



THE UNIVERSITY
of NORTH CAROLINA
at CHAPEL HILL

BOARD OF TRUSTEES
COMMERCIALIZATION & ECONOMIC
DEVELOPMENT COMMITTEE

SEPTEMBER 27, 2017, 4:30PM
ALUMNI HALL II,
GEORGE WATTS HILL ALUMNI CENTER

OPEN SESSION

FOR INFORMATION ONLY

(No formal action is requested at this time)

1. Chair's Remarks
Julia Grumbles, UNC-CH Board of Trustees
2. [Blueprint for Next Update](#)
Carol L. Folt, Chancellor
3. [Preparing Graduate Students for Their Careers](#)
Heidi Harkins, Executive Director, Professional Science Master's Programs
Don Rose, Director of KickStart Venture Services
Steve Matson, Dean of the Graduate School

COMMITTEE MEMBERS

Julia Sprunt Grumbles, Chair
Kelly Matthews Hopkins, Vice Chair
Jefferson W. Brown
W. Lowry Caudill
Allie Ray McCullen
Hari H. Nath

Administrative Liaison:

Judith Cone, Vice Chancellor for Innovation, Entrepreneurship, & Economic Development

The **BLUEPRINT** for ***NEXT***



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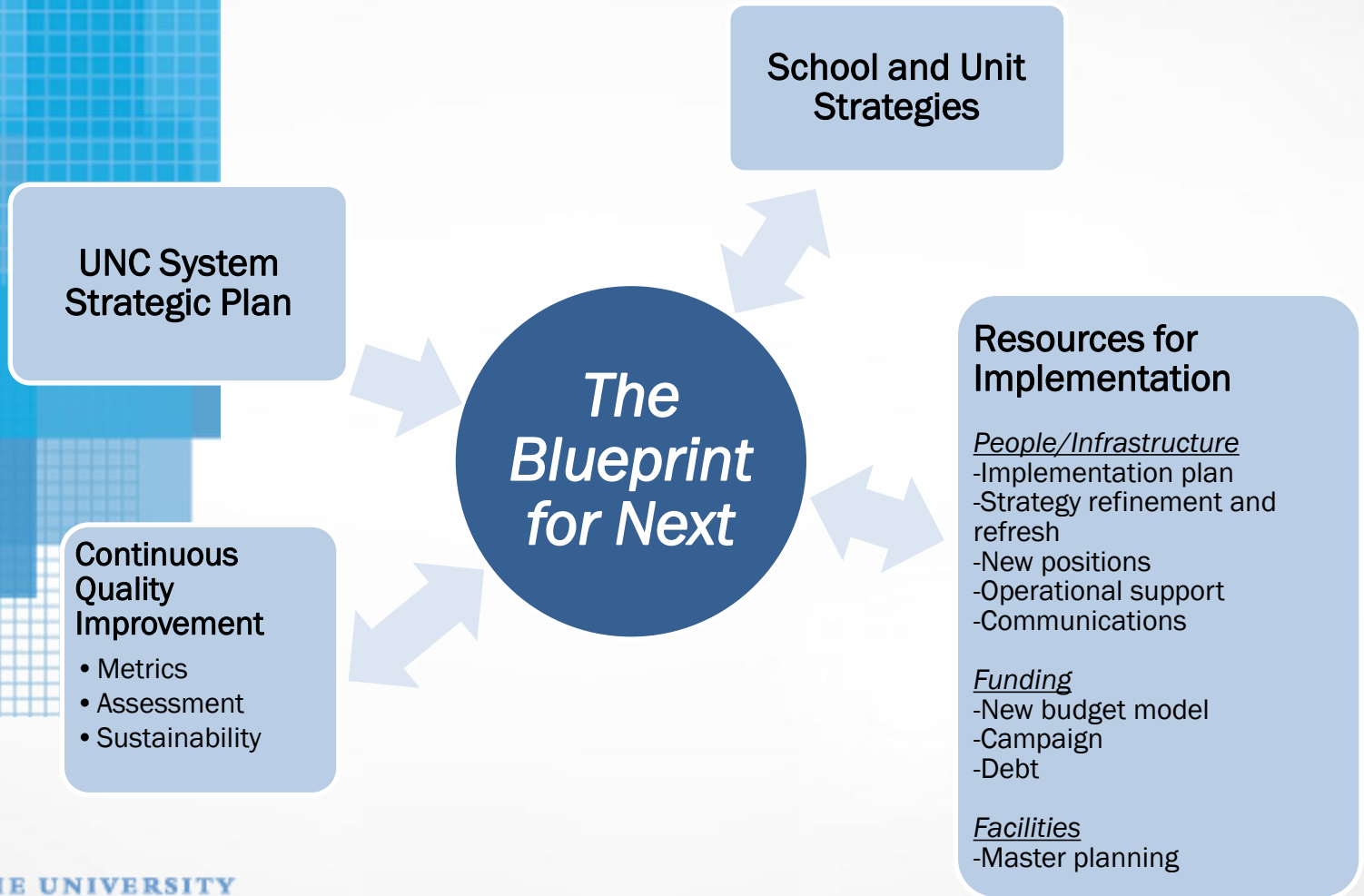
Carolina's Strategic Framework
2/19

Strategic Framework

Of the Public, for the Public	Innovation Made Fundamental
No barriers	Foundational research
Expertise brought to bear	New learning
Working for democracy	Translation
	Adapting to workforce/students
<i>Preeminence</i>	
<i>Economic powerhouse for state</i>	
<i>Graduates prepared for the new economy</i>	
<i>Global mindset</i>	
<i>Address big societal questions</i>	



