Executive Summary

North Carolina State University has a strong commitment to statewide community engagement and economic development. To illustrate this commitment, the university recognizes hundreds of programs through the Office of Outreach & Engagement designed to utilize the academic resources of the university in order to partner faculty and students with local industries. This creates solutions that will impact the people, businesses and communities in the state.

In 2012, educational institutions within the UNC system were tasked with developing a first-of-its-kind, system-wide report assessing their results and progress in the areas of community engagement and economic development activities. As a member of the system, NC State submitted metrics to the report; those contributions have been compiled here.

NC State Earns Multiple Distinctions as an Engaged University

NC State is one of 12 campuses designated statewide as “engaged universities” by criteria set forth by the Carnegie Foundation. The distinction is a recognition of how well a university collaborates with outside constituencies...
and community representatives. The university shares that honor with Appalachian State, East Carolina, Elizabeth City, NC A&T State, NC Central, UNC Chapel Hill, UNC Charlotte, UNC Greensboro, UNC Pembroke, UNC Wilmington and Western Carolina, and ties with the California State University system for the largest number of participating universities in one system. NC State was also only one of 10 campuses named to the 2014 President’s Higher Education Community Service Honor Roll for its “exemplary community service.”

These standards are reflected in the multitude of programs sponsored by the NC State Office of Outreach & Engagement that foster meaningful collaborations between the college and the world beyond its campus. Millions of North Carolinians are served each year by the university’s specific outreach missions, including the North Carolina Cooperative Extension Service (CES), the Industrial Extension Service (IES), and the Small Business and Technology Development Center (SBTDC).

**North Carolina Cooperative Extension Service (CES)**

Established in 1914, CES delivers researched-based agricultural, food and 4-H youth development programs throughout 101 local centers established in all 100 counties in North Carolina and the Eastern Band of Cherokees’ Qualla Boundary. The program is based both at NC State and NC A&T State. These extension services are a part of the national CES and provide seamless educational programs that enrich the lives, land and economy of North Carolina.

In addition, the CES State Advisory Council leads a vast volunteer network with more than 40,000 volunteers each year. At the statewide local centers, county agents act as the conduits between the public and Extension specialists who work at the state’s land-grant universities. Agents work towards educating the public through community meetings, workshops, field days and personal consultations, coupled with online training, social media outreach and innovative web resources.

**During 2013-2014, CES reported the following successes:**

- 6,155,856 client contacts, with nearly two million face-to-face visits
- Provided non-degree programs to 1.2 million participants* through 16,221 programs
- Issued re-certifications to 19,366 people in 40 different fields
- 9,253 people received new certifications

---

*Based on original metrics submitted*
Industrial Extension Service (IES)

IES provides solutions, training and resource assistance to businesses and industries across the state. They work one-on-one with small- and medium-sized businesses and organizations in areas like manufacturing, healthcare and government to help them stay competitive while saving jobs and increasing profits. This is accomplished by helping companies improve techniques and systems, use up-to-date practices, and implement innovative ideas and technologies.

IES administers the National Institute of Standard and Technology's Hollings Manufacturing Extension Partnership center for North Carolina (NCMEP). NCMEP provides manufacturing extension services which enhance productivity, innovative capacity and technological performance, and strengthens global competitiveness. NCMEP connects IES' manufacturing partners and clients to a network of national expertise and suppliers.

In 2013-2014, IES assisted its clients by:

- Supporting manufacturing projects in 44 counties with $247,935,990 in economic impact
- Creating or helping retain 2,345 manufacturing jobs
- Holding 148 open enrollment courses for 1,884 students in all sectors

Small Business and Technology Development Center (SBTDC)

The third initiative, SBTDC, is the University's largest inter-institutional program and serves as a business and technology extension service. Since 1984, the SBTDC has served more than 125,000 North Carolina business owners with advisory services, management education and training that enable small- to mid-sized businesses to flourish and become pioneering and successful leaders. It is funded in part by the US Small Business Administration along with required matching state funding support. Every four to five years, SBTDC is required to submit to a rigorous external accreditation process along with additional performance and fiscal management monitoring by federal program managers. SBTDC maintains 16 offices across the state supported by a local University of North Carolina campus, including NC State, reaching clients in all 100 counties.

SBTDC clients achieved the following results in 2013-2014:

- Created 956 new jobs
- Retained 700 jobs
- Assisted 6,856 clients
- Generated $3.67 in new tax revenue for every $1 invested in SBTDC programs
- Outperformed the average NC business in sales growth and jobs created
FoodCorps North Carolina

Additionally, NC State outreach programs have engaged the community through a partnership with FoodCorps North Carolina. Working in tandem with local communities and organizations, FoodCorps aims to change children’s attitudes and behaviors towards food through nutrition education, school garden initiatives and accessibility of healthy produce through local farm-to-cafeteria pathways. Program activities are hands-on and impact not only school systems and communities, but also facilitates crucial advocacy work to advance the statewide Farm-to-School movement by supporting the Farm-to-School Coalition of NC. FoodCorps believes every child in the state should have access to healthy food every day. That’s why they direct a majority of their efforts toward Title I schools, public schools with an enrolled student poverty rate of more than forty percent.

In the past three years, FoodCorps has:
• Worked with over 21,000 children
• Built or revitalized nearly 100 school gardens
• Connected over 170 farmers to work with and sell to schools

NC State Office of Outreach & Engagement Impacts Millions of Citizens

In closing, the NC State Office of Outreach & Engagement brings thousands of faculty, students and community members together to solve community challenges. Millions of citizens are impacted, and thousands of community groups and businesses are assisted through the expertise provided by an association with university programs. The work performed by these state-serving entities focuses on addressing regional needs while establishing partnerships with governments, businesses and public servants. Challenges are identified, faced and solved as a team effort in collaboration with communities as a way to learn, grow and develop.

Universities are now stepping in to support much of the basic research that has historically been performed by the private sector. Many companies have scaled back their corporate research and development efforts and are turning directly to universities to answer some of their most critical questions. According to the UNC Research and Graduate Education Office, NC State performed more than $40 million in industry-sponsored research projects in 2013.

Focusing on addressing regional needs allows NC State engagement efforts to align with the community, and lets the citizens and companies it serves witness the variety of ways NC State can work with them.
NC State University

2015 ENGAGEMENT REPORT
Creating Impact in North Carolina and the Economy

OUTREACH & ENGAGEMENT BY THE NUMBERS

NC COOPERATIVE EXTENSION

6,156m
CLIENT CONTACTS

19,366
CERTIFICATIONS RE-ISSUED TO PEOPLE IN 40 DIFFERENT FIELDS

2m
FACE-TO-FACE VISITS

FOODCORPS NORTH CAROLINA

BUILT OR REVITALIZED NEARLY
100 SCHOOL GARDENS

CONNECTED OVER 170 FARMERS TO WORK WITH SCHOOLS

GENERATED
$3.67
IN NEW TAX REVENUE FOR EVERY $1 INVESTED IN SBTDC PROGRAMS

SMALL BUSINESS AND TECHNOLOGY DEVELOPMENT CENTER

16 OFFICES SUPPORTED BY A LOCAL CAMPUS INCLUDING NC STATE

INDUSTRIAL EXTENSION SERVICE

PROJECTS IN 44 COUNTIES WITH
$247,935,990 IN ECONOMIC IMPACT

CREATED OR HELPED RETAIN 2,345 JOBS

148 OPEN ENROLLMENT COURSES