

This document provides a list of indicators and sources provided in [North Carolina's Global Engagement Snapshot](#). For additional reference and background information see the [North Carolina Blueprint for Global Engagement](#).

Strategic Area	Indicator	Source
Leadership	Number of endorsers/supporters of the NC Blueprint for Global Engagement	Go Global NC
	Number of leaders involved with the NC Blueprint for Global Engagement	
	Number of Coalition Global Competitiveness Members	
Global Brand Identity	Number of media articles viewed and shared via YouTube, Facebook and Twitter	Go Global NC
	Number of views on GlobalNCPlan.org	Dun and Bradstreet, FDI Markets, Community Investment Report, EDPNC Internal Databases
	International Companies with NC Headquarters	
	Who is Tweeting about "GLOBAL" in North Carolina?	North Carolina economy, #NC, NC Government, NC International, NC Education, North Carolina Travel, NC Global, North Carolina, NC Research. (September 2016 – July 2017). [@rachyljackson]. Retrieved from Twitter.com
	Sentiment Score for Tweets about North Carolina's Global Identity	
	Top Hashtags Used in Twitter Conversations About North Carolina's Global Identity	
	Keywords used in Twitter Conversations About North Carolina's Global Identity	
	Top Global North Carolina Influencers	
Map of Twitter Users Discussing North Carolina (NC Users)		
Global Infrastructure and Logistics	Number of international passengers departing from NC airports	Bureau of Transportation Statistics
	Number of international passengers arriving to NC airports	Bureau of Transportation Statistics
	Number of non-stop international destinations from NC airports	Charlotte-Douglas International Airport, Piedmont Triad International Airport, Raleigh-Durham Airport Authority.
	Households with broadband internet access (%)	US Census Bureau
	K-12 school median total broadband usage (MBPS)	Microelectronics Center of North Carolina (MCNC), North Carolina Research and Education Network
	K-12 school median broadband usage per student (KBPS)	
	K-12 school median broadband usage per student peak day (KBPS)	
	Value amount of NC exports by county of port	US Census Bureau
Value amount of NC imports by county of port		
Global Economic Development	Value of total exports of merchandise from NC	International Trade Administration
	Number of companies exporting internationally from NC	
	NC's top 5 export industries	
	US jobs supported by goods exports from NC	
	Number of certified international documents authenticated by NC Department of the Secretary of State	North Carolina Secretary of State
	NC's rank among US states for employment by foreign investors	Bureau of Economic Analysis
	Foreign direct investment (FDI) in NC	
	Number of supported businesses from tourism	NC Department of Commerce
	Number of supported jobs from tourism	
	Value amount spent in NC tourism	
	Foreign direct investment (FDI) employment in NC	Bureau of Economic Analysis
	Number of private industry firms	Bureau of Labor Statistics
	Value of agricultural exports from NC	Foreign Agricultural Service
Number of global employers who have operations in NC	Organization for International Investment	

Strategic Area	Indicator	Source
	Number of companies headquartered in NC with a foreign parent	Dun and Bradstreet, FDI Markets
	Top 25 NC Export Countries Based on 2015 Dollar Value	US Census Bureau
	Top countries investing in NC	Economic Development Partnership of North Carolina
	Jobs added by top investing countries in NC	
	Jobs added by top investing countries in NC	
	Top foreign direct investment (FDI) industries in NC	
Cross Cultural Competence	Number and country of origin for UNC international students by academic level	UNC General Administration
	Number of UNC international students by county and academic level	
	Degrees awarded to international students at UNC system colleges and community colleges	
	Financial contribution of international students	NAFSA: Association of International Educators
	Number of international students at higher education institutions	Institute of International Education
	Number of NC study abroad students from higher education	
	Number of students enrolled in advanced placement foreign languages	NC Department of Public Instruction
	Number of UNC students who participate in study abroad or exchange programs	UNC General Administration
	Number of K–12 students enrolled in world language	NC Department of Public Instruction
	Number of K-12 students enrolled in ESL	
	Number of community college students enrolled in ESL	NC Community College System
	Number of sister city relationships	Sister Cities International
	Number of immersion language programs in public schools (K-12)	NC Department of Public Instruction
	Number of students enrolled in UNC's global certificate initiative	UNC General Administration
Number of schools and districts globally badged/certified	NC Department of Public Instruction	
Collaboration & Research	UNC system: global awards and subcontracts	UNC General Administration
	Total research and development spending patterns	National Science Foundation
	Number of employed science, engineering, health labor doctorates	
Contextual Indicators	Place of birth for foreign born population	US Census Bureau
	Number of passports issued to NC residents	Bureau of Consular Affairs
	Number of naturalized US citizens in NC	US Census Bureau
	Hispanic or Latino origin by country of origin	
	Languages spoken at home	
	Number of residents born in NC	
	NC Population by county	NC Department of Public Instruction
	Race of students enrolled in K-12 public schools by county and gender	
	Percent of high school graduation	
	Educational attainment	US Census Bureau
	Percentage of individuals who moved to NC from abroad	
	Median household income	Bureau of Labor Statistics
	Unemployment rate	
	Ancestry - reported by country of ancestry	US Census Bureau