Implementation Made Real



Initiatives

The New Graduate

- Extend Carolina
- New Learning
- Modernizing Student Support

A Culture of Innovation

- Tiger Teams
- Carolina Service
- New Budget Model
- Sustainability – the Three Zeros
- Master Plan
- Staff Professional Development

The Great Convergence

- Creativity Hubs
- Arts Everywhere
- Institute for Convergent Science
- Of the South
- UNC Environment

Global Strategic Plan

- Global Impact Accelerator
- Global Seed Fund
- Carolina Global Guarantee

Carolina Whole Health

- Carolina Rural Health Partnership

Economy of the Future





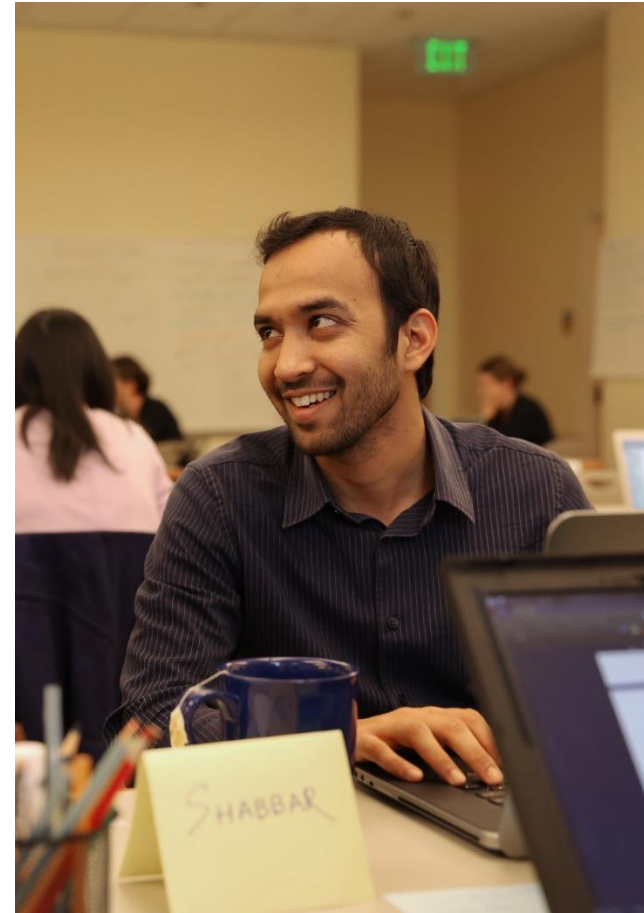
UNC
THE GRADUATE SCHOOL

Preparing Graduate Students for Their Careers

Heidi Harkins, PhD, MPH

Executive Director, Professional Science Master's programs

PhD grads pursue a variety of careers



Professional Science Master's program spin-off



Course testimonials from students

The course was an amazing course—and it's really something that is so needed for those in any field.

Great course, I've already highly recommended it to classmates.

Everything I learned will help me immensely for the rest of grad school and afterward.

This was a fantastic course taught by a fantastic teacher. I hope classes like this are offered more often for UNC graduates!

Certificate Overview

- Required/elective courses
 - 7.5-credits required courses
 - At least 1.5 credit of an elective course
- 10 workshops



Required courses

- **GRAD710** Professional Communication: Writing
- **GRAD711** Professional Communication: Presenting
- **GRAD712** Leadership for the Workplace
- **GRAD713** Applied Project Management: Frameworks, Principles and Techniques
- **GRAD714** Introduction to Financial Accounting
- **GRAD715** Building your Leadership Practice

*Typically 1.5 credit, half-semester courses offered outside of the 9-5 workday



Workshops

Don Rose, PhD

- Professor of the Practice of Strategy and Entrepreneurship, NC TraCS Institute
- Director, UNC KickStart Venture Services; Office of Commercialization and Economic Development



Fall 2017 Workshops

- **September 12:** Anatomy of a Business*
- **September 26:** Show Me the Money*
- **October 10:** Corporate R&D, Part 1*
- **October 24:** Corporate R&D, Part 2*
- **November 14:** Life after Academia: Scientific Careers in Industry
- **November 28:** A Matter of Degrees: Does an Additional Degree Help?

*Required Workshops



Thoughts from current students

- **Kyle Bowler**, Pharmaceutical Sciences
- **Christina Lebonville**, Psychology
- **Madelyn Percy**, Geological Sciences; President, Graduate and Professional Student Federation

Campus reach: students & committee

- Students from more than 30 degree programs
- Approximately 200 PhD/Master's students (non-unique) have taken courses
- Advisory committee members span departments



Campus reach: arts & humanities

Philip Hollingsworth, PhD

- Coordinator for Faculty Programs; Institute for the Arts and Humanities
- Committee member, UNC National Endowment for the Humanities planning grant *Next Generation Humanities PhDs*



Moving forward

- National Council of Graduate Schools grant:
Understanding PhD Career Pathways for Program Improvement
- Improve career awareness
- Tailored workshops



Be prepared for the workplace



“From persuasive presentations to stakeholder management, the business acumen I gained from these business classes has given me an edge, bolstered my confidence, and prepared me to succeed in my career beyond graduate school...I would strongly encourage all PhD students at UNC to take advantage of this program.”

Megan Riley, PhD, MPS

Clinical R&D Epidemiologist, GSK Vaccines



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