Selected Highlights from the Office of Research and Economic Development

November 1, 2013 – December 31, 2013

Selected Highlights of Recent Awards, Submissions, and Accolades

- UNCG’s Atlantic World Research Network (AWRN) co-sponsored Atlantic World Foodways: The Carolina Lowcountry, Africa, Italy, and Spain, an interdisciplinary conference exploring four transatlantic foodways. AWRN fosters interdisciplinary research and scholarly activities around Atlantic World Studies, a rapidly emerging field that integrates research, teaching, and creative work reflecting on the peoples, cultures, and natural settings of the “Atlantic Rim” —Africa, Europe, and the Americas. Featuring famed food scholars and leading chefs, the conference was co-sponsored by Quaintance-Weaver Restaurants and Hotels and The Fresh Market and addressed the intersections between transatlantic studies and the equally growing field of food research which includes food history, food recovery, food science and the politics of nutrition, and the collisions and combinations of Atlantic World food traditions.

- Dr. David Wyrick (Public Health Education) received funding from Prevention Strategies, LLC, for the project “Drug and Alcohol Prevention for Student Athletes”. The broad aim of this project is to use existing theory, research, and instructional technology to develop an innovative web-based alcohol and other drug prevention program for student-athletes. The primary aims of this study are to (1) complete outlining and development of the remaining seven myPlaybook sessions and (2) conduct a randomized control effectiveness trial of myPlaybook with student-athletes from 60 universities.

- Dr. Terence Nile (Chemistry and Biochemistry) received new funding from the National Science Foundation (NSF) for the project “REU Site: A Multi-site, Multi-institutional International REU”. It will fund a new program of International Research Experiences for Undergraduates (REU) site for chemistry students. Ten students from colleges/universities in the US will carry out summer research at the Universities of Bristol, Bath and Cardiff in the United Kingdom. The program will be based on the very successful NSF funded program at the University of Bristol involving Nile and students from Greensboro-area colleges and universities in the summers of 2010-12.

- Dr. Joy Bhadury (Bryan School of Business and Economics) received funding from the NCSU Institute for Transportation Research and Education for the project “Survey Development for NC Department of Motor Vehicles”. The project will develop a survey of peer DMV offices across the country, to be conducted by NC DMV. It is the intention of NC DOT that the information collected by this survey will be used as a part of a larger project to better assess the performance of license plate agencies being currently used by NC DMV and benchmark their effectiveness against peer states.

- UNCG submitted an application to be considered as a regional training center of the Gundersen National Child Protection Training Center (NCPTC). These national and regional training centers work to end all forms of child abuse, neglect and exploitation through training, education, advocacy, prevention and awareness, and providing care and treatment for children, families and adult survivors. The application included letters of endorsement from Senators Burr and Hagan, Congressman Coble, and the Director of NC’s Department of Social Service. If chosen, the center should increase UNCG’s visibility, enhance its reputation for undergraduate and graduate programs, increase continuing education opportunities, and provide opportunities for research grants.

Community Engagement

- UNCG and NobleHour.com have announced a software development licensing agreement. UNCG will collaborate with NobleHour over the next year to develop the next version of the Community Engagement Collaboratory™. The Collaboratory™ is a web-based software application that tracks partnership and public service activities between universities and communities to provide comprehensive portraits of engagement
and public service for planning, research, and recognition. Dr. Emily Janke, Ms. Kristin Medlin and Dr. Barbara Holland are co-inventors of The Collaboratory™. This tool will help schools, institutions of higher education, and communities move from accidental, coincidental, or random service activities of individuals to intentional and coordinated agendas of institutions with their communities to effect significant and positive changes in our communities. UNCG will serve as the home for the Collaboratory Research Program that will facilitate “big data” type of scholarship on community engagement and public service. Based out of Lakeland, Florida and with a nationwide staff, NobleHour provides web-based software that helps any type of organization manage service-learning, intern, employee, volunteer, and community service initiatives. NobleHour.com offers hour tracking, opportunity and event listings, and hour reporting tools that are used by notable school districts and higher education institutions such as Guilford County Schools, The George Washington University, and UC San Diego. The software systems will be distinct from but complement each other to provide a comprehensive portrait of community engagement, public service/outreach, and student engagement. The current version of the Collaboratory is viewable online at http://communityengagement.uncg.edu and contains information on more than 250 ongoing or completed community-university projects. A commercial version of the Community Engagement Collaboratory is expected to be available for purchase in late 2014.

- UNCG continues to receive notice for our commitment to and excellence in community engagement. The NC Campus Compact awarded their 2014 Civic Engagement Professional of the Year Award to Dr. Emily Janke. Janke, Assistant Professor in Peace and Conflict Studies and Director of the Institute for Community and Economic Engagement, is also the co-creator of UNCG’s Collaboratory™. The Civic Engagement Professional of the Year Award recognizes a person at an NC Campus Compact member campus, who has worked towards the institutionalization of service, created and strived towards a vision of service on their campus, supported faculty and students, and formed innovative campus-community partnerships.

