

Public Universities and Economic Impact

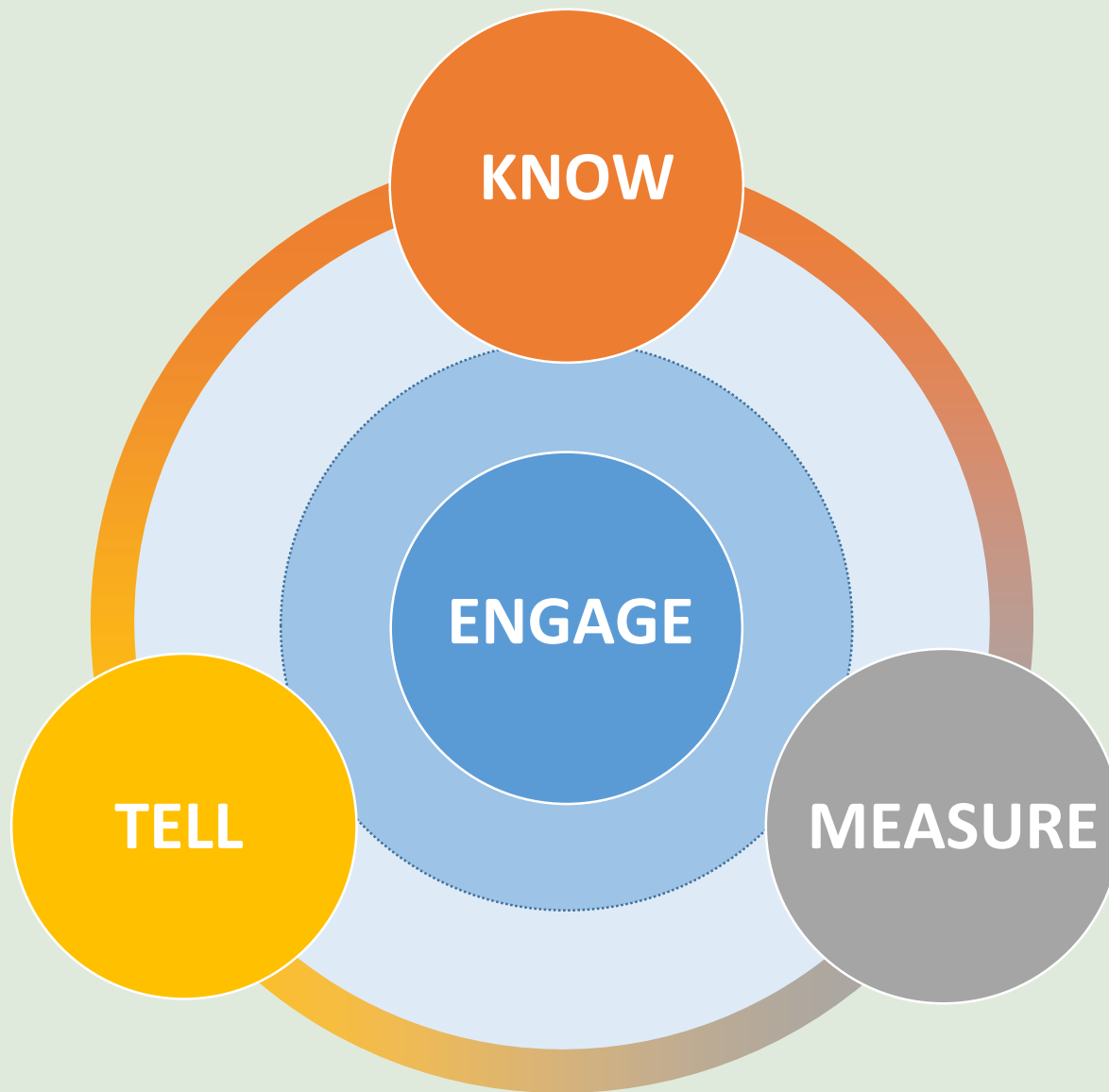
University of North Carolina
Board of Governors
July 28, 2016

