TABLE OF CONTENTS

ABOUT GOGLOBALNC ................................................................. 5

OUR APPROACH ......................................................................... 7

OUR STRATEGY ............................................................................ 8

CORE STRATEGIES ......................................................................... 9

  STRATEGY ONE: Provide cross-cultural experiential learning

  STRATEGY TWO: Educate stakeholders through evidence-based best practices

  STRATEGY THREE: Provide though leadership and facilitate the collaboration between influencers to drive change

  STRATEGY FOUR: Support cultural competency and foreign language aquisition

OUTCOMES ...................................................................................... 15
Go Global NC, part of the UNC System since 1979, designs and manages programs that build the capacity of policy leaders, educators, students, and business and community leaders to enable North Carolina to succeed in a global economy and increasingly interdependent world.

Go Global NC’s portfolio includes international experiential learning; domestic workshops and training; and coordination of Chinese-language classrooms in public schools. It serves as a resource to both the UNC System’s global initiatives and campuses, and to state and local government agencies.

Our programs include:

- Global Teachers: helping teachers bring the world to North Carolina classrooms
- Global Leaders: working with legislators, state, and local leaders to address policy challenges that require international insight
- Latino Initiative: connecting North Carolina government and community leaders to a better understanding of their Latino neighbors
- China Programs: helping K-12 public schools offer Chinese language and culture programs

Go Global also organized and convenes the N.C. Coalition for Global Competitiveness, a collaborative effort of government, academic, and business leaders with a focus on international engagement and development. The Coalition authored North Carolina’s first strategic plan and created a metric dashboard, which are aimed at guiding, enhancing and measuring our global engagement.

Go Global NC delivers highly effective public-private programs and partnerships that serve and broadly impact North Carolinians.

It matters and makes a difference.
We work with integrity and excellence.
Our approach

In fall of 2017, Go Global NC identified the need for a long term, five-year strategic plan. A planning subcommittee of Go Global NC staff first identified the scope, methodology, timeline, and process to develop a strategic plan. The planning subcommittee sought input from staff, board, and the UNC System; summarized and presented information to the Go Global NC staff and board; developed and facilitated a strategic planning retreat of staff, board members, and UNC System leadership, resulting in the development of core strategies and core priorities. Staff developed program goals and objectives based on core strategies, and targeted subcommittees, including staff, board and UNC System leadership, were created to develop goals and objectives for the core priorities.

This strategic plan is a management tool for Go Global NC and a reference guide for its future work. It provides a record of the planning process and decisions reached by staff, board, UNC System leadership and stakeholders.

Core strategies are broad overarching directions Go Global NC has adopted to achieve its mission, “connecting North Carolina and the world,” when identifying the goals and objectives of its programs and initiatives.

**STRATEGY ONE:**
Provide cross-cultural experiential learning

**STRATEGY TWO:**
Educate stakeholders through evidence-based best practices

**STRATEGY THREE:**
Provide thought leadership and facilitate the collaboration between influencers to drive change

**STRATEGY FOUR:**
Support cultural competency and foreign language acquisition
STRATEGY ONE:
Provide cross-cultural experiential learning

Goals and Objectives by Programs:

**China Programs:**
- Participants develop deeper understanding of the overall cultural, social, and historical context of China
- Participants display increased capacity to understand and acclimate to other cultures
- Participants form lasting relationships with Chinese partners

**Global Leaders:**
- Participants strengthen their ability to navigate foreign cultures
- North Carolina business and community leaders expand their cross-cultural experience and enhance their understanding of the global context for their decisions

**Global Teachers:**
- Participants develop deeper understanding of the overall cultural, social and historical context of host country
- Participants gain insight into the host country’s history, culture and education system
- Participants display increased capacity to understand and acclimate to other cultures

**Latino Initiative**
- Participants acquire a deeper understanding of the overall cultural, social and historical context of host country
- Provide opportunities to learn from host country’s systems to understand how they serve and meet the needs of the community
- Increase understanding of migration to the U.S. and the impact it has on families and communities
We serve through leadership and civic engagement.
STRATEGY TWO:
Educate stakeholders through evidence-based best practices

Goals and Objectives by Programs:

**China Programs:**
- Teachers are trained in most effective instructional methods
- Guest teachers are prepared to enter N.C. classrooms with minimal cultural shock

**Global Leaders:**
- Participants display a broader knowledge of international best practices in areas critical to North Carolina’s ability to compete economically
- Participants have plan of action for advancing global engagement in N.C.

