

# **Economic Development at UNC-Chapel Hill**

**Prepared by the Office of Economic and Business Development  
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## **Introduction**

The contributions of UNC-Chapel Hill to the economic development of North Carolina have been vast, ranging from its centuries' old mission of producing business, community, and political leaders to early spin off companies like Union Carbide to the creation of the Research Triangle Park. Likewise, some of the seminal thinking on economic development policy has come from Chapel Hill's Departments of City and Regional Planning and Public Policy. On the other hand, this connection between economic development and Carolina has only recently been articulated at the senior levels of its administration. For example, "economic development" was added to the title of Vice Chancellor for Research and Economic Development only in April 2003. Part of the effort toward articulation has been to inventory the substantial economic development assets of this sprawling and largely decentralized university and to provide a "gateway" into the campus for individuals, communities, businesses, and the state itself. Below is a beginning attempt to inventory the economic development assets of UNC-Chapel Hill.

## **Vice Chancellor for Research and Economic Development (Tony Waldrop)**

<http://research.unc.edu/red/>

The primary commitment of the Office of the Vice Chancellor is to support the university's research mission and to lead the university's efforts in economic development. Toward that end, the office assists individual faculty members in their research endeavors, encourages interdisciplinary activities across the campus, and fosters programs that promote economic progress. The office also plays an important role in the university's relationships with foundations, corporations, and the state and federal government. Reporting to the Vice Chancellor are the following economic development offices and projects:

### Associate Vice Chancellor for Economic Development (Mark Crowell)

The Associate Vice Chancellor supervises the Office of Technology Development and the Carolina North Project. In addition, the Associate Vice Chancellor is the institution's primary representative in external matters related to technology-based economic development. In this capacity, Crowell serves as a member of the Boards of Directors of the NC Biotechnology Center, the Council for Entrepreneurial Development, and NC BIO. He also represents the university on a number of local initiatives—including Chapel Hill/Carrboro Chamber of Commerce's Council on a Sustainable Community. Nationally, Crowell is on the Academic Advisory Board of BIO and is President-elect of the Association of

University Technology Managers (AUTM) and will become President in February 2005. Crowell also is active in international economic development activities, including serving on the International Advisory Council for Science Parks at the University of Ulster and on the National Academy of Sciences Committee on Industrial Outsourcing of R&D in Russia

Office of Technology Development (Bob Pozner, Acting Director)

<http://research.unc.edu/otd>

Founded in 1995, OTD offers a broad array of training and services to faculty members interested in commercializing their intellectual property either through licensing or company formation. With a staff of ten, OTD has, since 1998, helped license 423 inventions, secure 261 patents, launch 25 company start ups, and generate \$13 ¾ million in licensing income.

Office of Economic and Business Development (Jesse L. White, Jr., Director)

<http://research.unc.edu/oebd/index.php>

The mission of OEBD, launched in April 2004, is to serve as the primary "gateway" to the economic development resources of UNC-Chapel Hill, matching business, community, and regional needs with university expertise in areas such as technology commercialization, cluster development, small business assistance, community visioning, strategic planning, professional training, and partnering with higher education institutions. The office is in the process of creating an "economic development network" of faculty interested in a broad array of economic development issues in North Carolina. Sample projects to date include working on the development of a marine sciences cluster on the North Carolina coast, coordinating Carolina's part of the Department of Commerce's successful bid to get Credit Suisse First Boston to locate in RTP, helping the North Carolina Rural Center structure its entrepreneurship initiative, and advising state and local officials on economic development policies and programs.

Carolina North

[http://research.unc.edu/services/carolina\\_north.html](http://research.unc.edu/services/carolina_north.html)

Carolina North is a planned mixed-use development to be located on almost 1000 acres in the heart of Chapel Hill. Carolina North will do the following:

- become a laboratory for new teaching and learning methods
- reflect the emerging digital era which will revolutionize teaching, research, and public service
- establish partnerships with the private sector, government, and other research institutions
- house the infrastructure for economic development, like business incubators and outreach/partnership offices to serve the entire state.

The Odom Institute for Research in the Social Sciences (Ken Bolen, Director)  
<http://www2.irss.unc.edu/irss/home.asp>

The Institute maintains large data bases on socio-economic data in North Carolina, organizes faculty across disciplines to explore topics including economic development, provides training to local government personnel in topics like GIS, etc.

