Letter from Dr. Terri Helmlinger Ratcliff, Vice Provost

Each year, NC State University reaches millions of people through a wide range of activities we describe as outreach and engagement. As a land-grant university whose mission includes the responsibility and privilege to serve, we reach beyond ourselves to develop and nurture civic and economic development in ways that support our constituents, our counties, our country and the world.

At its core, the term “engagement” describes a commitment to fostering broad relationships—in, among, and across the globe for a wide range of communities, including nonprofits, government, business and groups at the local, regional and national level. We take seriously our duties to extend resources, share expertise and apply research outcomes.

In March, we unveiled a new strategic plan that includes a targeted approach to outreach and engagement that: focuses on resources, eliminates duplication, harnesses valuable expertise, analyzes gaps and facilitates opportunities for stronger partnerships. The plan, titled “The New Engagement: A Bold Statement of Colliding Concepts Transcending Traditional Solutions,” was presented at a Launch Summit and crafted from the hard work and efforts of the Engagement Partnership Council.

The plan is structured around three main goals. The first goal, promote a culture of engagement, supports our commitment to rewarding new and innovative ideas. Resources will be expended to catalog our programs and activities and clearly articulate a set of institutional metrics for regularly measuring and assessing the impact of our engagement work from multiple stakeholder perspectives.

In addition, we will use technology to aggregate, analyze and present data and information in new and innovative ways across our enterprise with the goal of identifying new opportunities for multidisciplinary collaboration. Of critical importance will be a renewed focus on “telling our story” so that we might deepen the understanding of the role engagement plays in advancing our mission.

Cross-disciplinary collaboration and external cooperation helps make our work responsive and relevant. In this context, we will strive to work more efficiently and mobilize existing skills so we are better positioned to partner with community leaders to identify mutually beneficial engagement opportunities and develop replicable engagement models.

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Therefore, the second goal, **community collaboration and partnerships**, is rooted in our commitment to enhancing collaboration across our campus so that we might, in turn, deepen and improve partnerships, practices and relationships that encourage collaboration and reciprocity.

Our efforts will focus on establishing “Ultimate Community Partnerships” that are designed to improve impact by bringing together and building synergy among existing university-sponsored community engagement projects, resources and assets with community-sponsored projects and resources and assets to address mutually beneficial needs of all partners involved. In addition, we will provide NC State students with enriching community-based service learning opportunities in diverse multicultural settings that make a difference and cultivate a life long commitment to community engagement and leadership.

And finally, we will utilize best practices to build NC State’s **capacity to make a difference** by extending resources, sharing expertise, applying research outcomes and seeking new opportunities to listen and learn. To this end, we will align our efforts to with NC State’s commitment to diversify funding sources.

Taken together, these goals will both support the university’s strategic planning efforts and proudly fulfill the promise of our institution’s powerful brand. In this way, we will contribute to a climate in which the university can powerfully “Think and Do” well beyond our own borders. We are proud to share some of these compelling examples with you in this annual report.

**Sincerely,**

Dr. Terri Helmlinger Ratcliff

**Honoring Faculty Extension and Engagement**

Dr. Mary Haskett of the NC State Department of Psychology has been awarded the University’s Alumni Outstanding Extension Award. She was also inducted into the NC State Academy of Outstanding Faculty in Extension and Engagement. Haskett’s most recent research on homelessness exemplifies her commitment to service-focused research related to families. This research screened over 300 families from more than 11 homeless shelters in Wake County. She and her co-researcher found that, on the basis of their socio-emotional performance in the screening, 25% of the homeless children appear to be in need of mental health services.