- This fall, a new community center opened at Oakwood Forest, a predominantly Latino mobile home park on U.S. 29 North in northern Guilford County. Opening the community education and tutoring center at this isolated mobile home park was a major event which had been under negotiation with Oakwood management for three years. The Center for New North Carolinians (CNNC) has provided services to residents at Oakwood for several years, with an emphasis on health and education support. Three years ago, AmeriCorps members initiated an after school tutoring program called “Tutoring under the Trees” because there was no facility available where the children and tutors could meet. Reedy Fork Elementary has been an important community partner in the tutoring, and Guilford College Bonner Scholars have been a tremendous resource for student tutors. CNNC has also worked with a group of residents there, called “Supporting Thriving Families,” that advocates for more resources for this community, which is not on any bus lines or within walking distance of any shopping centers. A year ago, CNNC and the social work programs at UNCG and NC A&T initiated a mental health counseling program for residents. This initiative is funded by the Kate B. Reynolds Foundation, who is also funding the new center, where there will now be an onsite place for family counseling.

- The Greensboro Voice is a monthly newspaper about homelessness and poverty that seeks to raise awareness about these important social issues and encourage a community discussion about issues and people who are normally ignored. This effort is led by Dr. Elizabeth Chiseri-Strater, an English professor at UNCG. Dr. Chiseri-Strater partnered with the Interactive Resource Center (IRC) to establish the newspaper and interns from UNCG and local colleges and universities collaborate with guests of the IRC on the articles. Chiseri-Strater is author of FieldWorking: Reading and Writing Research. FieldWorking is an engaging guide to the fundamentals of ethnographic study, emphasizing civic responsibility and community engagement and incorporates student research projects on topics as diverse as a local truck stop, dinner clubs, blogging, and a horse sales barn, to help students identify and define their own subcultures and communities.
Innovation Commercialization and Economic Engagement

- Bryan Toney, former Director of the North Carolina Entrepreneurship Center (NCEC), was selected as UNCG’s Associate Vice Chancellor for Economic Development. Mr. Toney replaces Jerry McGuire who retired in December 2013. Bryan spearheads UNCG’s efforts and facilitates the workgroup focusing on the Global Opportunities Center discussion as part of the Downtown University Campus. He is well respected in our community, the UNC system, as well as nationally and internationally with strong relationships with the US Department of Commerce. Bryan Toney established the highly successful collaboration among the Bryan School, the NCEC, the Lloyd International Honors College and the Louvain School of Management in Belgium (just ranked #8 in the world for its entrepreneurship program). In the first two years, it has provided opportunities for 32 UNCG students and 38 European students to work on projects together, travel abroad and host each other. It offers a high impact, low cost, global engagement opportunity and could be a model for other collaborations in many different disciplines.

- Staton Noel now leads UNCG’s Office of Innovation and Commercialization. The new director will support and facilitate innovation by UNCG faculty, staff, and students, helping them protect intellectual property, commercialize discoveries, and find research support through corporate sponsors. Noel plans to place special emphasis on “collaboration and teamwork amongst UNCG faculty and staff as a way to increase the value of their innovations to external partners.” Noel comes with over 20 years experience working for GlaxoSmithKline. In January 2013, Noel co-founded Panacea Solutions, a start-up company in a Research Triangle Park technology incubator. Noel joined UNCG’s OIC in 2011 as a Licensing Assistant and then served as a Marketing and Licensing Associate before taking on his current role of Director.

- Dr. Joseph Starobin (Joint School of Nanoscience), with his colleagues at Duke, has developed a low cost method to predict the risk of sudden cardiovascular death. UNCG has patent applications on file.

- The North Carolina Entrepreneurship Center (NCEC) is sponsoring a number of opportunities for Greensboro area entrepreneurs and college students in early 2014. Spring 2014 begins with a great lineup of speakers for Entrepreneurial Journeys:
  - January 15 – Ursula Dudley Oglesby, President, Dudley Beauty Products
  - February 19 – Ged King, President, Sales Factory
  - March 19 – Lauren Marx, President, Photobiz
  - April 17 – Zaki Khalifa, President, Zaki Oriental Rugs

External Funding

On the following page is a summary of submissions and awards for external funding from July 1 – December 31, 2013. Outlined below is a summary for the two months since the last Board meeting. For the fiscal year, we are still behind on submissions relative to FY13, but are ahead in award dollars by $460,507. January’s activity looks strong as well and it appears that the emphasis we have been placing on increasing the quality of our proposals is reaping some benefits. Our strengths continue to be in what could be summarized as making an impact in creating and sustaining “healthy lives, vibrant communities”.

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