Following is an executive summary of presentations from University and economic development partnership representatives and input provided by invited business leaders.

**Top Regional Development Priorities**

In the Triad region, key sector priorities include: healthcare occupations and certifications; furnishings; emerging technologies (e.g., nano); entrepreneurship; advanced manufacturing (transforming basic mfg.); and logistics/transportation/distribution.

“The university system should partner with critical industries that regions have identified to make sure that they really tailor what they are teaching.”

**Top hard skills (degree programs/technical skills) needed from UNC campuses over the next five years**

Cross-industry strategic planning; cross industry best practices; integrated knowledge (to deal with regulated industry, supply chain); retail design & innovation; project management; supply chain management; strategic planning; commercialization; business analysis (P&L, risk management, exit strategies, und how business works, ability to speak with CFO); flexible training to extend/refresh technical skills/certifications; improve quality of local university resources through partnering with other universities; skills training for small to midsize companies; “analyzing big data and market data.”

“The schools that can take business information and apply it are the ones that are going to succeed. Research on a university campus can provide a great platform to get students ready for that.”

**Top soft skills (global/creative/entrepreneurial) needed from UNC campuses over the next five years**

“Sales skills, negotiation skills, collaboration skills. Nobody does anything by themselves in our industry. The ability to network within our company with a lot of different individuals across a variety of departments is really critical.” Strategic visioning; global cultural understanding; cross-cultural communication; behavioral science; critical thinking/decision making/problem solving; self-awareness; writing/presentation skills; basic etiquette skills; time management; sales/negotiation; collaboration; expectation of lifelong learning; teach that free enterprise is cornerstone of democracy; address ways to “manage student expectations;” team building; bilingual communication; apply existing processes to nontraditional applications; how to take innovation to daily execution; understand concept of time; managing failure (resilience); ethics; getting work done through others.

“A lot of people graduate with a big ‘time’ problem. You’re on a semester schedule; I’m on a day-to-day, minute-to-minute schedule.”

“You need to learn what to do with failures – yours, mine and others.”

**How the University help you grow business and/or communicate about business needs and interests**

Ask top businesses what they need; determine what “success” means (# degrees? How many graduates are getting jobs?); partner with chambers to get university offerings to business; continuing education (skills and knowledge); commercialization of research (i.e., economic trends); create easy to use entrepreneur program for business; breakdown silos—integrate education; partner with industry to ensure a trained workforce; improve access to research—transfer research into practical applications; offer situation assessment—engage for addressing threats/opportunities; collaboration to resolve issues; more practitioner professors; help students define “success” in a variety of venues that contribute to communities

“Universities look at all the advances in technology and write great papers but you write to yourselves. We need you to be able to apply that knowledge and help us solve real problems.”

“Get faculty out of the campus and into the business setting. They can talk about our business but if they don’t see what it is like first hand, they won’t teach as well.”

**University Communication:** Make business aware of all the university offers; REACH NC is an excellent program—the business community is simply unaware it exists; break down barriers between educators and business community; partner with community liaisons (e.g. chambers) to bridge gaps; personal relationships

“You may think outside people know about what you are doing as universities, but trust me we don’t. You’ve gotta figure out a way to do that.”

**What is your “one great idea” on the best ways the university can help businesses be successful?**

Case studies using “live” business challenges; integrate classroom with partnership with business; mentorships; help with R&D; use business-to-business contacts to commercialize new products-processes; all entities agree on definition of “success” (getting a job)—this will make a huge difference in alignment; have direct relationships with local business leaders (not just “advisory” boards) but case study authors/guest lecturers; create an educational system that provides a multi-layer approach to reinforce fundamental building blocks (K-16); align university offerings to specific jobs; interactive forum for students/professors on knowledge learning transfer—or to assess & reinvent my company/products/people; expand education to involve business community—to create shared collaboration & understanding.