

4.1/4.4: Strengthen Economy through Basic/Applied Research

Activated Goal:

4.1: Strengthen the economy of the Piedmont Triad and North Carolina by engaging UNCG's educational infrastructure in the development of innovations to create high-skilled jobs, green jobs, and new companies prepared to meet economic, environmental, and social challenges within the emerging knowledge-based economy (Jobs); and,

4.4: Support basic and applied research to enhance the Triad economy (Basic and Applied Research)

Rationale:

Beginning with UNC Tomorrow and bolstered by a national movement recognizing the important role that universities can play as an economic engine, goals 4.1/4.4 focus on the specific ways in which UNCG through basic and applied research can contribute to the economic strength of the region and state through research, innovation, and commercialization. According to Richard Florida, the "presence of a major research university is a basic infrastructure component of [our modern economy]...more than the canals, railroads, freeway systems of past epoch - and a huge potential source of competitive advantage."¹ Moreover, Universities are the ideal location to connect knowledge creators with knowledge commercializers through technology incubators, entrepreneurial development curricula and nurturing relationships with community-based venture funds.²

¹ Florida, R. (2002). *The Rise of the Creative Class*. NY: Perseus Books.

²Sampson, D.A. (2004, Winter). Assistant Secretary of Commerce for Economic Development, "Our Universities: Accelerators for Economic Growth," *Economic Development America*, pp. 4, 5.

Subgoal	Activities/Resources	Expected Results	Financial Support
	<ul style="list-style-type: none"> - Leverage faculty collaboration at JSNN to enhance research partnerships between UNCG and NC A&T researchers - Collaborate with other Triad institutions' entrepreneurship efforts to ensure success, uniformity, and economies of scale. 	<ul style="list-style-type: none"> - UNCG opportunities in grants previously unavailable due to limitations in areas of certain research expertise. - Several joint projects and collaborative efforts among the entrepreneurship parties for increased success in the region and State 	