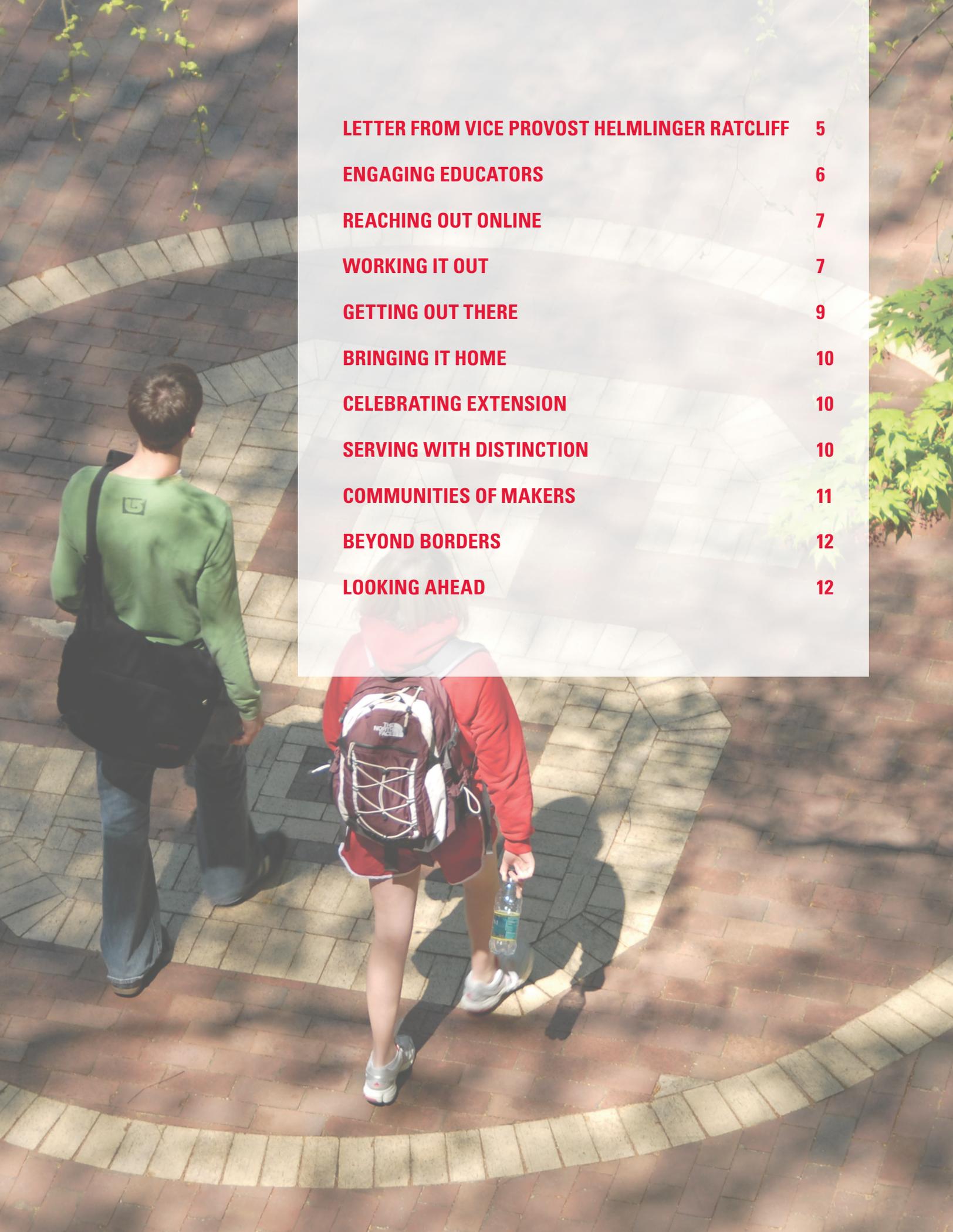




**NC STATE**

2013-2014 ANNUAL REPORT





|   |           |
|---|-----------|
| <b>LETTER FROM VICE PROVOST HELMLINGER RATCLIFF</b> | <b>5</b>  |
| <b>ENGAGING EDUCATORS</b>                           | <b>6</b>  |
| <b>REACHING OUT ONLINE</b>                          | <b>7</b>  |
| <b>WORKING IT OUT</b>                               | <b>7</b>  |
| <b>GETTING OUT THERE</b>                            | <b>9</b>  |
| <b>BRINGING IT HOME</b>                             | <b>10</b> |
| <b>CELEBRATING EXTENSION</b>                        | <b>10</b> |
| <b>SERVING WITH DISTINCTION</b>                     | <b>10</b> |
| <b>COMMUNITIES OF MAKERS</b>                        | <b>11</b> |
| <b>BEYOND BORDERS</b>                               | <b>12</b> |
| <b>LOOKING AHEAD</b>                                | <b>12</b> |





