UNC Joining Forces

An Initiative to Support North Carolina’s Military

Appalachian State University (ASU), East Carolina University (ECU) Elizabeth City State University (ECSU), Fayetteville State University (FSU), North Carolina A&T State University (NCA&TSU), North Carolina Central University (NCCU), North Carolina School of Science and Mathematics (NCSSM), North Carolina State University (NCSU), UNC-Asheville (UNC-A), UNC-Chapel Hill (UNC-CH), UNC-Charlotte (UNCC), UNC-Greensboro (UNCG) UNC-Pembroke (UNCP), UNC-School of the Arts (UNC-SA), UNC-Wilmington
The University of North Carolina (UNC), a system of higher learning, seeks industry and non-profit partners in support of **UNC Joining Forces**, an initiative to provide educational opportunities and research support for the United States military.

**UNC Joining Forces Goals:** Joining together, North Carolina’s public University, industry and non-profit organizations are a united force in support of:

1. providing access to a high-quality and affordable education to our nation’s service members, veterans and their families;
2. developing capacity in science and technology (S&T) support for the special operations community;
3. transitioning veterans and their families into employment; and
4. a thriving military economy in North Carolina.

**UNC Joining Forces Seeks Important Results for North Carolina**

**Solidify North Carolina’s standing as a “key military state”** by leveraging available federal, state government and civilian resources in support of current and future military priorities, including service member education and training. **We need to keep important military resourcing and contracting decisions in North Carolina.**

**Capitalize upon the federal government’s investment in service members and veterans.** The federal government invests millions of dollars in each service member’s education, training and experience to produce people with the following attributes: integrity, courage, perseverance, personal responsibility, professionalism, adaptability, and teamwork. These men and women are ideal candidates for North Carolina’s civilian workforce.

**Educate a populace that is already in North Carolina** to enter North Carolina’s civilian workforce, to strengthen a growing military economy, to start small businesses, to engage in civic and community life. **We need to keep smart, experienced, capable people in North Carolina.**

- Veterans as a group are twice as likely to vote as the rest of the electorate.
- Veterans are at least 45 percent more likely to become entrepreneurs than people with no active-duty military experience, according to a May 2011 study from the SBA Office of Advocacy.
- In 2011, Veterans who worked year-round and full time had higher median earnings and higher personal incomes than their non-Veteran counterparts.
- Median personal incomes of minority Veterans are higher than their Non-Veteran counterparts in 2011.
- On average, most minority Veterans appear to be better off in terms of some key socio-economic indicators (education, employment, poverty, health care coverage) than their non-Veteran minority counterparts.
Reduce Veteran unemployment rates in North Carolina, particularly among the youngest Veterans.

- Younger Veterans not in the workforce are likely collecting unemployment while deciding what to study, where to go to school, and taking the steps necessary to establish residency for tuition purposes at public institutions of higher education in North Carolina. UNC provides advising and counseling to help young veterans pursue a course of study that will equip them for employment in North Carolina.

**UNC JOINING FORCES GOALS AND KEY RESULTS FOR NORTH CAROLINA**

Members of the UNC Joining Forces coalition provide financial and other assistance for education and science and technology priorities in support of the University’s work with the military.

**CURRENT EDUCATION PRIORITIES**

**UNC System Marketing and Promotion to the Active-Duty and Veteran Communities in North Carolina**

- UNC Military Branding, Concept and Targeting Strategy Development and Implementation
- Internet Optimization and Targeting
- Print: Creative and Media
- Radio: Creative and Media
- Video: Creative and Media
- Event marketing (Travel, Sponsorship, Conferences, Expos, Info Sessions)

**UNC-TV: North Carolina Now (7-Part series & One Hour Program)**

1. An overview of the military presence in North Carolina and the impact of these installations on the state.
2. Current trends that are impacting the military in North Carolina, such as the Budget Control Act of 2011 and sequestration.
3. Overview of how the University of North Carolina connects with the military, the programs in place to assist service members with their educational attainment, and ways the University supports the economic engines found in military installations.
4. Story focusing on how the University and the military connect directly on projects related to technology and research.
5. Story focusing on how the University provides training to active-duty service members.
6. Story focusing on how the University assists men and women transitioning successfully out of the military into the next part of their lives.
7. Wrap-up story that emphasizes how this partnership between the military and the University may grow into the future.

**Academic Programs Aligned with Military Requirements**

- Full build-out of the online North Carolina Military Educational Positioning System (NCMEPS)
- Student internships (in the Special Operations community) and scholarships.
- Academic and student placement programs.
CURRENT TECHNOLOGY PRIORITIES
Maintaining and expanding the number of UNC faculty engaging in Special Operations-focused Science & Technology solutions.
Special Operations-focused research, analysis and design projects and collaborations (faculty, research staff, graduate students and undergraduate students).
Technology transfer.
Special Operations-focused workshops on Science & Technology topics; outreach/training for faculty, staff and students; and building relations with military and industry.