**Kenan Flagler School of Business (Steve Jones, Dean)**  
<http://www.kenan-flagler.unc.edu>

The primary impact of the business school is in educating North Carolina's business leadership of the future. For example, about 46% of the 2000 graduates took their first jobs within the state. In addition, the School's executive education program provides advanced and specialized training to many North Carolina executives.

In addition, the Kenan Flagler School of Business has its own applied research and outreach arm:

Kenan Institute for Private Enterprise (Jack Kasarda, Director)  
<http://www.kenan-flagler.unc.edu/KI>

The mission of the Kenan Institute is to help companies and communities world wide remain globally competitive through the transfer of knowledge and the creation of partnerships across sectors. The Institute does much of its work through its Centers, several of which undertake community and economic development work for North Carolina and its communities.

Carolina Center for Competitive Economies (Mike Luger, Director)  
<http://www.kenan-flagler.unc.edu/KI/econDevelopment/econDev.cfm>

The Center for Competitive Economies (formerly the Office of Economic Development) undertakes a broad array of research and consultation for communities in North Carolina and across the world.

The CCE focuses its efforts in four main areas:

1. Science And Technology Policy And The New Economy--CCE participates in projects involving science and technology policy at the state and national level. Projects include the N.C. Board of Science and Technology's "Vision 2030: Science and Technology Driving the New Economy" and the U.S. Economic Development Administration's "Identifying the Technology Infrastructure Needs of America's Distressed Communities."

2. **State Policy Research**--CCE conducts policy studies for the North Carolina Department of Commerce and others on such issues as tax incentives and worker dislocation. It conducts state policy projects on topics such as performance monitoring, specialized industry training centers and the tobacco settlement.
3. **Guidance For Communities**--CCE provides direct technical assistance to communities in conducting impact analyses, technology assessments and strategic economic development planning.
4. **Economic Impact Analysis**--CCE uses the Regional Economic Multiplier Index (REMI) model and IMPLAN, another input-output model, to analyze the economic impact of various interventions on state and regional economies.

CCE is currently working on projects with the Northeast Partnership, Advantage Carolina, the Charlotte Regional Partnership, Western Carolina University, Salisbury, Raleigh, and the Kerr Tar Council of Governments.

Center for Community Capitalism (Mike Stegman, Director)  
<http://www.kenan-flagler.unc.edu/KI/commCapitalism/index.cfm>

The Center for Community Capitalism engages in multi-disciplinary research and outreach activities that explore ways to apply private sector approaches to revitalizing America's distressed communities. The Center's work focuses on techniques to build wealth and assets in disadvantaged communities that are sustainable from a business perspective. Recent North Carolina-specific CCC projects include analysis of the impacts of predatory loans practices, assessing the impacts of technology on saving and investment rates of lower income groups, examining the economic effects of home ownership on lower income populations, and exploring ways for low income populations to access capital.

Center for Sustainable Enterprise (Jim Johnson, Director)  
<http://www.kenan-flagler.unc.edu/KI/cse/index.cfm>

The Center for Sustainable Enterprise (CSE) was established to help executives and future business leaders learn how to position their organizations for maximum competitive advantage-creating innovation opportunities while integrating social, environmental, and ethical considerations into business objectives.

CSE's North Carolina-specific work includes sponsoring public workshops and speakers on topics of sustainability, leading locally relevant research projects, managing consulting and practicum projects for local businesses and nonprofit organizations, organizing community service activities, and meeting with state business leaders to advance thinking on sustainable business practices. Utilizing Golden Leaf funds, the Center has worked in several low-wealth counties and communities in North Carolina.

### **School of Government (Mike Smith, Dean)**

<http://www.sog.unc.edu>

The School of Government houses the Institute of Government, a unique capacity among major research universities. Over seventy years old and with a fully tenured faculty, the IOG offers a wide array of training, research, and technical assistance to North Carolina state and local governments officials and staff. As part of their program, SOG has recently launched its Community and Economic Development Program (<http://www.cednc.unc.edu>). Some of its elements include the following:

- Basic certification course for economic developers (IEDC)
- Certification course for community development professionals (CBDG)
- Carolina Seminar on Economic Development
- Technical assistance to communities
- Economic development forums
- Training for county commissioners
- Research, publications, and consulting on North Carolina economic development law
- Publications (latest Popular Government devoted entirely to economic development)

### **School of Arts and Sciences (Bernadette Gray-Little, Dean)**

The core of the University is its School of Arts and Sciences. Listed below are those departments and institutes/centers with faculty involved most directly in North Carolina economic development research, publishing, and consulting.