**Dr. Terri Helmlinger Ratcliff**

Vice Provost for Outreach and Engagement at North Carolina State University and Executive Director of the Industrial Extension Service

## LETTER FROM VICE PROVOST HELMLINGER RATCLIFF

Last year, when Raleigh-born 2011 American Idol winner Scotty McCreery and NC State Chancellor Randy Woodson took the stage at NC State’s second annual Packapalooza block party, tens of thousands of fans howled with pride (and one reportedly even swooned).

As the performers flashed the iconic Wolfpack hand sign, it was clear that the university’s 125th anniversary celebration meant something extraordinary to the huge crowds of students, faculty, alumni and community supporters in attendance. The event somehow captured the spirit of what NC State does best - we innovate, collaborate, serve and celebrate.

**“We’ve got 35,000 students on this campus, and they’re ready to change the world.”**

— NC State Chancellor Randy Woodson



At NC State, students, educators, administrators and staff are looking not just for a “textbook experience.” We care about bringing knowledge, innovation, passion and service into real world situations. This immeasurably enriches our work and our impact - and we know it improves communities of all kinds.

Each year, we reach nearly 600,000 people through a broad range of activities we call outreach and engagement. We fundraise, roll up our sleeves, raise the roof and get down to work. This happens in communities, on campus, across the state and around the world.



Last fall, we spent eight months studying our culture, commitments and activities related to community engagement. This process led to our application to the Carnegie Foundation for the Advancement of Teaching for reclassification as a community-engaged institution.

At its core, the term “community engagement” describes a commitment to fostering broad relationships outside academia - in, among and for communities. This focus emerges partly from our ties to the Carnegie Foundation, which since 2006 has provided eligible universities with classification as a community-engaged institution.

The reapplication process reconfirmed NC State’s view of community engagement through a lens of reciprocal action, a definition that is built into the Carnegie Institution’s designation criteria, which emphasize collaboration, mutual benefits, partnership and reciprocity. As Chancellor Woodson stated, “Engagement is a two-way street and NC State travels in both directions.”

This way of framing our engagement activities also emerges naturally from our roots as a land-grant university whose mission includes the responsibility



and privilege to serve. This means we reach beyond ourselves to develop and nurture social and economic development in ways that support our constituents, our counties and our country. We take seriously our duty to extend resources, share expertise and apply research outcomes.

Similarly, we believe that communities have much to offer us. They effectively identify needs, show us what is working in the real world and offer insights into gaps in knowledge, expertise and innovation.

At NC State Outreach & Engagement (O&E), our job is to listen to and analyze needs, gaps and opportunities from communities' own perspectives with the goal of co-creating smart solutions for real world problems. A key part of O&E's mission is to act as a single point of contact between communities and the university at large. This targeted approach to outreach and engagement focuses resources, eliminates duplication and harnesses valuable expertise.

In this way, our work helps to facilitate the promise of the university's powerful new brand: "Think and Do." We are thrilled to share some of NC State's most exciting "thinking and doing" with you in this annual report and via our new website, which launched in August of last year. Over the first eleven months of the site's existence, it received close to 30,000 page views and hosted nearly 4,500 new visitors. We could only fit a fraction of our year's activities - including education initiatives, non-credit learning, economic and community development, and service - into this report, so please visit us online if you'd like to read more.

Sincerely,

  
Dr. Terri Helmlinger Ratcliff

## ENGAGING EDUCATORS

Rob Dunn believes that everyone should play a part in asking and answering scientific questions. As a biology professor at NC State and popular writer for *National Geographic*, *Scientific American*, and *Smithsonian* magazines, his goal is to involve a broad range of individuals in the process of scientific inquiry.

To this end, Professor Dunn – along with NC State, the Kenan Fellows Program, the Friday Institute, the North Carolina Museum of Natural Sciences and five North Carolina school districts – has been awarded a 2014-2015 five-year, \$7.3 million "citizen science initiative" funded by the National Science Foundation. The program will help science teachers develop meaningful curriculum to inspire and train students in public school districts to become "citizen scientists." This work is a key example of NC State's commitment to engaging and supporting our state's valuable K-12 educators. And we certainly do not stop there. Through our Northeast Leadership Academy, for instance, we will also continue to support school administration in 14 North Carolina school districts. The receipt of a new \$4.7 million grant will allow the program to enroll two new cohorts of educators in a two-year curriculum, through which they will earn a master's degree in school administration, complete an internship and then work in one of the rural northeastern school districts.

