Little
Superintendent, Mt. Airy Schools

Dr. Little is a native North Carolinian and the son of two incredible educators. He and his wife Julie have two wonderful daughters (most of the time), Kaylee and Naomi. After receiving the prestigious NC Teaching Fellows scholarship, he earned his undergraduate degree in English from UNC-Wilmington and his Masters and Doctorate in Curriculum and Instruction from UNC-Chapel Hill. As Dr. Little enters his fifth year as superintendent of Mount Airy City Schools, global education has taken center stage with major initiatives in Spanish Immersion and Mandarin Chinese.

Walker Hall
Randall Simmons
Students, Mt. Airy High School

Walker Hall is a Senior at Mount Airy High School. “The Discover Jiangsu trip, as well as the Mandarin Chinese program at Mount Airy High School, have influenced me to be a more studious Chinese student, so that I may take in all the Chinese language and culture has to offer.”

Randall Simmons is a Senior at Mount Airy High School. “The Discover Jiangsu trip has allowed me to experience a wide variety of other cultures, giving me a deeper understanding of the world around me.”
Governor Pat McCrory named John E. Skvarla, III Secretary of the North Carolina Department of Commerce in December 2014, and he assumed those responsibilities on January 5, 2015. Mr. Skvarla came to Commerce after serving as Governor McCrory’s Secretary of the North Carolina Department of Environment and Natural Resources for two years. Prior to his government service, Mr. Skvarla enjoyed a successful business career, most recently serving as chief executive officer for Restoration Systems, an environmental mitigation firm based in Raleigh. Mr. Skvarla previously served as chief executive officer for Proactive Therapy, one of the largest physical therapy providers in the Southeastern United States. He also was chief operating officer of The Aviation Group, Inc., a company that emerged as the world’s largest all-cargo airline during his tenure.

Moise Khayrallah
CEO & Co-founder, Aerial BioPharma

Dr. Moise Khayrallah has been involved in drug development for over 25 years in both executive and R&D positions. He is presently CEO of Aerial BioPharma, his third biopharmaceutical holding company focused on developing drugs for Central Nervous System disorders. Khayrallah is also actively involved in the entrepreneurial networks in RTP. He is a Board member of the Center for Entrepreneurial Development (CED) and works actively with CED members as well as the N.C. Biotechnology Center to enhance the entrepreneurial climate in N.C. He currently is the chairman for the Center for International Understanding’s Board of Directors. He is also the founder of the Moise A. Khayrallah Center for Lebanese Diaspora Studies at N.C. State University. He holds a Ph.D. degree in psychology from UNC-Chapel Hill.
N.C. Agricultural Exports are Big Business

Commissioner Steve Troxler
Commissioner of Agriculture, North Carolina

N.C. Agriculture Commissioner Steve Troxler was raised in Guilford County and has spent his entire career in agriculture as founder, owner and operator of Troxler Farms. Over the years, the family-owned farm has produced tobacco, wheat, vegetables, and soybeans. Since taking office in 2005, Troxler has focused on developing new markets for N.C. farm products, preserving working farms and protecting the state’s food supply. Troxler is a past president of the National Association of State Departments of Agriculture. He also is a former chairman of NASDA’s Food Regulation and Nutrition Committee. He served as president of the Southern Association of State Departments of Agriculture in 2010-2011.

Jose “Pepe” Calderon
International Sales Manager, Farm Pak

Jose Calderon is International Sales Manager for Farm Pak Products, Inc. in Hope Springs, N.C. He was born in Guatemala and grew up in Costa Rica, where he earned degrees in accounting, computer science, and business administration from Universidad Nacional de Costa Rica (National University of Costa Rica). Farm Pak, employs 200 people and manages more than 5,000 acres of sweet potatoes on behalf of Barnes Farming. Under Calderon’s leadership, Farm Pak’s export business has tripled in size in the last seven years. Today, about half of Farm Pak’s sweet potatoes are shipped overseas to countries in the European Union and the Caribbean. Pepe originally joined the operation when he arrived in the U.S. from Costa Rica as a seasonal Farm worker in 2001. He held several positions in the organization before joining the sales and management side of the business in 2006. Pepe joined owner Carson Barnes in accepting the N.C. Department of Agriculture’s Exporter of the Year Award for Farm Pak in 2009.
Globally Engaged Communities are Strong Communities