Over the years, Haskett has demonstrated her commitment to extension and engagement with her work in her collaboration with local community leaders to develop Community Action Targeting Children who are Homeless (CATCH), a community program that has assisted over 950 homeless children since its creation in 2011. She continues to serve on the CATCH Advisory Board.
CICEP Sees NC State “Think and Do” in Action

For four days this past spring, NC State Chancellor Randy Woodson had the opportunity to show presidents and chancellors, provosts, and engagement and economic development leaders from the nation’s top research universities how NC state fulfills one of the university’s biggest promises: to create prosperity and opportunity for the citizens of North Carolina. The Association of Public and Land-grant Universities (APLU) brought its Commission on Innovation, Competitiveness and Economic Prosperity (CICEP) 2015 meeting to Raleigh and Chancellor Woodson was able to showcase how we “Think and Do” at NC State.

Currently chaired by Chancellor Woodson, CICEP leads efforts to share best practices in economic development, technology transfer and entrepreneurship, and develops tools to help higher education institutions build partnerships with government, industry, research and economic development organizations. CICEP members convened in the James B. Hunt Jr. Library to share effective practices in advancing the role of universities in technology-based economic development.

A designated Innovation and Economic Prosperity (IEP) University leader, NC State showcased the Hunt Library and led the discussion on how universities can better drive economic engagement and serve their communities through the creation of knowledge, entrepreneurship and jobs.

Through panel discussions, round-tables, keynote addresses and visits to economic incubators, Chancellor Woodson told the story of how the university adds more than $6.5 billion to North Carolina’s economy and shared NC State’s story of outreach and engagement.

Presenters from six universities—the University of Cincinnati, Penn State, University of Houston, Texas Tech University, Purdue University and Virginia Tech—each presented two-minute talks in a series of “Innovation Spotlights” that highlighted their economic development ecosystem and their university’s role in helping shape it. Raleigh Mayor Nancy McFarlane and Research Triangle Park President and Executive Director Bob Geolas also provided insights into how the city of Raleigh and the region have become national and international hubs of innovation.
Creating an Ultimate Community Partnership

In May, educators and staff from NC State University toured parts of Rutherford and Polk counties as part of a Connecting in North Carolina (mini CINC) tour. The university, through the Office of Outreach & Engagement, has selected the Rutherford County area as an ultimate community partner, a program being piloted in 2015-2016 and beyond.

During the visit, NC State faculty and staff toured several businesses, colleges and landmarks including the Forest City Facebook Data Center, KidSenses Children’s Interactive Museum, Tryon International Equestrian Center, Trelleborg Coated Systems and Isothermal Community College.

As part of the visit, Dr. Terri Helmlinger Ratcliff and the rest of the NC State contingency met with Isothermal Community College President Walter H. Dalton, Executive Vice President Kim Gold and other leaders from Rutherford County to discuss the ultimate community partnership and how to create more engagement opportunities among the businesses and organizations in the area, Isothermal and NC State.

“We are bringing NC State staff and faculty to the community to start the engagement,” said Ratcliff. “As we’ve become involved in communities, we’ve come to realize the real magic in what we do at the university happens when it’s applied to economic ecosystems,” Ratcliff said. “In this day and age, it’s going to be important for us to figure out how to make what we do important to economic development ecosystems.”

Isothermal and NC State already partner in multiple ways. Gold spoke about the five education grants the institutions have jointly submitted over the last year and the NC State and Isothermal Engineering Discovery Camp that will be held this summer.

Dalton said the college values its partnership with NC State and having that connection raises the expectations of students and helps attract businesses to Rutherford County. “We are innovative and we will embrace this partnership,” Dalton said.

As part of the commitment to partnering, Ratcliff extended an invitation to Rutherford County community leaders to visit NC State’s campus in the fall. “When our group returns to Raleigh, we’ll start looking at ways to work together and focus on what we saw in Rutherford and Polk Counties to establish programs that match this area’s assets,” said Ratcliff.
Office of Outreach & Engagement Presents 16 Service Awards

In April, the NC State University Office of Outreach & Engagement held its annual award ceremony at the McKimmon Center for Extension and Continuing Education on the NC State campus. The event, attended by 225 people representing the breadth of university outreach activities, featured the presentation of 16 service-related awards. Below is the complete list of awards and winners:

Economic Development Partnership Award: Bob Skilling, CEO & Chief Engineer, VX Aerospace