Finally, the Institute for Emerging Issues also hosted the 2014 Emerging Issues Forum this past winter, which made as its goal the exploration of the question of what makes a world-class teacher. The forum combined an onsite



collaboration experience for over 1,300 participants at the Raleigh Convention Center an eight-week online collaboration designed to develop concrete next steps for fostering the development of exceptional teachers throughout North Carolina.

“I was leading conversations at my table and passing state representatives in the General Assembly and my NC State University professors in the hall, and I felt I was part of the conversation. This was the first time in six years of teaching that I’ve ever felt like that, and it was great.”

— Jennifer Rausch, Wake County Teacher

### REACHING OUT ONLINE

Drawing from over a decade of experience as NC State’s centralized enterprise-level technical and administrative support of for-credit distance education and learning technologies, DELTA is leading NC State into expanding the non-credit enterprise-level initiative. Through growth of non-credit online educational opportunities, NC State aims to extend its reach to the citizens of North Carolina and boost the state’s economic prosperity.

In 2013, DELTA began the process by bringing together Outreach & Engagement thought leaders to recommend an approach for a sustainable model for delivering non-credit programming online. DELTA initiated the technical infrastructure development by transitioning control of a non-credit learning management system (LMS)/Moodle server from the College of Textiles to DELTA.

To establish this as an enterprise-level initiative, DELTA collaborates to identify and implement a scalable participant registration system for all non-credit offerings (AIMS Project – Activity Information Management System) that will integrate with the new Outreach Learning Management System (LMS). The DELTA WolfWare Outreach Online Project will align with the O&E AIMS Project and capture required data for the UNC GA Continuing Education-Economic Development (CEED) Metrics Project for all non-credit activities.



### WORKING IT OUT

O&E also focuses on supporting our state’s economic enterprises, and this past spring the new Manufacturing Makes It Real Network (MMIRN) debuted in Sanford. There, JMC Tool hosted the Network’s first event of 2014, which included a guided tour of the company’s 50,000 square-foot facility.

As announced this year, the Network will continue to expand beyond its roots by offering member benefits like an online collaboration portal, Executive Peer and Lean Improvement councils, and an annual conference to be held in the fall.

“By exposing more manufacturers to best practices from world-class facilities at a Network event, or even just ensuring manufacturing neighbors have the opportunity to meet face-to-face to understand each other and how they can partner, we strengthen every participating manufacturer, which in turns helps our entire North Carolina economy.”

— Nathan Huret, Manufacturing Makes It Real Network Lead



In addition, last October the NC State Industrial Extension Service (IES) participated in the second annual national Manufacturing Day, a federally-organized effort to recognize and support manufacturing across all fifty states.

As the North Carolina Manufacturing Extension Partnership center, IES assumed the lead role in promoting participation throughout the state, which hosted over twenty different events. Partnering with NC community colleges, state governmental officials, manufacturers and schools to spread the word and participate, IES created one of the most successful MFG Days in the nation and laid the groundwork for continued statewide cooperation for future Manufacturing Days.

The flagship event was held at the high-tech James B. Hunt, Jr. library on the NC State Centennial Campus. Throughout the day, hundreds of attendees - manufacturers, students, educators and policy makers - visited the library to hear VIP speakers, including Chancellor Woodson and Vice President of Governmental Affairs at the North Carolina Chamber of Commerce Gary Salamido. That day, State Secretary of Commerce Sharon Decker revealed a proclamation by Governor Pat McCrory declaring October 3 as North Carolina’s official Manufacturing Day.

IES is already leading planning efforts for this year’s Manufacturing Day by engaging an even wider range of partners, both new and established.



While manufacturing is one of the state’s leading economic drivers, O&E focuses on all types of economic development and engagement. Over the past year, the NC State Economic Development Partnership (EDP) collaborated on over fifty new and expanding industry recruitment projects. Working in tandem with the NC Department of Commerce Business and Industry Division, the Commerce Regional Offices, and the Division of Workforce Solutions, as well as all seven Regional Economic Development Partnerships and multiple local Economic Development Commissions and Chambers of Commerce, the EDP unit served as an NC State portal to recruit and engage faculty and

staff to assist economic developers and workforce developers in attracting new employment generating capital investment, as well as the retention and expansion of existing industry.

One of EDP's newest projects involves Project Leaf (Tyton Bioenergy), which announced the purchase of the Clean Burn ethanol plant facility in Raeford, Hoke County. The EDP director engaged the NC Southeast Commission and Hoke County EDC leadership, as well as NC Commerce regional staff, in bringing to fruition the \$37.5 million capital investment that will yield 78 new jobs for Hoke County. A companion corporate headquarters and research and development project is in progress, as well as potential sponsored research.

