

## A Case for Support



THE UNIVERSITY  
*of* NORTH CAROLINA  
*at* CHAPEL HILL



# CAROLINA INNOVATORS ARE BOTH COMPELLED AND POISED TO ACCELERATE AND APPLY INNOVATIONS TO HELP SOLVE THE WORLD'S MOST PRESSING PROBLEMS.

Holden Thorp, Chancellor  
University of North Carolina at Chapel Hill

## The Challenge

The world is in need. Environment, war, water, poverty, health. In an increasingly interconnected time, confronted by complex local and global challenges, the issues we face intensify as the population of our planet continues to grow. As leaders turn to universities to assume greater responsibility in addressing these needs, Carolina must consider its role. What responsibility do we have to protect our planet,

help our citizens, and contribute to global solutions? Can we apply our creativity in powerful ways to inspire, inform, and transform? Can we find solutions, launch new enterprises, help create jobs, and safeguard our children's future? The Carolina community believes we must do more than lead in American public higher education. We must extend the impact of our innovations to the region, state, nation, and world.



## Carolina's Response

On Oct. 12, 2010, Chancellor Thorp launched the University of North Carolina at Chapel Hill's Innovate@Carolina Campaign. The campaign aims to raise \$125 million to make Carolina a world leader in launching university-born ideas for the good of society.

One year later, the need remains great. But as we have seen over the past 12 months, our faculty, students, and staff are both compelled and poised to accelerate and apply their innovative and entrepreneurial mindsets to help solve the world's most recalcitrant problems.

As the nation's first public university, the Tar Heel call to public service runs deep. Because of our commitment to liberal arts, strong technical areas, and professional schools, our faculty and students see the world broadly and think critically. They are wired to innovate.

Our strength comes from fostering creativity and discovery in the classroom, the lab, and the studio, as well as in communities beyond our campus. Carolina's strong liberal arts tradition, combined with excellence in scientific

We have a culture of innovation that is the envy of our peer institutions.

research and professional programs, equips our faculty and students to assess the current state of knowledge in a discipline, augment that knowledge through rigorous new research, and share the product of this new knowledge in innovative ways. We have a culture of innovation that is the envy of our peer institutions.

In early 2010, Chancellor Thorp assembled groups of faculty, staff, students, alumni, parents, and friends of the University — many with extensive experience leading innovation in science, business, medicine, nonprofits, and academia. Their charge: Develop a strategic plan to enable Carolina to increase the volume and accelerate the pace at which important ideas created here are applied for a better world.

The resulting roadmap scales far beyond the conventional notions of how a university can do good outside its borders, its potential is nothing less than transformative. Our assets are clear — millions of dollars in research grants and contracts annually, a deep talent pool in our distinguished faculty and staff, a student body comprised of

the nation's most accomplished students, strong regional partnerships, a cross-campus history of entrepreneurship — the list is extensive. Now we must have resources to leverage those assets and to support and strengthen a culture of innovation that permeates every corner of campus, from the chemist in Caudill Labs to the poet in Greenlaw Hall.

The campus-wide stage is set. Funding for innovators and innovation efforts will determine the scope of our aspirations.

.....

Funding for innovators and  
innovation efforts  
will determine the scope  
of our aspirations.

.....



Innovation happens when faculty, staff and students start with the seeds of ideas, combine them in unusual ways, and discover something new and worthwhile. Entrepreneurial thinkers see problems as opportunities, question everything, conduct analyses, take purposeful action, engage partners, try alternative solutions, learn from failures, make meaning, and persevere. Over the past year, we have set about aligning our values, resources, and processes to nurture a culture of innovation where these activities can thrive.

The Innovate@Carolina Campaign provides support for innovators across campus as they imagine, build, and launch solutions. Numerous innovation activities have emerged since the kickoff of this campaign. These projects, and many others, need further investment and institutional support. Help us to continue to build an environment where tomorrow's innovations can grow, and where Carolina innovators can have the greatest impact on the world.

---

# CAMPAIGN GOALS

---

The Innovate@Carolina Campaign aims to raise \$125 million by June 30, 2013. Goals include funding for the many innovative initiatives across campus, some long-standing and others emerging from our ever-strengthening culture of innovation. Just a few examples:

## University-wide

### Applied Sciences Professorships

Faculty filling these positions will bring the expertise that lies at the intersection of disciplines. They will help colleagues across campus connect basic sciences with engineering, propelling the University into new areas of discovery and application.

### Carolina Apps

This new initiative aims to bring Carolina-born ideas to wider audiences through the creation of innovative mobile applications with broad public appeal.

### Carolina Innovation Scholarship Program

This program nurtures promising young innovators. Renewable for four years, the scholarship covers the full cost of a Carolina degree. Linked through the Minor in Entrepreneurship, scholars may major in disciplines of their choosing, and take advantage of research, mentoring, and study-abroad opportunities across the University.