Student Group Recognition: Dance Marathon - Chamberlain Collier, Cassidy Graham, Cameron Hill and Veronica Cooley and the Krispy Kreme Challenge - Tori Huffman, Katie Nagley and Brandon Honeycutt

Opal Mann Green Award: NC Community Garden Partners - Lisa Valdivia; VOLAR (Voluntarios Ahora en Raleigh) - Shelley Garrigan and James McConnell; Voices Into Action - Sarah Bowen

McKimmon Center for Extension & Continuing Education Award for Excellence for Customized Corporate Education: Wayne J. Griffin Electric, Inc.

Outstanding Extension Service Awards: Dr. Valerie Faulkner, Lewis Sheats, Kerrie Roach, Karen Neill and Lisa Schiavinato

Academy of Faculty Engaged in Extension: Tom Barrie, Susan D’Amico, Dr. Roland Kays, Scott Showalter, Renee Strnad and Paola Stzajn

Alumni Outstanding Extension Awards: Dr. Francis de los Reyes, College of Engineering; Dr. Mary Haskett, College of Humanities and Social Sciences

County Government Partnership Awards: Beaufort County, Columbus County, Lee County, Transylvania County and Yadkin County

University Extension Seed Grant Recognition: Tania Allen, Seth Hollar, Dr. Dara Bloom, Dr. Laura Bottomley, Dr. Maria Correa, Dr. Teresa Cowen, Dr. John Dorris, Dr. Rosanna Garcia, Dr. Annie Hardison-Moody, Dr. Clint Stevenson, Dr. Angela Wiseman, Elsa Youngsteadt

General Henry Hugh Shelton Leadership Award: Chamberlain Collier, Lauren Hatchett, Jesseeca Nguyen and Shiana Thomas

Centennial Campus Partnership Award: Dr. Hiller Spires, College of Education

Community Engaged Faculty Fellows: Dr. Willa Casstevens, College of Humanities and Social Sciences; Dr. Diane Chapman, College of Education; Dr. Kate Annett-Hitchcock, College of Textiles; Dr. Jay Levine, College of Veterinary Medicine

Special Specialist in Support of County-Based Programs: Dr. Hannah Burrack

Outstanding Subject Matter Program by an Individual Award: Sarah Blacklin

Outstanding Subject Matter Program by a Team Award: Juntos - Dr. Andrew Behnke, Cintia Aguilar and Diana Urieta

William L. Turner Award for Outstanding Contributions to Extension and Continuing Education: Dr. Tom Miller, Senior Vice Provost for Academic Outreach and Entrepreneurship
Just after the spring semester classes wrapped up, a handful of student volunteers from NC State’s College of Veterinary Medicine (CVM) established a bee habitat and a community garden on campus located between the Terry Companion Animal Veterinary Medical Center and the college’s library.

“The CVM community garden is a way to educate and unite the CVM community to promote human, animal and environmental health,” said vet student Lauren Brierley.

Brierley is part of the CVM Students for One Health, the organization that led the garden and apiary effort which received a $7,000 grant from the NC State Sustainability Fund, which offers competitive grants for sustainability-related projects, education and resources that enhance campus and student learning. The grant, plus additional funding from the college, provided a new apiary for bees—vital pollinators for food supply—as well as the educational garden.

Featuring an assortment of pollinator-friendly and native plants, the garden is an educational space for future vets to learn about medicinal plants as well common plants that are toxic to mammals.

In addition to a variety of plants and signage to identify the species, the garden features a rainwater cistern that will collect water for the garden’s irrigation needs. Plus, several large planters have been incorporated into the garden design and are available for adoption by individuals or organizations. For example, a club that adopts a planter might choose to grow fresh produce for the turtles being rehabbed by the college’s Turtle Rescue Team or specific plants to use for animal enrichment.

The garden and apiary are the latest in a string of projects led by the CVM Students for One Health. The One Health concept, which focuses on the interconnectedness of humans, animals and the natural world, has been the driving force for this student club advocating for a more sustainable vet school and campus.