COALITION MEMBER RECOGNITION
Founding Coalition Member Benefits
Displays with "UNC Joining Forces" logo and identification as founding member.
Information available for reciprocal promotion in coalition member’s place of business or offices.
Logo recognition of the coalition member:
- on the UNC SERVES (specific "UNC Joining Forces" section) & North Carolina Military Education Positioning System websites
- on signage for display at all UNC Partnership for National Security-attended education fairs
- at all UNC system-sponsored events, conferences
- on all promotional/marketing collateral material for distribution
- in paid print and video promotion of the UNC system’s work in support of the military
- as an underwriter with the UNC-TV seven-part series

Challenge Coin sponsorship with paper insert with Member logo recognition in vinyl coin envelope. (UNC will begin providing challenge coins to all service members or veterans graduating with a Baccalaureate, Masters, Doctoral or Professional Degree)

Member capability statement on the UNC SERVES (specific "UNC Joining Forces" section) website
Invitation to “Founding Coalition Member Lunch” with the President of the University and other senior leaders
Voice-over recognition in paid radio promotion of the UNC Partnership for National Security or "UNC Joining Forces"
Opportunity to sponsor named internships

Distribution Channel Examples:
THE UNC PARTNERSHIP FOR NATIONAL SECURITY

BACKGROUND
Since 2009, the University of North Carolina system has established robust, meaningful partnerships with North Carolina-based military commands and created new infrastructure, policies and resources to better serve military partners and military-affiliated students. Through its UNC Partnership for National Security, the University is engaged in a system-wide effort to support the service member, contribute to the mission, and grow North Carolina’s economy. The Partnership effort has strengthened the University’s culture of support for the military and military-affiliated students through a wide range of activities including education, training, scholarship and research.

MILITARY PARTNERS
United States Army Special Operations Command (USASOC), Fort Bragg, North Carolina
Joint Special Operations Command (JSOC), Fort Bragg, North Carolina
United States Special Operations Command (USSOCOM), MacDill Air Force Base, Florida
United States Army War College, Carlisle, Pennsylvania
Army Research Office (ARO), Research Triangle Park, North Carolina
Marine Corps Special Operations Command (MARSOC), Stone Bay, North Carolina
Marine Corps Installations East (MCI-EAST), MCB Camp Lejeune, North Carolina
Fleet Readiness Center East (FRC-EAST), MCAS Cherry Point, North Carolina
Maritime Civil Affairs and Security Training Command (MCAST), Virginia Beach, Virginia
North Carolina National Guard (NCNG), Raleigh, North Carolina (Headquarters)

INTERGOVERNMENTAL PARTNERS
The Office of the Governor, State of North Carolina
The North Carolina Military Affairs Commission, Ex Officio Member
North Carolina Division of Veterans Affairs
North Carolina Department of Commerce
North Carolina Small Business Technology Development Center
North Carolina Military Business Center
Coastal Carolina Community College, Jacksonville, North Carolina
Fayetteville Technical Community College, Fayetteville, North Carolina

OTHER PARTNER ORGANIZATIONS
The North Carolina Military Foundation, Raleigh, North Carolina
The North Carolina Defense Business Association, Fayetteville, North Carolina
The Institute for Defense and Business, Chapel Hill, North Carolina
The North Carolina Regional Partnerships
Partnership for Defense Innovation, Fayetteville, North Carolina

**SCIENCE AND TECHNOLOGY INDUSTRY PARTNERS**

Applied Research Associates (ARA) - select projects, interns
Boeing Phantom Works - Technology development
NLA Diagnostics - STTR Partner
FDH Engineering - STTR Partner
Troxler Electronic Labs - STTR Partner
Pocketsonics - STTR Partner
SAIC (Leidos) - ID/IQ Partner
K2 Solutions, Incorporated - select projects

**UNC JOINING FORCES STAFF CONTACT INFORMATION**

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**ADDITIONAL INFORMATION**

UNC SERVES Website: uncserves.northcarolina.edu

North Carolina Military Educational Positioning System: ncmileps.northcarolina.edu

UNC Official Testifies Before Congress on UNC Approach to Serving Veterans (September 11, 2013): Testimony

Article: “VA Sec. Shinseki talks military ed with UNC’s Ross” (June 11, 2013)

Department of Veterans Affairs Secretary Eric Shinseki on UNC’s approach to supporting Veterans:

“I’ve run into a number of other presentations that are campus-specific, but what I thought I saw here is a coordinated approach to discussing the opportunities and why it’s important to leverage them across 16 campuses, which I think is phenomenal.”

Student Veterans of America Executive Director, Mike Dakduk on UNC’s effort:

“I’ve never seen a concerted effort by an entire system to make their entire system better for supporting veterans and to get the buy-in of all of their chancellors. They’re on the right track.”