## Entrepreneurs in Residence

Drawn from the ranks of outstanding commercial and social entrepreneurs both on and off campus, these experts will mentor and counsel students and faculty interested or involved in entrepreneurial ventures. They also will use their professional contacts to help students secure off-campus internships and faculty develop relationships with the private and non-profit sectors.

## Incubators

The Campus Y *Social Innovation Incubator* supports student-led projects to address social justice issues. It extends the Campus Y vision, fostering an activist, entrepreneurial response to issues of social and economic injustice. The *505 Incubator* will provide a facility to support early-stage company ideation, formation, and growth at Carolina,



---

# CAMPAIGN GOALS

---

with spaces for science-based companies and technology entrepreneurs.

## **Innovation Funds**

These flexible funds will be awarded on a competitive basis to faculty, students, and staff to enable the most promising innovations on campus.

## **Minor in Entrepreneurship**

Critical to promoting a culture of innovation, this interdisciplinary minor in the College of Arts and Sciences encourages students to think and act entrepreneurially, teaching them the skills to start successful ventures of all kinds: commercial, social, scientific, and artistic. Additional funding will support expanding the minor's reach and highly successful Carolina Entrepreneurial Initiative programs, including Launching

the Venture, the Chancellor's Faculty Boot Camp on Entrepreneurship, the Carolina Challenge, and First Year Seminars in innovation and entrepreneurship.

## **School/Unit**

### **Center for Law, Environment, Adaptation and Resources**

This School of Law effort is building a consortium with other law schools, as well as other regional and national partners, to create an innovative clearinghouse for climate change legal adaptation research. The consortium brings together UNC legal scholars and those from other disciplines and institutions to address all facets of environmental law, environmental justice, climate change, legal adaptation, coastal issues, and risk.

### **Gillings Innovation Labs**

Based at the Gillings School of Global Public Health, these labs tackle the school's key strategic areas that are high-priority focus areas, as well as many other public health challenges. Each engages in one or more of these areas: high-impact research, demonstration projects, and teaching practices that anticipate future public health challenges and accelerate sustainable solutions across North Carolina and around the world.



### Global Entrepreneur in Residence

The Center for Global Initiatives aims to bring a social entrepreneur to campus for up to 18 months on a competitive basis. During that time, he or she will work with UNC students and faculty to develop and launch a venture that addresses an urgent global problem.

### Graduate Research Consultant Program

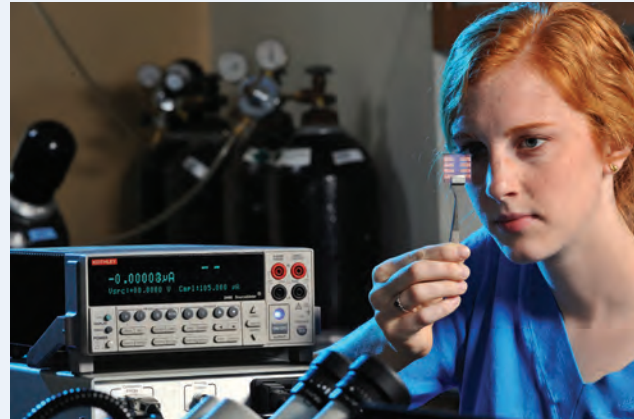
This initiative in the Office for Undergraduate Research aims to extend more course-based research experiences to undergraduates. The program enables instructors who want to transform course projects or assignments into rigorous research projects to do so with the assistance of advanced graduate students with disciplinary expertise.

### Joint MBA/MD Program

Kenan-Flagler Business School and the School of Medicine are developing an MBA/MD dual degree program to train the next generation of health-care innovators. Once approved, the accelerated program will enable students to earn the degree in five years.

### Lifetime Library

The School of Information and Library Science will now provide trusted storage and associated services for students and alumni for their entire lives. This service will help students lead successful digital lives beyond the University and serve as a link to alumni who stay in touch and participate in campus activities.



### Minor in Education

Based in the School of Education, this new minor will provide an understanding of educational issues for students interested in education policy, and for those exploring opportunities to teach. Undergraduates will gain classroom experience and grapple with issues such as achievement gaps and dropout rates.

### New Media

At the School of Journalism and Mass Communication: *Powering a Nation* investigates the political, economic, and scientific tensions behind U.S. energy through advanced reporting to engage citizens and inspire informed decision-making; student-run *reesenews* is an experimental, research-driven digital news site seeking to innovate the field of online journalism by expanding conventional print and photojournalism, interactivity, and social media.

## A Beginning

After just one year, support for the Innovate@Carolina goals and programs is paying off. More students are learning about entrepreneurship, more faculty are spinning out companies, and Carolina-born ideas are having more impact than ever. Across the campus, our collective commitment to innovation is informing our most important work, from the newly released Academic Plan to how we approach public service and engagement.

But we are only beginning. Innovation not only needs fertile ground from which to grow, but flexibility and resources to achieve real, sustainable, positive impact. Your support is vital as together we continue to seize our opportunity to change the world.



CHANGE THE WORLD.  
INNOVATE.UNC.EDU