**Collaborating Across Borders**

Dr. Hiller Spires, senior research fellow and professor at NC State, has brought the Centennial Campus Magnet Middle School (CCMMS) and the Beijing Royal School (BRS) together through her model for Project-Based Inquiry (PBI). Spires was recently awarded the Centennial Campus Partnership Award for her work on this initiative.

The PBI process developed by Spires effectively allows students to collaborate with students from other countries and learn about other cultures as they collectively learn new information. Utilizing many technology tools to communicate and collaborate from opposite ends of the world, students from CCMMS and BRS worked together to create videos which they then presented at the Friday Institute for Educational Innovation to share what they had learned about each others’ cultures.
NC State Earns Innovation and Economic Prosperity University Award

The Association of Public and Land-grant Universities (APLU), announced that NC State, along with Georgia Tech, the University of Massachusetts Boston and the University of Houston were named winners in its second-annual Innovation and Economic Prosperity (IEP) University Awards program.

NC State was singled out for the “Place” award, given in recognition of “its reinvention of the very notion of what a research park should be.” Judges praised the university for “creating a self-sustained city” on Centennial Campus, where residential and retail establishments are located near NC State research labs and industry facilities to spur collaboration.

The award also praised the ultramodern Hunt Library—the centerpiece of Centennial Campus—calling it “a smart library for the 21st century.” The Hunt Library is home to the Institute for Emerging Issues, a center founded on the belief that citizens should be engaged in wrestling with issues affecting the social and economic prosperity of the state.

Centennial Campus is a novel partnership model that makes it easy – and economically viable – for businesses to work with faculty on groundbreaking research and houses several offices focused on helping entrepreneurs and faculty commercialize discoveries, including the Office of Technology Transfer and the Technology Incubator.

NC State Faculty Lead Community Partnership Program

The Families, Food, and Health Project, Voices into Action (VIA), was selected to receive the annual Opal Mann Green Engagement & Scholarship Award for excellence in collaborative and participatory research at NC State University. VIA is an USDA-funded research study that is a partnership between NC State University, NC Cooperative Extension and NC A&T State University.

The project is led at NC State by Drs. Sarah Bowen and Sinikka Elliott, from the Department of Sociology and Anthropology, in collaboration with faculty and staff in the Department of Youth, Family, and Community Sciences, including Dr. Annie Hardison-Moody, Helen Herrera and Lorelei Jones.

VIA uses research and community partnerships to encourage and support projects and activities that affect food access and places to be active. The group is currently working in Lee and Harnett Counties and in Southeast Raleigh to better understand community priorities regarding food access. They are also conducting research with mothers and grandmothers to learn how families shop for, prepare and eat food.
NC State Named to President’s Higher Education Community Service Honor Roll

NC State was named to the 2014 President’s Higher Education Community Service Honor Roll which recognizes institutions of higher education that support exemplary community service programs and raise the visibility of effective practices in campus community partnerships. The Honor Roll’s Presidential Award is the highest federal recognition an institution can receive for its commitment to community, service-learning, and civic engagement.

This year, the Corporation for National & Community Service recognized NC State with the President’s Honor Roll categories of ‘General Community Service’ and ‘Economic Opportunity’. These most recent recognitions follow the 2012 receipt of the Presidential Award in the General Community Service category, as well as Honor Roll recognition in 2013.

Faculty, Students and Entrepreneurs Move Commerce Forward and Create Value for NC Economy

The NC State University Poole College of Management opened an entrepreneurship clinic in downtown Raleigh that embeds university students within the entrepreneurial community and engages them in experiential learning. “The Entrepreneurship Clinic provides a place where faculty, students, entrepreneurs and service providers go to teach, learn and build the next generation of businesses in Raleigh,” said Lewis Sheats, senior lecturer in entrepreneurship at Poole College and the clinic’s director.

With the aid of faculty, students will also provide consulting services to area startups and fuel new applied research in entrepreneurship and commercialization.

