Public Universities and Economic Impact

University of North Carolina Board of Governors
July 28, 2016

Jim Woodell
Vice President for Economic Development and Community Engagement
APLU
• 235 Members (7 UNC): Land-grant, Minority Serving, Regional, Research Intensive, Urban

• Research, Policy, Advocacy

• Pillars: 1) Increase degree completion and academic success. 2) Advance scientific research. 3) Expand engagement.

• Office of Economic Development and Community Engagement
TALENT

Cradle-to-Grave Human Capital and Talent Development

INNOVATION
Research, Creative Works, Problem Solving, and Entrepreneurship

PLACE
Community-Connected Institutions and Stewardship for Vibrant Communities
Foundations for Strategy and Practice  Assessment Tools  New Metrics Field Guide  Economic Impact Guidelines

www.aplu.org/CICEPFramework
Talent + Innovation
Talent + Innovation + Place
Impact?
How immediate?
How direct?
Systems

• From regulator, allocator to facilitator
• Ecosystem builder
• Intermediary, convener: state, civic sector, industry
• Asset aligner, resource strategist
• Quality, standards, measurement
• From scaling up to scaling out
• Example: SUNY “Systemness”
• Example: UMass and “Wilson’s Mantra”