The EDP also provides technical assistance and project management support on a \$57.5 million, 236-job expansion entitled Project Arthur (Argos Therapeutics). NC State resources at the Golden LEAF Biomanufacturing Training and Education Center (BTEC) have contributed to this local-regional-state collective effort.

Viewed as a model outreach and engagement mechanism, the NC State EDP was recruited by NC Campus Compact leadership to design and deliver a series of "Economic Development 101" workshops to illustrate how to engage effectively and efficiently with economic developers. Working closely with the Wake County Economic Development Program, the workshops attracted over 100 attendees from 20 universities at program presentations in Hickory, Raleigh and Wilmington.



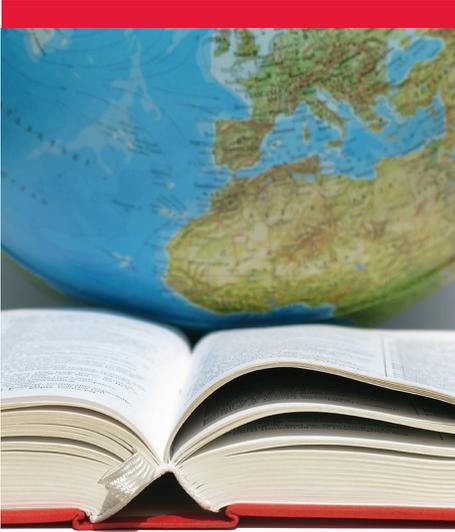
## GETTING OUT THERE

Greenville, North Carolina, near the historic Pamlico River, is one of the state's hardest working small cities. And one of its longest standing farming enterprises – J. P. Davenport & Son Farm Supply – boasts not only more than a century of success, but a forward-looking business model that combines technological innovation, local job creation and environmental conservation.

In May of this year, 28 participants from NC State, representing seven colleges and three administrative units, visited J. P. Davenport as part of the university's 2014 Mini CINC tour, which is co-sponsored by the Provost, the Vice Provost for Outreach and Engagement, and the Vice Provost for Continuing Education. The tours provide a one-day immersion opportunity for newer faculty and administrators to gain first-hand understanding of the University's land-grant mission and diverse community engagement activities.

The tour showcased the counties of Beaufort and Pitt, as well as the town of Washington. At J.P. Davenport and Sons, participants were given an up-close look at the 3,600 acre farm and seed processing plant. They heard about the remarkable impact the farm has on the local economy and gained a true understanding of technology's role in augmenting production.

This year's CINC tour covered a prodigious 234 miles and included seven engagement opportunities, including Flanders Filters Corporation, Historic Bath, NC State Sea Grant, Carver Machine Works, NC Estuarium and Beaufort County Cooperative Extension.



## BRINGING IT HOME

Over the past year, O&E has not only spent time beyond the campus borders but has also invited communities to join it at NC State to collaborate and innovate within the space of the academe.

A prime example of this kind of engagement took place in March when nearly 200 people gathered at the Hunt Library to hear a panel of experts - including Representative David Price - speak about the role of the humanities and social sciences not only in higher education, but also for the state and the nation's economic, strategic and civic future. Among those attending were legislators, business owners, faculty members from across the UNC system, students and members of the general public. The event, "Heart of the Matter," led to the creation of a North Carolina Heart of the Matter Task Force charged to formulate recommendations for supporting access to humanities and social sciences in the state.

## CELEBRATING EXTENSION

If, as the activities highlighted in this report illustrate, NC State's O&E work is focused on education, economic development, and community, then the work of Extension expertly draws these three into cooperation with one another.

In May, the North Carolina Cooperative Extension celebrated its centennial with events in counties across the state. This occasion marks the signing of the Smith-Lever Act, which earmarked funds for educational programs to be managed by North Carolina's two land-grant universities, NC State University and North Carolina A&T State University.

Cooperative Extension has developed an interactive timeline that highlights the growth of agricultural extension over the last century, including significant victories that helped set standards for community engagement throughout the South. The Extension Program has always been ahead of its time in supporting ordinary farmers, visible minorities, working women, homemakers, children and youth, elders, soldiers, low-income families, the urban poor and North Carolina's rural residents. Their contributions to NC State's engagement activities, and to North Carolina's social and economic development, are irreplaceable.



## SERVING WITH DISTINCTION

Community engagement at NC State is firmly grounded in its historical roots as a public land-grant institution. This means that service is built into its culture, commitments, motivations and activities; the university is privileged to participate in countless community-driven projects around the state and across the world.