The clinic, an outreach of The Entrepreneurship Collaborative (TEC), also provides access to NC State’s team of technology commercialization experts who consult with leading companies and universities around the world.

This includes both faculty whose research focuses on entrepreneurship and NC State entrepreneurship students in various academic programs across campus, including the technology entrepreneurship and commercialization (HiTEC) concentration in Poole College’s Jenkins MBA program.

“For years, we have envisioned a physical space where faculty, students and entrepreneurs can work together to learn from one another, ultimately moving commerce forward and creating extraordinary value for North Carolina’s economy,” Sheats said. “HQ Raleigh’s collaborative work space is an ideal location for bringing these resources to the Triangle’s entrepreneurship community.”
Carnegie Lauds NC State for Service

The Carnegie Foundation for the Advancement of Teaching recognized NC State’s continued culture of student service and engagement by again classifying the university as a community engaged institution, along with 239 other schools across the nation.

NC State was one of the original 63 institutions to receive the designation in 2006, while another 94 were added in 2008, 121 in 2010 and 83 in 2014. A total of 361 campuses have now earned the designation.

In order to be selected, institutions were required to provide descriptions and examples of institutionalized practices of community engagement.

A committee of 24, chaired by Vice Provost for Outreach & Engagement Dr. Terri Helmlinger Ratcliff and distinguished professor at-large emeritus Ellis Cowling, spent three months assembling information to submit the re-classification application in April of 2014. Cowling, a member of the National Academy of Sciences for his work in plant pathology and air pollution impact, also chaired the original application.

Since 2006, the committee reports that NC State students, staff and faculty have:

- Completed more than 65,000 hours of community service.
- Raised more than $190,000 annually via 54 fraternities and sororities.
- Raised funds and built more than 40 houses through a vibrant student chapter of Habitat for Humanity.
- Established outreach projects in Sierra Leone and Bolivia through its Engineers Without Borders chapter.
- Launched the Chancellor’s First Year Student Leadership Program.
- Tripled its pre-college participants attending Shelton Leadership Challenge Camps to 400.
- Funded and packaged more than 2.1 million meals for international school lunch programs in a partnership with Stop Hunger Now and the Center for Student Leadership, Ethics and Public Service.
- Distributed more than four tons of nonperishable food and hygiene items through Feed the Pack.
- Organized more than 30,000 participants and raised more than $750,000 for the N.C. Children’s Hospital through the student-organized Krispy Kreme Challenge.
Cooperative Extension Shares Research-based Knowledge with NC citizens for 100 Years

In May, the NC State Cooperative Extension celebrated its 100th birthday with events in counties across the state. This important celebration is tied to the signing of the federal Smith-Lever Act, which provides funds for life-changing educational programs. Today, Cooperative Extension programs in North Carolina are based in all the state’s 100 counties and on the Qualla Boundary of the Eastern Band of the Cherokee Indians. These programs draw on research-based knowledge from the state’s land-grant universities, NC State University and N.C. Agricultural and Technical State University, to provide research-based education to citizens.

The legacy of Cooperative Extension is its history of helping move North Carolina forward over the past 100 years. North Carolina remains the progressive state it is today, thanks in part, to the hard work of Cooperative Extension professionals and volunteers. More than 1,000 people attended the program celebrating Extension’s past, present and future.

Looking Forward

Throughout the coming year, the Office of Outreach & Engagement will continue to move forward our work and reputation as an engaged university and carry our land-grant mission beyond our campus. We will continue our research at state, national and international levels through organizations like CICEP, utilize best practices to extend our resources, operationalize our strategic plan, address the opportunities for improvement in our IEP designation, continue to celebrate our successes and seek new funding through grants.

The narratives we write today will continue to inform our strategic planning in the coming months and years and help demonstrate the university’s contributions to local communities, our country and the world.

We look forward to building our storytelling capacity to assist our stakeholders in telling their outreach and engagement stories and believe our culture will continue to differentiate us as an economically engaged, modern land-grant institution for the 21st century.