**Global Teachers:**
- Participants and staff collaborate with each other on ways to implement global perspectives and technology into the classroom
- Participants develop curriculum for advancing global engagement in N.C.

**Latino Initiative**
- Participants acquire a deeper understanding of the overall cultural, social and historical context of host country
- Provide opportunities to learn from host country’s systems to understand how they serve and meet the needs of the community
- Increase understanding of migration to the U.S. and the impact it has

**N.C. Coalition for Global Competitiveness**
- Participants display a broader knowledge of international best practices in areas critical to North Carolina’s ability to compete economically
- Participants have plan of action for advancing global engagement in N.C.
STRATEGY THREE: Provide thought leadership and facilitate the collaboration between influencers to drive change

Goals and Objectives by Programs:

**Global Leaders:**
- Participants become known as North Carolinians with insights into the world and world events
- Participants and alumni build and expand an internal network that advances North Carolina’s global engagement and economic development

**Global Teachers:**
- Participants deliver a global minded curriculum to their students

**Latino Initiative**
- Establish team of influential policy and community leaders to enact change, engaging efforts to include their existing Latino population
- Create an active alumni committee that promotes involvement of community leaders in future programs, and advocates for new funding resources

**N.C. Coalition for Global Competitiveness**
- Serve as the clearing house for North Carolina statewide Global Engagement initiatives
- Strengthen and expand operations and policies to pool resources and share responsibility within the Coalition
- Identify and implement opportunities for “synergies” among Coalition members and Go Global NC staff
- Integrate Coalition efforts (e.g., Blueprint and Snapshot) with state of North Carolina and other agencies addressing global engagement in N.C.
STRATEGY FOUR: Support cultural competency and foreign language acquisition

Goals and Objectives by Programs:

**China Programs:**
- Students gain Chinese language skills through high quality classroom instruction
- Increased proficiency in a 2nd language among participants
- Students develop an understanding of Chinese culture and history
- Schools and students embrace new ideas and cultures

**Global Leaders:**
- Provide leadership that creates environments for inclusive and economically driven communities

**Global Teachers:**
- Build the capacity of participants to help their students develop the cross-cultural competencies (knowledge, skills and attitudes) to successfully navigate an interconnected world. Increased capacity to understand and acclimate to other cultures

**Latino Initiative**
- Provide leadership that creates environments for inclusive and economically driven communities
We offer innovative and creative solutions to drive change.
OUTCOMES

INDIVIDUAL OUTCOMES:

• Participants display increased capacity and understanding of other cultures
• Participants gain knowledge, skills, and attitudes for advocating a position as it pertains to global engagement
• Participants have a plan of action for advancing global engagement in N.C.
• Increased proficiency in a second language among participants

SOCIETAL OUTCOMES:

• N.C. students are prepared with the necessary skill sets to engage and compete in a global world/marketplace
• N.C. leaders/teachers/influencers are equipped to live and work in a global society
• N.C. communities are equipped with the relationships and strategies to positively integrate our new neighbors
• N.C. communities are equipped with the cultural competence to increase their attractiveness for external investments and opportunities
• N.C. communities are more prepared to make decisions with an informed understanding of their global impacts
• North Carolinians are equipped to effectively engage the world and build bridges to other cultures, leading to increased economic well-being and quality of life

ULTIMATE OUTCOME:

North Carolina is the most globally engaged state in the nation.