

BOARD OF TRUSTEES

THE UNIVERSITY OF NORTH CAROLINA AT GREENSBORO

May 3, 2012

INFORMATION ITEM: Update on Research, Community Engagement, and Economic Development

BACKGROUND INFORMATION:

The Office of Research and Economic Development (ORED), under the leadership of Dr. Terri Shelton, Vice Chancellor for Research and Economic Development, provides support and strategic direction enhancing scholarship, innovation, economic development, and community engagement; fosters a culture of research integrity; promotes a robust learning environment; supports innovation; facilitates reciprocal partnerships; and transforms the public research university for the 21st century. Dr. Shelton will present a brief description of the ORED's mission and how the office enhances research, creative activity, economic development and community engagement at UNCG.

A handwritten signature in black ink that reads "David H. Perrin". The signature is written in a cursive, flowing style.

David H. Perrin
Provost and Executive Vice Chancellor

Enhancing Research, Creative Activity, Economic Development and Community Engagement

Board of Trustees Meeting

May 3, 2012

Terri L. Shelton

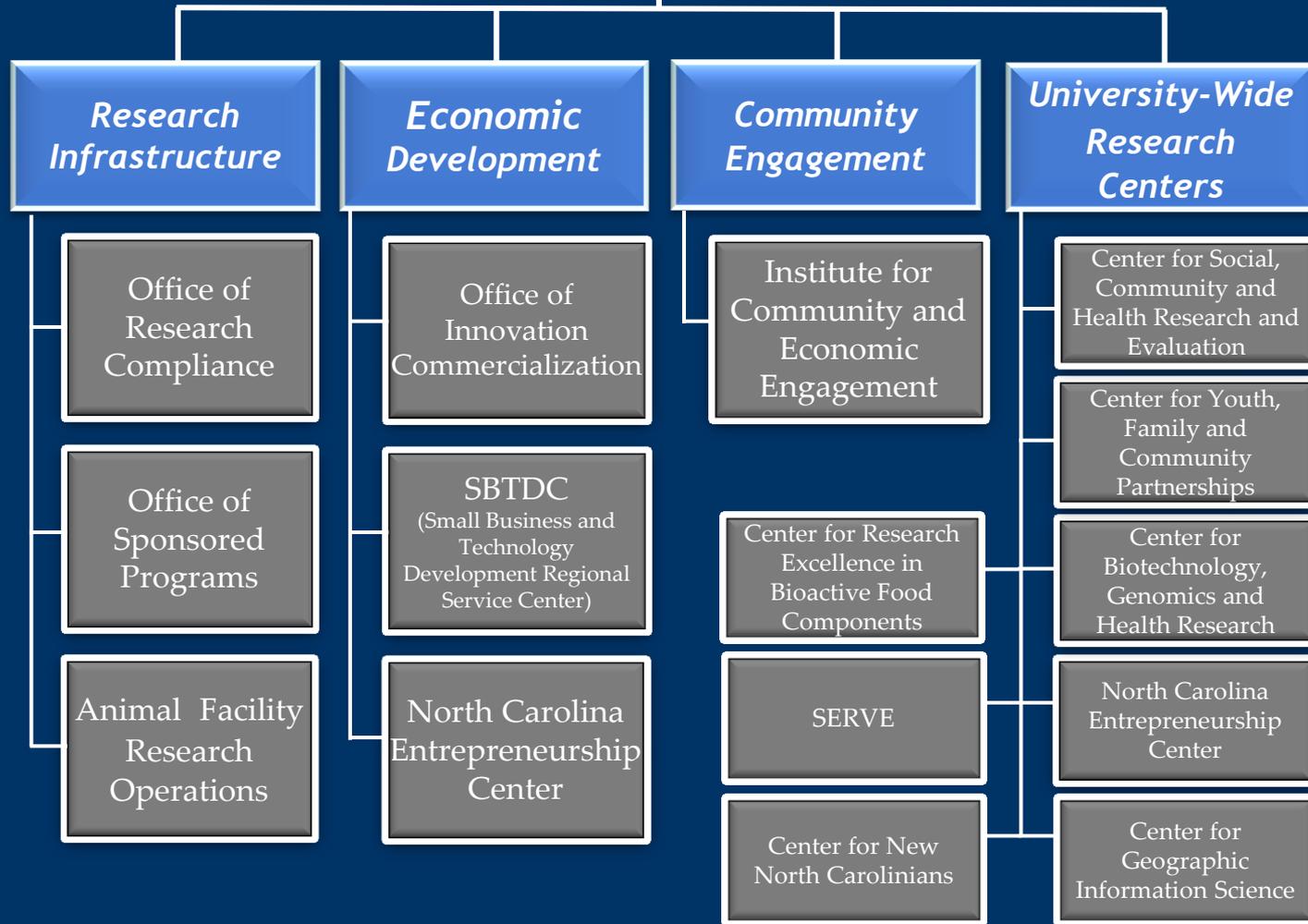
Mission

- provides support and strategic direction enhancing scholarship, innovation, economic development, and community engagement
- fosters a culture of research integrity
- promotes a robust learning environment
- supports innovation
- facilitates reciprocal partnerships
- transforms the public research university for the 21st century

Strategic Plan

- **Increase impact of UNCG's research, creative activity, community engagement, and economic development activities**
- **Invest in infrastructure and refine policies/procedures necessary to support these activities**
- **Identify, establish, and/or nurture existing strategic partnerships that support research and creative activity**
- **Market accomplishments of faculty, students, staff**

Office of Research and Economic Development



Enhancing Research, Scholarship, and Creative Activity

- Classified as a “high research activity” doctoral granting institution as well as an “engaged university” by the Carnegie Foundation
- Broad portfolio of both funded and unfunded research, creating new knowledge, developing critical thinking skills among students and next generation of researchers, contributing to economic development, and improving social capital

External Awards and Submissions

- For last fiscal year, UNCG received 247 awards totaling \$47,773,694, slightly above our record breaking total last year and a 39.2% increase over the five year average (FY'05-FY'09).
- 437 proposals totaling \$186,087,471 were submitted reflecting a 52.2% increase over the five year average (FY05-FY09).