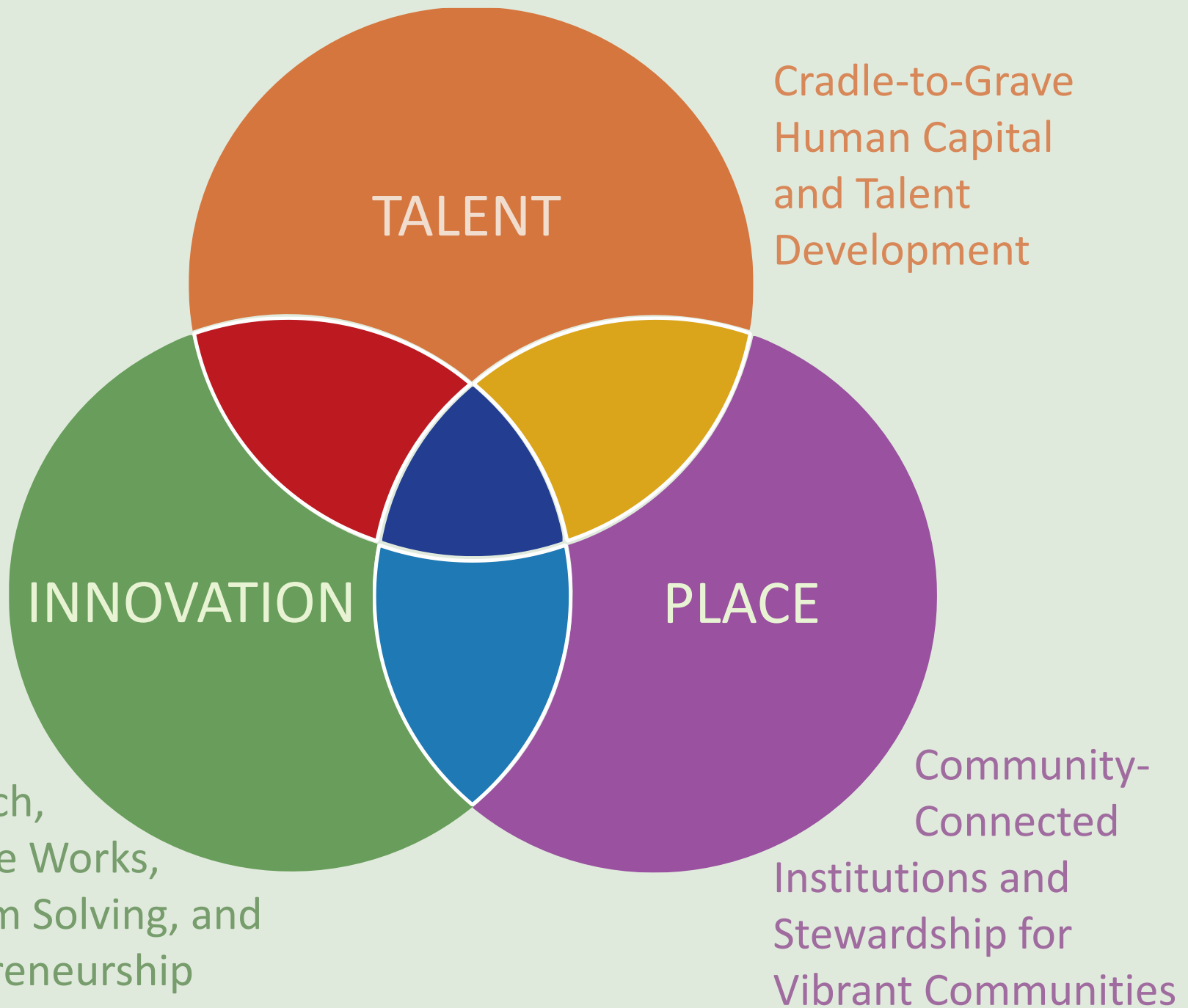
Jim Woodell

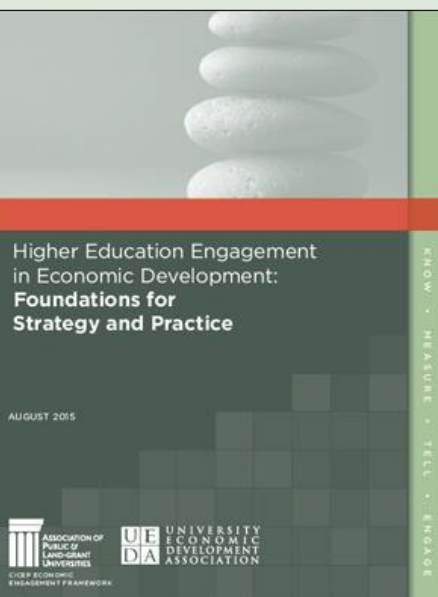
Vice President for Economic Development
and Community Engagement

APLU

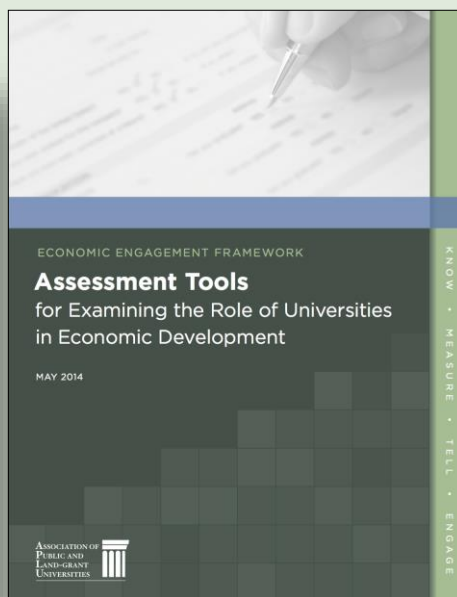
- 235 Members (7 UNC): Land-grant, Minority Serving, Regional, Research Intensive, Urban
- Research, Policy, Advocacy
- Pillars: 1) Increase degree completion and academic success. 2) Advance scientific research. 3) Expand engagement.
- Office of Economic Development and Community Engagement