Last year, in the Department of Sociology and Anthropology, for instance, faculty conducted interviews in three North Carolina counties to identify challenges low-income caregivers face in shopping for, and preparing, healthy meals. Voices Into Action leverages NC State's established community

partnerships and sustainable research practices by encouraging and supporting projects and activities that impact food access in Lee and Hartnett Counties, as well as in Southeast Raleigh. The initiative began with researchers listening to the needs of mothers and grandmothers about their challenges and desired outcomes. Based on these participants' own stories and ideas for solutions, the project provides mini grants to fund sustainable, community-driven, positive solutions that improve relationships to healthy food and physical activity.

The program is now entering its second year of a USDA-funded five-year grant program.

Student service is another key element in the mission to engage with the state's most challenging civic issues. In May 2013, O&E was recognized for its commitment to service when it became one of only 113 institutions nationwide to make the Presidential Community Service Honor Roll with Distinction. This award, given by the Corporation for National and Community Service, specifically recognizes student commitment to volunteering, service-learning and civic engagement. NC State's application highlighted a number of successful hunger initiatives involving students, faculty, staff and community partners, including the Statewide Hunger Dialogue, Service NC State/Stop Hunger Now, the Center for Student Leadership, Ethics and Public Service's Feed the Pack food pantry and the President William Jefferson Clinton Hunger Leadership Award. The application also pointed to Associate Professor of Psychology Dr. John Begeny's highly successful HELPS Program (Helping Early Literacy with Practice) and the university's partnership with the American Red Cross through Service NC State.

NC State congratulates the University of North Carolina at Chapel Hill, the University of North Carolina at Greensboro, North Carolina Central University and Warren Wilson College, who all also made the list.



## COMMUNITIES OF MAKERS

The university is also building a reputation for leading local community activities that make connectedness and learning fun. In June of this year, NC State was thrilled to be a presenting sponsor for Maker Faire NC at the state fairgrounds. Billed as the nationwide network of do-it-yourself showcases, the Maker Faire was an exceptional opportunity to demonstrate NC State's enthusiasm for "thinking and doing." A number of NC State groups - the Entrepreneurship Initiative, the Department of Electrical and Computer Engineering, the Hunt Library MakerSpace and CIRCUIT Research Studio - had a chance to show off their goods to the 10,000 students, families and makers who attended.

These offerings included student-led entrepreneurial innovations, including a revolutionary vessel dubbed, "Jar-with-a-Twist," LED-guided piano lessons and a 3D scanner that produces wearable emergency notification systems.

## BEYOND BORDERS



NC State sees community engagement in terms of local regions in the Research Triangle, counties across the state, the country and beyond the United States to the rest of the world. A global perspective on engagement is crucial in an economy of international business, trade, travel, and communications.

The university was honored, for the year 2014, to win a Senator Paul Simon Award for Campus Internationalization in recognition of its innovative, creative approaches to comprehensive internationalization. No more than five institutions are granted the award each year, and NC State is grateful to be recognized for its strategic integration of international, intercultural and global dimensions into the ethos and outcomes of higher education.

## LOOKING AHEAD

Throughout the coming year, NC State will continue to move forward its work and reputation as an engaged university through a number of exciting, upcoming projects, including hosting the Association of Public and Land Grant University (APLU) 2015 spring meeting. Last November, Chancellor Woodson was named chair of both the APLU and its Commission on Innovation, Competitiveness and Economic Prosperity (CICEP). O&E looks forward to helping the Chancellor put NC State's best foot forward for this important event.

Additionally, as a large, well-established and multi-programmatic institution, NC State faces a common challenge around the decentralization and diversity of data, information and evaluation systems. It has an enormous opportunity to bring together and analyze multiple sets of information with the goal of creating coherent summaries regarding community engagement. These narratives will inform its own strategic planning in the coming months and years and help demonstrate the university's contributions to local communities. The newly created position of Senior Director for Evaluation and Measurement in the Office of Outreach and Engagement is already collaborating across the university on solutions to this formidable challenge.

O&E also looks forward to building its storytelling capacity to assist our stakeholders in telling their outreach and engagement stories. This is something its stakeholders – both internally and outside the university – consistently say they would like help with from the office. Over the coming year, O&E aims to explore the development of a Story Bank to help more of its many stakeholders tell their extraordinary stories of success. ■

**“There has never been a more critical time in the history of public universities. Over the next year we are going to be focused on how public universities can continue to be accessible and affordable, as well as how our institutions can drive economic vitality and improve quality of life for the citizens of our states.”**

— Chancellor Randy Woodson



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