GO GLOBAL NC

We connect North Carolina to the world and the world to North Carolina.

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October 11, 2016   (919) 237-7951 | (919) 271-5992

Launch Day is Here: North Carolina's Global Engagement Snapshot Goes Live

RESEARCH TRIANGLE PARK, NC – One year after releasing the nation's first *Blueprint for Global Engagement*, North Carolina is again demonstrating its long tradition of pioneering initiatives with the launch of the N.C. Global Engagement Snapshot – an online tool to benchmark and coordinate efforts to maximize North Carolina's global success.

The Snapshot presents 63 data points that build a foundation to quantify North Carolina's engagement with the world across all sectors – education, business, government, and community. The online dashboard illustrates that North Carolina's prosperity relies on understanding and working with the rest of world. Benchmarking the data is intended to add to the conversation about how global opportunities contribute to economic well-being and quality of life of all North Carolinians.

Here is a link to North Carolina's Global Engagement Snapshot: www.goglobalnc.org/snapshot

The Global Engagement Snapshot is a project of the N.C. Coalition for Global Competitiveness, a public-private group chaired by former N.C. Secretary of Commerce Jim Fain and established in 2013. The Coalition is a group of approximately 40 N.C. business, education, and government leaders who work in the international arena. In 2015, the Coalition released the nation's first statewide *Blueprint for Global Engagement* which identifies six areas of strategic focus to advance our state's global engagement success: Leadership, Global Brand Identity, Global Infrastructure & Logistics, Global Economic Development, Cross Cultural Competence, and Collaboration & Research. Today's announcement of the Snapshot serves to benchmark activity in those six areas.

Go Global NC, a program of UNC General Administration, coordinates the Coalition.

"The Snapshot data will allow the Coalition to gauge progress and diagnose areas of opportunity – and challenge – in implementing the comprehensive strategies outlined in the Blueprint," Jim Fain said. "Coalition members are committed to work together with intentionality to maximize our collective impact – to make one plus one equal three. We believe this to be the nation's first plan to coordinate efforts across all sectors to achieve the state's global potential."

The Snapshot tracks and monitors baseline global indicators across North Carolina such as:

- Number of N.C. jobs provided by foreign companies – 242,700
- Number of K-12 students studying foreign languages – more than 380,00

(more)

- Value of agricultural exports – $2.3 billion
- Economic contribution of international students studying in N.C. – $458 million

Go Global NC has led a year-long data collection and analysis effort in partnership with Elon University and RTI International to develop the Snapshot. Moving forward, the global indicators will be updated and reported annually in the fall.

"We are setting a precedent and our goals at this stage are to get people to use the Snapshot and to help us continue to strengthen this dynamic tool," said Go Global NC's Rachel Page, who leads the initiative. "The Snapshot was developed through discussions and research with hundreds of North Carolinians, and we continue to encourage feedback -- this is an evolving project that will grow and help us tell the story of North Carolina's many international connections."

A team of student interns from Elon University's Center for Organizational Analytics, led by Dr. Haya Ajjan, was instrumental in development of the online dashboard.

"It was a pleasure for Elon to be part of an initiative that is a first-of-its-kind in the nation. This collaboration has benefited our talented students who have gained insights into global indicators and visualization techniques, while adding value to our partnership with Go Global NC and RTI International," Dr. Ajjan said. "We have together created a global engagement reference that is valuable and useful for decision-makers supporting our North Carolina community."

Release of the Snapshot and subsequent updates are intended to move North Carolina toward becoming the most globally engaged state in the nation. Coordination of efforts will amplify the impact of all our work and position North Carolina as a great place to invest, work, study, visit, partner, and live.

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About Go Global NC
Go Global NC connects North Carolina to the world and the world to North Carolina. Its global education and training programs empower North Carolina leaders with the skills, understanding, connections, and knowledge to succeed in a global community. Go Global NC (formerly the Center for International Understanding) is part of the 17-campus University of North Carolina system. Learn more: www.goglobalnc.org

About Elon University
Elon University is a private liberal arts university in North Carolina renowned for engaged, global, and experiential learning. Elon University embraces analytics through its Center for Organizational Analytics. The Center serves as a hub that brings together faculty, students, and industry thought leaders to disseminate best analytics practices, solve organizational problems, and promote teacher, outreach, and research in the area of analytics. Learn more: http://www.elon.edu/analyticscenter

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