Lori O’Keefe
President, Triangle Community Foundation

In addition to leading the operations and strategic vision of the Triangle Community Foundation (TCF), Lori O’Keefe works to ensure that TCF’s donors and fundholders are engaged and connected to the causes they care about, and oversees programs to support the Triangle’s entire nonprofit community. A lifelong singer who is passionate about the arts, Lori has devoted her career to the social sector. Before joining Triangle Community Foundation in 2005, Lori worked as a fundraiser and arts administrator at performing arts institutions in California and New York City. In her eight years at the Foundation, she has held positions of increasing responsibility in donor engagement and philanthropic services, most recently as Vice President of Philanthropic Services and Chief Operating Officer.

Gary Tyson
Chief of Police, Siler City

Gary Tyson was appointed Chief of Police in Siler City in February 2007. Prior to his appointment, Chief Tyson served 15 years with the Sanford Police Department and four years with the North Carolina Department of Corrections. He has a Masters of Science in Administration from Central Michigan University. He has also received the N.C. Department of Justice’s Advanced Law Enforcement Certificate. He is a member of the North Carolina Association of Chief of Police and the North Carolina Police Executives Association.
Next Steps in Advancing North Carolina’s Global Engagement

Rick van Sant
Executive Director,
Center for International Understanding

A global expert in 21st century technology-enabled universities, Rick van Sant has lived and worked all over the world, beginning with his birth in Panama and growing up in Mexico City. Before joining the Center for International Understanding in 2014, Rick was based in Abu Dhabi as a senior education strategist for the global education technology company Blackboard. In that capacity, he traveled and worked with universities, governments, and industries in more than 15 countries. He has spent more than thirty years in higher education, serving on university faculties and administration in both the United States and United Arab Emirates. Rick also served as the head of USAID’s largest-ever education reconstruction project in post-war El Salvador.

Global Engagement
is the process of strategically connecting and collaborating with other peoples and nations in order to increase knowledge of diverse cultures and expand economic, educational, social, or political relationships and opportunities. This Blueprint is an important step towards elevating global engagement in North Carolina. It is both a roadmap and a commitment to a collaborative process geared toward optimizing our state’s global potential in a complex and dynamic world.
Emcees

Mitch Lewis
Host and Managing Producer, UNC-TV
Mitchell Lewis has been with UNC-TV since November 1993. A native of Louisiana, Mitchell graduated Magna Cum Laude from Grambling State University in 1984. He started his broadcast career as a general assignment reporter in Texarkana, Texas. He moved to Raleigh in 1990 where he worked for local NBC affiliate, WPTF/WRDC, as a news anchor. From there he joined the staff of North Carolina Now at UNC-TV, where he currently services as host and managing producer.

Erica Starke-Knight
Producer and Editor, UNC-TV
Erica Starke-Knight has a diverse television production background. She began her career at The University of North Carolina Center for Public Television in 1990 as an intern while enrolled at North Carolina Central University. Upon graduation, she was hired full-time at UNC-TV and served in multiple roles on the studio production crew and was instrumental in the launch of the station’s statewide nightly news magazine North Carolina Now, which has been on the air for twenty-one years and counting. After time in New York, working in various roles for several of the major networks, she rejoined UNC-TV in 2011 and now serves as producer, editor, and on-camera talent for North Carolina Now as well as producer with special projects.
EXECUTIVE SUMMARY
N.C. Blueprint for Global Engagement

In 2013, a public-private partnership was formed among North Carolina organizations and businesses involved in international work. The N.C. Coalition for Global Competitiveness (Coalition) began as a vehicle to share information and consider ways to coordinate efforts in order to maximize North Carolina’s global economic and educational opportunities.

