

The Role of Higher Education in Creating Pathways for Enhanced Prosperity and Quality of Life

Creating a Livable Delaware

**Newark, DE
March 25, 2008**

Jesse L. White Jr.
Office of Economic and Business Development
University of North Carolina at Chapel Hill

What is Community Economic Development?

- Intersection of public policy and private commerce for job, business, and wealth creation
- Business Development
- Community Development
- Economic Growth vs. Economic Development

Innovations Matrix

Traditional Approaches

Industrial Recruitment Strengthen Existing Businesses Business Creation

Innovative Strategies

Strategic Visioning			
Regional Approaches			
Cluster Development			
Entrepreneurship Programs			
Global Strategies			
POST-SECONDARY EDUCATION			

Why Post-Secondary Education?

- Key to knowledge economy
- Publicly funded
- Well funded
- Multi-jurisdictional legitimacy
- Robust geographic distribution

General Roles for Post-Secondary Institutions*

- Provide skilled and professional workforce
- Act as source of innovation and technology diffusion
- Act as a broker of services
- Act as a repository of information
- Act as a wellspring of new business

*Rosenfeld & Sheaff, Federal Reserve Bank of Kansas City, May 2002

Examples of specific programs

- Operating centers of advanced manufacturing
- Creating and managing sector-specific incubators
- Participating in creation of multi-jurisdictional non-profits
- Housing regional economic development entities
- Providing technical assistance to business clusters
- Tailoring degree programs to regional business needs
- Participating in developmental venture capital funds
- Training local officials and economic development professionals

Partnership Facilitators, Structures, and Systems*

- Collaboration with companies
- Patenting, licensing, commercialization based on geography
- Foster local entrepreneurship
- “New land grant” model, industrial extension
- Customized training for local needs and new technologies
- Placement services with local focus
- Advisement committees and councils include voices from local industry
- Regional economic development part of core mission
- Broad-based, multi-disciplinary programs built on systems approach
- Strong, sustained, visionary leadership

**Innovation U.—New University Roles in a Knowledge Economy,*
Southern Growth Policies Board, 2002

Economic Development at Carolina: Leadership

July 1994—Office of Technology Development

March 2002—Associate Vice Chancellor for Economic
Development and Technology Transfer

April 2003—Vice Chancellor for Research and Economic
Development

April 2004—Office of Economic and Business
Development

November 2006—Vice Chancellor for Public Service and
Engagement

OEBD Mission

To connect North Carolina businesses and communities to the economic development resources of UNC-Chapel Hill.

- Serve as a “gateway” between the economic development community and the university
- Encourage faculty engagement in economic development
- Create awareness among external partners of Carolina’s unique resources and capacities
- Share expertise of OEBD with internal and external partners

Carolina Summit on Community Economic Development

February 3, 2006

- Co-hosted with Carolina Center for Public Service
- Nearly 80 participants from around NC
- Identified opportunities for Carolina to help build globally competitive communities and businesses

ED Opportunities

Strengthening
the 21st Century
Workforce

Creating
Globally
Competitive
Businesses

Building
Leadership and
Civic Capacity

Building Public
Policy and
Planning
Capacity

Producing
Knowledge and
Deploying
Technology

Creating
World-Class
Infrastructure

Follow-Up 'Mini-Summit' on April 15, 2008

Mapping Carolina's Community Economic Development Assets

**Strengthening
the 21st
Century
Workforce**

**Creating
Globally
Competitive
Businesses**

**Building
Leadership
and Civic
Capacity**

**Building
Public Policy
and Planning
Capacity**

**Producing
Knowledge
and Deploying
Technology**

**Creating
World-Class
Infrastructure**

**Carolina
Administration**

Office of Post-
Doctoral Research

Office of
Technology
Development

Carolina Center for
Public Service

Office of Economic
and Business
Development

iBridge Program
Office of Research
Development

Carolina North
Science Complex

Social Sciences

CEI--
Entrepreneurship
Minor

Department of City
and Regional
Planning

Program on
Southern Media,
Politics, and Public
Life

Department of
Public Policy
Department of City
and Regional
Planning

Odum Institute for
Research in Social
Science

Center for Urban
and Regional
Studies

**Health Sciences
and Public Health**

Area Health
Education Centers

Center for Health
Promotion and
Disease Prevention

School of Public
Health
Institute for Public
Health

Cecil G. Sheps
Center for Health
Services Research

Carolina Institute
for Public Health

UNC Hospitals
Area Health
Education Centers

**Professional
Education**

Friday Center for
Continuing
Education

Kenan-Flagler
Business School

Kenan Institute

School of
Government

Center for
Sustainable
Enterprises

School of Law-
Center for Banking
and Finance

School of
Government Center
for Public
Technology

Kenan Institute
Center for Air
Commerce and
Logistics

**Physical and Life
Sciences**

DESTINY
Partnership

Carolina Center for
Genome Sciences

Institute for
Advanced
Materials,
Nanoscience, and
Technology

Institute of Marine
Science-Marine
Science Education
Partnership

Curriculum in
Ecology

NSF Science and
Technology Center

Carolina
Environmental
Program

**Information
Sciences**

School of
Information and
Library Science

Computer Science
Industry Program

Institute for
Science Learning-
Education
Ecosystem

Renaissance
Computing
Initiative

Institute for
Science Learning-
School of
Pharmacy
Partnership

Renaissance
Computing
Initiative

UNC-Chapel Hill Working Group on Economic Development

Meeting topics

- Transformation of NC textile industry
- NC allied health labor force projections
- Economic distress by census tract
- Engagement and economic development leadership at Carolina
- Kerr-Tar Hub: A multi-county economic development collaborative
- Economic development potential of nano-technology
- North Carolina Research Campus in Kannapolis, NC
- Global apparel value chain
- Attitudes toward entrepreneurial activity in the academy
- Circles of Hope
- Small Town Economic Development Success Stories
- Immigrant Skills Acquisition in Construction Trades
- RENCI Partnership in Asheville
- Predatory Lending Reform in North Carolina
- Meeting Workforce Housing Needs in Brunswick County, NC

Community Economic Development Competitive Grants Program

- Funding from Office of the Vice Chancellor for Research and Economic Development and the Carolina Center for Public Service
- Address findings of CSCED
- \$6,000 seed grants for Junior Faculty
 - Identifying NC BioWork training program outcomes
 - Comparing economic performance of counties formerly dependent on furniture manufacturing
 - Evaluating NC Small Business Insurance Tax Credit
 - Understanding start-up and spin-off generation in RTP
- \$85,000 to major research and/or action projects
 - Identifying barriers to immigrant skills acquisition in NC construction industry
 - Providing employer-based financial services to low-wage workers
 - Providing marketing evaluation for NC seafood branding initiative

Leveraging Marine Trades for Economic Development

- Product
 - Analysis of regional marine trades value chain, land use and workforce development challenges
- Partners
 - Carteret, Pamlico, Jones, Onslow and Craven Counties
 - SBTDC
 - UNC-Chapel Hill Department of City and Regional Planning
 - UNC-Chapel Hill Office of Economic and Business Development
- Process
 - Examine economic and industry trends in terms of marine trades value chain
 - Analyze workforce and workforce development assets
 - Analyze condition of commercial waterfront
 - Identify opportunities to build competitive advantage

Thank you!

Jesse L. White Jr.

Office of Economic and Business Development
UNC-Chapel Hill

jwhite@unc.edu

www.research.unc.edu/oebd