Following is an executive summary of presentations from University and economic development partnership representatives and input provided by invited business leaders as part of the 2012 UNC System strategic planning process.

**Top Regional Development Priorities**
Target sectors for development (retention/expansion/recruitment and startup) include value-added agriculture, life science, advanced manufacturing (aerospace, transportation), military/defense-related industries, marine trades, tourism, logistics and back office (financial services/call centers). Active initiatives focused on continued development of logistics infrastructure, entrepreneurial community development, integrated educational pathway for STEM, facilitation of research activity at ECU & connection to business community and workforce development initiatives.

“A lot of people when it comes to economic development think about bringing folks from outside in; we need to spend more time figuring out how to develop talent from within.”

**Top hard skills (degree programs/technical skills) needed from UNC campuses over the next five years**
Information technology, chemistry, biology, engineering (especially cross-discipline application engineering)

“Technical graduates: especially great would be computer science majors with scientific (chemistry/biology) backgrounds. Graduate degrees are a plus.”
Basic math skills, automation engineers/instrumentation, trouble shooting, problem solving

**Top soft skills (global/creative/entrepreneurial) needed from UNC campuses over the next five years**
Analytical problem solving, communication and professionalism.

“Cultural Competency – understanding and awareness of generations, cultures, (including global cultures.)”

“We see a lot of people who know the theories, but we need to emphasize more of the problem solving or trouble-shooting side of things.”

“We can train anybody we hire for exactly what we want them to do. We want people who show initiative and gumption and want to come to work.”

**How the University help you grow business and/or communicate about business needs and interests**
Create the training pathways for skill enhancement and improve degree completion options for those already employed
Executive level training to grow businesses
Support internships and faculty/staff engagement with business
Central website to promote university services to the community

“Internships/co-ops should be a win/win for us and universities.”

**What is your “one great idea” on the best ways the university can help businesses be successful?**
University service distributed geographically and multidisciplinary teams to solve business problems (collaboration).
Focus on getting students prepared for work through more formal internships/co-ops programs
Create a multi-university aerospace R&D program at or near GTP to support aerospace companies in the Eastern region (including serving the needs of FRC East – the largest aerospace employer in NC).