

APPENDIX U

April 25, 2005

MEMORANDUM

To: Committee on Educational Planning, Policies and Programs

From: Molly Corbett Broad

Subject: **Establishment of the Center for Design Innovation at Winston-Salem State University & North Carolina School of the Arts**

Request to Establish

In November 2004, Winston-Salem State University and North Carolina School of the Arts received authorization to jointly plan the Center for Design Innovation (CDI). The planning is now complete and these institutions have submitted a request to establish the CDI as an inter-institutional research center of the University of North Carolina. The following sections briefly summarize the information provided in the proposal, in accordance with Chapter 1200.6[R] in the *University of North Carolina Policy Manual*.

Goals and Objectives

The CDI will be a research center, focusing on the use of advanced technology in a multidisciplinary, collaborative environment across a wide range of creative and scholarly disciplines including biotechnology, business applications, computer science, dance, design and production, drama, education, filmmaking, health care studies, life science, music, physical science, and visual arts. Its primary mission is “to foster and promote research and creative activity in the design and use of technological tools for innovation and advancement in the production, presentation, display and study of innovative work in science, communications, and the performing, visual and narrative arts.”

Specifically the Center will:

- Provide technological resources and a creative environment where students and faculty of the affiliated educational institutions may train, experiment and create using the most advanced technology available.
- Facilitate innovation in unexplored areas with the expectation that new, unimagined activities, initiatives and projects will be collaboratively developed by students and faculty affiliated with the center.
- Develop relationships with business and industry, develop intellectual property that has commercial value, and spawn new start-up businesses.

Relevance to University and Institutional Mission

The proposed Center for Design Innovation will support and further the mission of the University of North Carolina with research, scholarship, and creative activities that will be conducted in a wide range of disciplines. These activities will not only advance knowledge but will also generate opportunities for service through economic development, entrepreneurship and

market applications to enrich the lives of North Carolinians. The CDI will leverage investment in two of its constituent universities, and capitalize on their academic and creative expertise to interact with the residents of the Piedmont Triad region; to offer enhanced educational opportunities and unmatched research perspectives for both undergraduate and graduate students; and to enhance economic development through the strategic development of design initiatives.

Anticipated Effects on Instructional Programs

Although the CDI will not grant degrees, it will have a demonstrable impact on current instructional programs at both universities through:

- Allowing selected faculty workload release and salary support to lead major research and creative projects;
- Allowing both undergraduate and graduate students opportunities to receive training in the use of technological tools relevant to digital design;
- Encouraging undiscovered synergies among the disciplines represented within the center and available technology; and
- Giving additional opportunities for faculty to engage in professional development through training, planning, and support for innovative creative projects and research opportunities.

Administrative Structure

The North Carolina School of the Arts will serve as the designated lead institution for the CDI, working in close collaboration with WSSU who will take responsibility for the oversight of the construction process. Forsyth Technical Community College will play a significant, though indirect role, in the work of the CDI through curricular and programming collaboration.

The Center will be led by co-directors, one from each institution, who will have equal authority and responsibility relating to budget, hiring, programming and all other work of the CDI. The respective provosts of NCSA and WSSU will take on the leadership role of the CDI until appropriate directors have been recruited for this new venture. The directors will report to the provosts, but will work collaboratively with the deans and other senior administrators of the various academic units and existing centers and institutes within each campus.

The CDI will have an advisory board, consisting of 12-15 members from the Piedmont Triad community, including area businesses, faculty and students from NCSA and WSSU, and national/international experts across the disciplines. The board will meet quarterly, and its primary responsibilities will include guidance on the direction of CDI programs, projects, and sponsored research opportunities; development and maintenance of linkages with Piedmont Triad economic development partnerships, governmental agencies and representatives, and members of the business community; and leveraging the work of the CDI through association with national and international expertise in design innovation.

The CDI is to be one of the centers and institutes under the umbrella of the proposed National Institute for Design (NID), another interinstitutional center of the University of North Carolina that has been approved for planning. The NID is a collaborative partnership among the North Carolina School of the Arts, North Carolina A&T State University, University of North Carolina at Greensboro, Winston-Salem State University, Forsyth Technical Community College and

Guilford Technical Community College. However, the CDI will be developed independently from the NID structure, and the CDI will exist whether or not the NID goes forward as proposed.

Budget and Anticipated Sources of Funding

The CDI has received funding from the General Assembly to support capital needs. Operating needs will be supported through a collaborative funding agreement between NCSA and WSSU, devoting \$2 million to the Center. Additional funding is anticipated from a variety of state, federal, corporate and foundation sources through research grants, contracts, corporate sponsorships, enrollment increase funding, and venture capital funds. Funding for the CDI has also been included in the UNC biennial budget request in the amount of \$400,000 in year one, with \$850,000 recurring thereafter to expand programming.

Space and Capital Needs

Immediate space needs will be accommodated within existing space available. Future needs will be accommodated in a new facility and are expected to include approximately 38,000 assignable sq. ft of program space which will consist of research, instruction, office and administrative support space.

The General Assembly of the state of North Carolina has already designated funding for the initial capital costs for the CDI facility at \$10 million dollars. A parallel commitment for seed funding for the advanced technology and equipment requirements of the center has been designated at \$2 million dollars. A further request for the infrastructure for the facility has been written for the amount of \$3 million dollars.

Preliminary schedule:

- Designer selection in 2005.
- Land acquisition in early 2006.
- Design April of 2006 to 2007.
- Advertise in May 2007.
- Award in June 2007.
- Construction from July 2007 to July 2008.

Recommendation

It is recommended that North Carolina School of the Arts and Winston-Salem State University be authorized to establish the Center for Design Innovation.