



CULTURE OF ENGAGEMENT As part of its strategic plan, UNCG shapes its educational infrastructure to optimize innovation to create high-skilled jobs, green jobs, and new companies. Our faculty, staff, and students are prepared to meet the economic, environmental, and social challenges inherent in the emerging knowledge-based, global economy. UNCG promotes collaboration across disciplines and artistic innovation, enhancing the development of our communities as well as the regional economy. We feel an obligation to translate our scholarship into evidence-based practice. In addition to supporting basic and applied research to enhance the Triad economy, our university actively promotes an inclusive culture of engaged scholarship, civic responsibility, and community service.

UNCG ROADS TO REGIONAL ECONOMIC AND COMMUNITY DEVELOPMENT UNCG contributes to economic development along a variety of avenues. At the basic level, we offer research and development activities as well as employment opportunities and expenditures in the local economy. We provide workforce development by training first-time and returning students. We are a hub for innovation commercialization, intellectual property development, start-up companies, and entrepreneurial activities. We offer technical assistance to for-profits and nonprofits. We provide program evaluations and work to help develop and improve local industry. We offer business assistance and draw businesses to the region through our role as a primary source of expertise.

Research. Over the last five years, UNCG researchers have received 1,400 awards for over \$270 million in external funding for research initiatives. Our funding sources include federal, state, and local governments; foundations; industry; and research institutions.

Expertise and Training. *Drawing community members and students from more than 18 colleges and universities, the annual Southern Entrepreneurship in the Arts Conference has helped more than 700 emerging and mid-career creative professionals advance their careers.*

Community-University Partnerships. UNCG fosters the mutually beneficial exchange of knowledge and resources through reciprocal partnerships with external communities. Several examples of partnerships include active leadership roles in Opportunity Greensboro, Degrees Matter (an initiative to help adult students earn their bachelor's degrees), and the Early Middle College. Additional partnerships and projects can be found on the Community Engagement Collaboratory, an innovative database.

Community-Based Learning. Over the past five years, over 27,000 undergraduate and graduate students have worked with professionals in the Triad region via 2,682 internships, service-learning, practicas, and other types of community-based courses. Applying disciplinary skills to real world issues and connecting students to the Triad is a signature strategy of UNCG; it fosters positive academic, personal, professional, and civic outcomes for students. We also train our students to recognize the increasingly global aspects of economic and community development. Our International Programs Center and our Center for New North Carolinians are just two examples where UNCG leads the pack.

Collaboration and Engaged Scholarship. *The collaboration between a UNCG Social Work professor and a Greensboro Baptist minister reflects UNCG's longstanding history of engaged scholarship. Since 1997, the Welfare Reform Liaison Project has helped people move toward self-sufficiency through job training and placement. The project has aided more than 1,000 people, resulting in cumulative earnings of more than \$10 million.*

Innovation Commercialization. Over the last five years, UNCG faculty, staff, and students have submitted 107 innovation disclosures, and UNCG has entered into 19 license agreements with third parties. Since the 2002 inception of the technology commercialization operation, 14 start-up companies have formed. As the entrepreneurial culture has grown at UNCG, trends in each of these areas have seen significant increases.

Entrepreneurial Activities. UNCG's Entrepreneurship Center offers one-on-one support and co-curricular and outreach programs to help students and community members create new entrepreneurial opportunities. Last year, over 3,500 participated in the Center's programs. Furthermore, UNCG offers a major and two minors in entrepreneurship through its cross-disciplinary entrepreneurship education program. This program leads the State in number of courses and the selection across campus.

Translational Research. *Bryan School of Business and Economics research in operations, logistics, and supply chain management has found application in more than 15 private and public organizations, epitomizing UNCG's capacity as an economic driver.*