- \$35.6 million in annual expenditures
- Generated \$5.3 million in Indirect Costs (average 15% IDC return)

Indirect Costs

- Indirect costs known by many different names, such as “IDC”, “F&A”, “Facilities and Administrative Costs”, “Overhead Costs” or simply “Administrative Costs”
- Costs incurred for common or joint objectives and not readily/specifically identified with project
- Examples include building/equipment depreciation, research administration, accounting, utilities, office supplies, postage

UNCG Investments in Research and Creative Activity

- \$1.6m directly to principal investigators, deans, and department chairs
- \$400K+ for faculty intramural research programs
- \$250K for 70 undergraduate research projects
- \$375K for both 2011-2012 and 2012-2013 to offset state budget cuts in graduate assistantships
- Over \$3m in other support such as grant match, pre/post award research administration, technology, and faculty retention

External Awards and Submissions

- From 7/1/11-3/31/12, UNCG submitted 359 proposals totaling \$145.2 million compared to 334 proposals totaling \$132.6 last year.
- For the same time period, UNCG received 175 awards for \$24.2 million compared to 179 awards for \$32.6 million last year.
- Federal awards are up; 42.6% versus 29.2% last year

Strategies

- Research Networks
- Research Centers
- Seed New/Existing Collaborations within UNCG and with Other Institutions
- Increase Federal Funding
- Increase National/International Foundation Funding
- Increase Overall IDC Return

Challenges

- Increasingly competitive funding environment
- Retaining and incentivizing faculty
- Increasing costs related to compliance and other unfunded mandates (e.g., new rulings on financial conflict of interest, export control, technology transfer)

Economic Development

- Increases the long-term economic well-being and quality of life of its citizens
- Includes entrepreneurship, job creation, workforce development, leadership development, public policy analysis, capacity building, the creation of intellectual capital and technology transfer
 - 30 disclosures
 - 7 Patent applications
 - 2 Patents awarded
 - 12 MTAs/CDAs
 - 1 Start Up Company
 - \$192,275 in royalties
 - 4 License/Option Agreements Negotiated

Economic Development

- Finalized Inventor's Guide to Innovation and Commercialization
- Expansion of the activities of the NC Entrepreneurship Center including Speaker Series, "2 Minutes to Win It" Competition, Louvain School of Management Collaboration and avenues to complement formal skills acquired through the cross disciplinary curriculum (e.g., consultation, contact with entrepreneurs, connections to capital)

