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 advanced textiles, value-added agriculture, aviation/aerospace, biotechnology, building products, defense, distribution & logistics, energy/biofuels/biomass and metalworking. Active initiatives focused on continued development of logistics infrastructure, manufacturing “reshoring,” small business development, health care services & facility expansion, tourism and defense sustainability & growth.

**Top hard skills (degree programs/technical skills) needed from UNC campuses over the next five years**
Business, finance & accounting, business linked to technical degrees (e.g. masters in marine science), global business (linked to Certified Global Business Professional [CGBP] credentials), logistics, engineering, life science (chemistry, biology, clinical research & lab skills), health care.

“Ability to read a spreadsheet.”
“Students have got to have some understanding of what it takes to succeed in global jobs. They need to graduate with a greater capacity to do business internationally.”

**Top soft skills (global/creative/entrepreneurial) needed from UNC campuses over the next five years**
“Everyone graduating from the system should learn to…actively listen.”
Communications, critical thinking, planning, professional work skills, work ethic.

“Graduates must have ‘social media maturity’ and be able to function in face-to-face work environment”
“The one thing this younger generation does not have is persistence. Everyone is going to fail; the question is what you are going to do once that happens.”
“This is a ‘now’ generation. Young people need to learn patience.”

**How the University helps you grow business and/or communicate about business needs and interests**
Serve as a convener/facilitator/partner to listen to the needs of business.
Provide pathways through curriculum to enable students to obtain required professional and industry certifications.

“What about a common service portal that shows where people can go to access business services?”
Internship opportunities to build real world skills
Create more awareness of university assets, both capital equipment and people. Make these assets available to accelerate business’ R&D and growth.

“Community engagement: service must become a priority for the campuses”
“Greater application of existing entrepreneurial resources”

**What is your “one great idea” on the best ways the university can help businesses be successful?**
Form high-performance, multidisciplinary SWAT teams to address business and technology commercialization issues. A la carte courses: offer the best classes in the system regardless of which campus hosts them and regardless of where the student is enrolled.

“Universities need to move at the speed of business; to adapt to change the way business does.”