Department of City and Regional Planning (Emil Malizia, Chair)

<http://www.planning.unc.edu>

Areas of research include research parks, business clusters, the furniture industry, the textile industry, and economic development policy.

Department of Public Policy (Mike Stegman, Chair)

<http://www.unc.edu/depts/pubpol>

Many faculty have joint appointments in the Kenan Institute and are widely published in economic development.

Department of Economics (John Aiken, Chairman)

<http://www.unc.edu/depts/econ/faculty1.htm>

Areas of faculty expertise include displaced workers in North Carolina, employment and per capita income trends in the state, and the impact of global competition on North Carolina industries.

Department of Geography (Lawrence Band, Chair)

<http://www.unc.edu/depts.geog>

The Department of Geography has expertise in many areas affecting economic development, including GIS expertise, the impact of globalization on the South, the relationship of ecosystems to the economy, and the impact of infrastructure on the geography and economy of places. North Carolina-specific research includes the social geographies of race, space, and gender in North Carolina; nutrient loading and transport in the Neuse River Basin; and the impact of logging road development on North Carolina.

Department of Political Science (Jonathan Hartlyn, Chair)

<http://www.unc.edu/depts/polisci>

The Political Science Department has substantial expertise in the field of political economy and economic development, especially the impact of state and federal policies and regulations. Specific expertise exists on North Carolina politics and policy, including, among other policies, the impact on rural economies of locating prison facilities.

Center for Urban and Regional Studies (William Rohe, Director)

<http://www.curs.unc.edu>

CURS' mission is to promote and support high-quality basic and applied research on urban, regional, and rural planning and policy issues by involving the University's faculty and graduate students in large, multidisciplinary research projects and smaller, more narrowly focused projects. The Center's mission also includes promoting the use of the research it facilitates. Recent North Carolina-specific projects include "The Importance of Quality of Life in the Location Decisions of New Economy Firms."

**The William and Ida Friday Center for Continuing Education (Norm Loewenthal, Director)**

<http://www.fridaycenter.unc.edu/>

The Friday Center for Continuing Education provides life long learning by offering credit and noncredit courses to students and to graduates. Recent educational programs related to economic development include The Carolina Business Institute and several continuing studies programs for those employed in the Health Sciences. The Center is also a world class conference center which hosted, for example, the Carolina Seminar on Economic Development. The Center is also exploring a partnership with Hickory Center for Continuing Education, created to meet the economic development needs of the Hickory area.

**Other centers of strength relating to economic development.**

<http://www.unc.edu> (navigate through Schools, Departments, Centers, and Institutes)

Depending on how widely one defines economic development, many other centers of strength profoundly affect the economic well-being of North Carolina. The number one ranked School of Library and Information Sciences is a world class leader in many cutting edge technologies, like bioinformatics. Likewise, the highly rated Department of Computer Sciences has the number one graphics program in the nation, with several faculty members engaged in translating technology into business creation and development. (Both of these units were helpful in the state's successful effort to locate Credit Suisse First Boston in the Triangle.) The Medical School and Hospitals serve the health care needs of the entire state. The Area Health Education Consortium (AHEC) carries world class medical education and care to every corner of the state. The School of Public Health, one of the two best in the country, has its Institute of Public Health to work with communities. The Program on Southern Politics, Media, and Public Life in the School of Journalism brings together leadership across sectors to discuss public policy issues. The School of Education carries quality educational outreach programs across North Carolina, including a new major emphasis on rural education. The Center for the Study of the American South explores many topics, including the culture and quality of life in the region. The Scheps Center for Health Services Research assembles and analyzes data on the health of North Carolinians, as well as other populations. And, finally, the Carolina Center for Public Service maintains a comprehensive data base on the public service work of Carolina faculty and students and undertakes programs of public service engagement. All of these centers of intellectual capital, when deployed, can and do affect the economic prospects of North Carolina.