Community Engagement

- President's Higher Education Community Service Honor Roll
- Leo Lambert Award for Engaged Leaders – Chancellor Brady
- Robert L. Sigmon Service-Learning Award – Dr. Spoma Jovanovic
- Imagining America's Publicly Active Graduate Education (PAGE) Fellowship – Kristin Buchner

Community Engagement

Excellence in Community Engagement & Community-Engaged Scholarship – Advancing the Discourse at UNCG

Guideposts:

- 1) List of core terms and definitions
- 2) Overview of 2009-2011 speaker series
- 3) Recommendations for future discussion

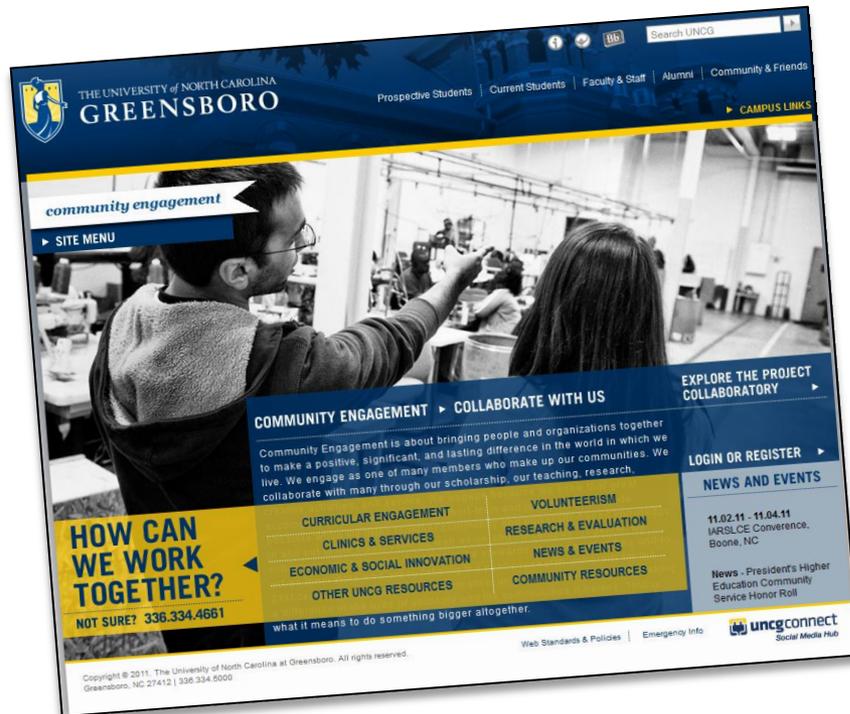
UNCG's Community Engagement Portal

This website is intended to **inspire, support, and assist** in directing community colleagues, as well as UNCG members, to various assets for **community-university project and partnerships** that occur on- and off-campus, as well as in and out of the classroom.

The site will go live later in 2012 and will house the **Community Engagement Collaboratory**, a database to improve **communication** about and **reporting** on community engagement projects and partnerships for the purpose of **increasing connections** between UNCG and the community of which it is a part.

[Explore the Website!](#)

The website and Collaboratory were identified as key tools for enacting UNCG's 2009-2014 Strategic Plan and its commitment to supporting community engagement among all members.



UNCG Research – At the intersection of discovery, economic development, community engagement, and graduate and undergraduate education

- Natural Products/Drug Discovery
- Health Promotion
- Literacy
- Innovation/Nanoscience/Nanotechnology
- Creative and Performing Arts

UNCG Research – At the intersection of discovery, economic development, community engagement, and graduate and undergraduate education



Dr. Nadja Cech
Dr. Nick Oberlies

Natural Products/Drug Discovery Research

- Collaboration with OrganiPharm, LLC, a small business in Candler, NC, to develop research grade goldenseal, an herb known for its antimicrobial properties
- With approximately \$1 million in grants, researchers will test the efficacy of this high-grade goldenseal in clinical trials (e.g., treatment of staph infections such as MRSA)

Natural Products/Drug Discovery Research

- Several of the awards specifically support undergraduate and graduate students conducting related research in their labs
- New award for \$450,000 from the NIH will focus on developing methods to produce Echinacea extracts with consistent, high anti-inflammatory activity

Health Promotion

- Three UNCG faculty, Drs. Lovelace, Aronson, and Rulison have been awarded a grant from Robert Wood Johnson Foundation to determine when and why local public health departments use evidence-based public health strategies that have been shown to make a difference in population health.