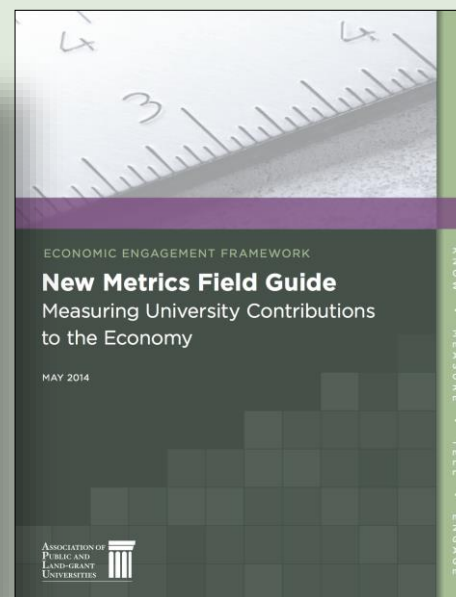




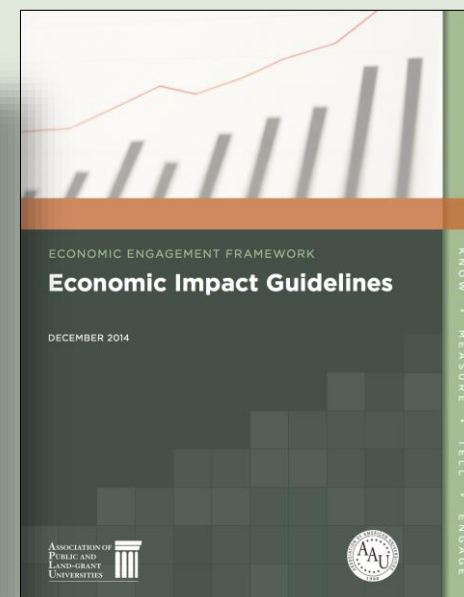
Foundations for Strategy
and Practice



Assessment Tools



New Metrics
Field Guide



Economic Impact
Guidelines

www.aplu.org/CICEPFramework



CICEP



North Carolina
Agricultural and Technical
State University™

Talent + Innovation



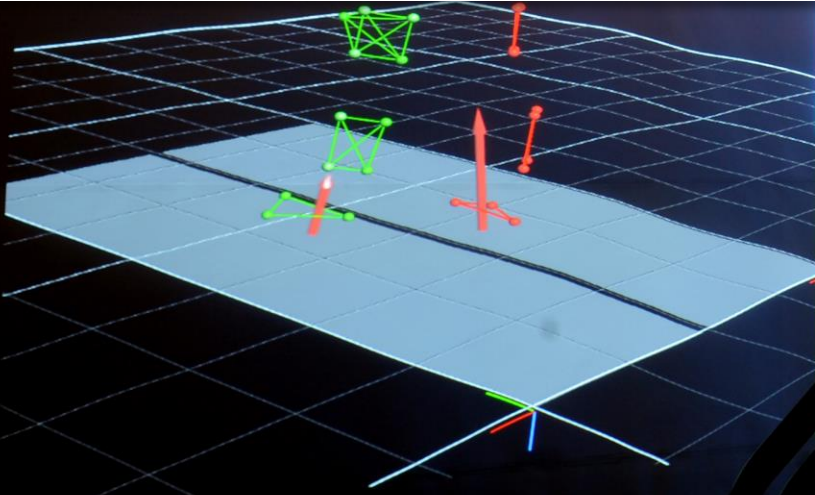
Talent + Innovation





THE UNIVERSITY
of NORTH CAROLINA
at CHAPEL HILL

Innovation





Innovation



UNIVERSITY OF MINNESOTA

NC STATE UNIVERSITY

Innovation + Place





Talent + Place



AUBURN

UNIVERSITY



Talent + Innovation + Place



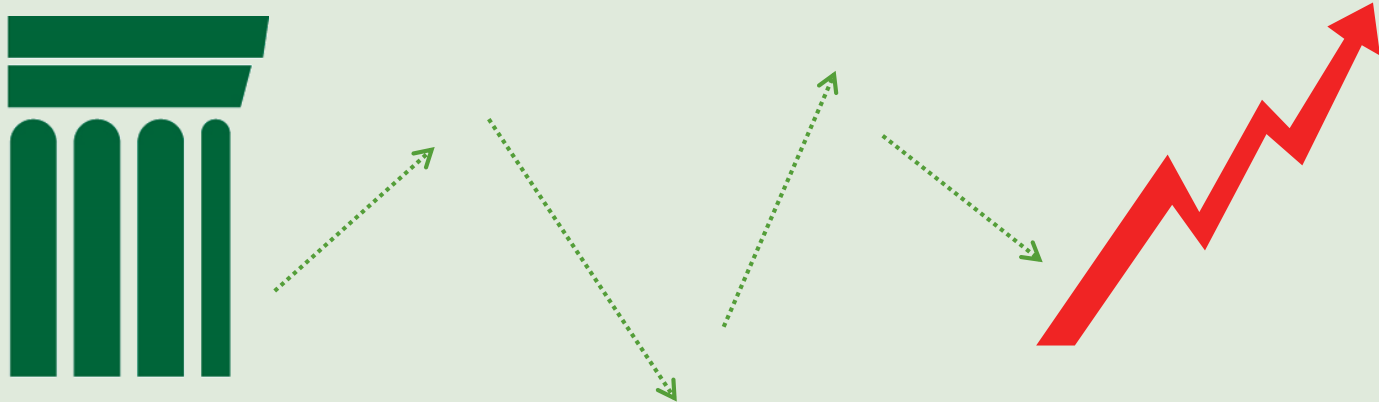
Impact?



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”