Under the leadership of former N.C. Commerce Secretary Jim Fain, the Center for International Understanding (CIU) and the Coalition began to see the need for a broader statewide effort to strategically position North Carolina to pursue global relationships that lead to prosperity and improved quality of life for all North Carolinians. While North Carolina has a wealth of model international programs and an abundance of success trading with foreign markets, these efforts are largely done independently of one another.

What’s missing is what might be called “coordinated intentionality.” The Blueprint is built with the belief that coordination among disparate education, economic, cultural, and government efforts will amplify the impact of all of our work and position North Carolina as a great place to invest, study, work, visit, partner, and live.
The Coalition accepted the challenge to develop and implement a statewide plan for global engagement across sectors, something no other state has done. To gauge the appetite for a statewide global engagement plan, CIU and the Coalition mounted a year-long inquiry to gather input from hundreds of North Carolina business, education, cultural, government, and community leaders. During 2015, a series of regional meetings, an online survey, conference workshops, and dozens of one-on-one interviews all over the state revealed remarkable agreement about two things:

1. **A statewide global engagement strategy is necessary – we are stronger if we work together with intentionality.**

2. **We must narrow our focus to a limited number of important strategies to be effective.**

With resounding support a statewide global engagement plan, the Coalition took a big step forward with the November 2015 launch of *A World of Opportunity: A Blueprint for North Carolina’s Global Engagement* (Blueprint).

The Blueprint is a roadmap for elevating North Carolina’s global engagement efforts. TheBlueprint identifies six strategic areas of focus -- what we need in order to be successful in a dynamic, interconnected world. It also highlights over 50 indicators to measure progress.
Here are the six areas of strategic focus for North Carolina’s global engagement:

1. LEADERSHIP
   Develop leadership across all sectors and at all levels that is informed and actively supports global engagement.

2. GLOBAL BRAND IDENTITY
   Be known around the world as an attractive place to invest, work, study, visit, partner, and live.

3. GLOBAL INFRASTRUCTURE & LOGISTICS
   Develop and maintain infrastructure and logistics capabilities to support global opportunities.

4. GLOBAL ECONOMIC DEVELOPMENT
   Optimize global economic development opportunities through concerted efforts both inside and outside North Carolina.

5. CROSS CULTURAL COMPETENCE
   Ensure that N.C. citizens are educated and prepared to succeed and thrive in a global community and market place.

6. COLLABORATION & RESEARCH
   Encourage business, academic, public and private sector collaboration and research with domestic and international partners.

Moving from a blueprint to a plan requires a coordinator focused on advancing global engagement in North Carolina. The University of North Carolina system’s Center for International Understanding (CIU), has agreed to serve as this coordinator for the initiative. CIU has a 35-year track record of delivering transformational global leadership development programs. Its statewide alumni network of thousands of leaders in policy, government, education, business,
and communities represents stakeholder in global engagement across North Carolina.

CIU will lead data collection and analysis efforts, developing and managing a dashboard of global indicators to benchmark North Carolina’s level of global engagement, and establish indicators that measure progress on the Blueprint’s strategies over time. CIU will also continue to serve as convener of the Coalition and communications coordinator to promote North Carolina’s global success stories from multiple sectors across the state.

We are just getting started. The focus areas will get sharper and the list of potential indicators will get shorter. The number of projects will increase and our engagement will deepen.

There is no existing model, no other statewide index for North Carolina to adopt. Ours will be the first. Year 1 will be devoted to fine tuning the identification and presentation of the data; expanding Coalition membership; and raising awareness about the importance of global engagement. This work will inform the Coalition’s drafting of the future North Carolina Statewide Plan for Global Engagement.

Our communities are more diverse than ever: the products and services that we buy and sell each day are part of the world economy, and jobs across all sectors rely on international relationships. North Carolina is connected to the world and the world is connected to North Carolina every day.

Getting this right means understanding how to enhance and optimize global opportunities. Economic well-being and quality of life for all North Carolinians depends on effectively engaging the rest of the world. We cannot afford to leave this to chance.

To read the full report, visit www.globalncplan.org