

How does UNC-Chapel Hill make an economic and social impact in Watauga County?

IT STARTS WITH AN IMPORTANT



TALENT | INNOVATION | PLACE

UNC INNOVATION, ENTREPRENEURSHIP AND ECONOMIC DEVELOPMENT

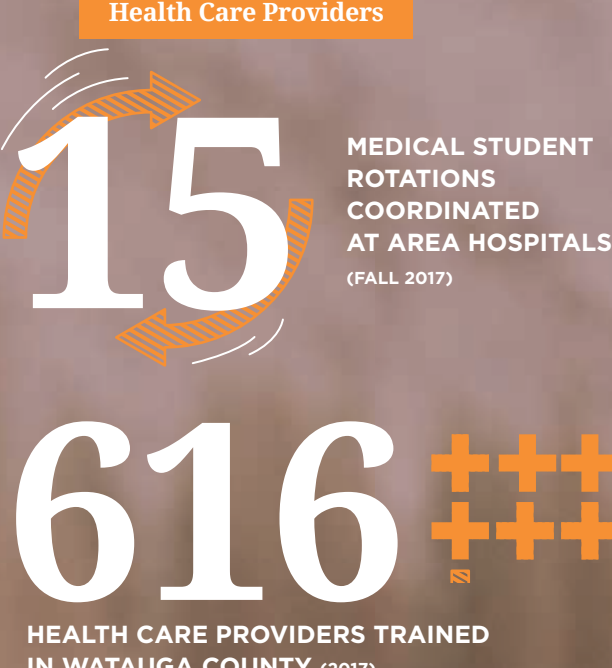
Talent

DEVELOP HUMAN CAPITAL AND THE FUTURE WORKFORCE

Students



Health Care Providers



Citizens and Local Government



- Courses
- Publications
- Environmental Finance Projects
- Teaching Sessions
- Advising Projects
- NC Benchmarking Project
- Civic Education

Innovation

INFUSE RESEARCH, EXPERTISE AND ENTREPRENEURSHIP INTO THE COMMUNITY

Local-to-Global Research Impact



Research Project Highlights

Water Safety in Small Municipal and Private Water Systems



\$196K

SPONSORED RESEARCH (2013)

UNC GILLINGS SCHOOL OF GLOBAL PUBLIC HEALTH

Residential Social-Emotional Learning Program



\$40K

SPONSORED RESEARCH (2015)

FRANK PORTER GRAHAM CHILD DEVELOPMENT INSTITUTE

Mapping and Analyzing Fault Zones



\$10K

SPONSORED RESEARCH (2015)

UNC DEPARTMENT OF GEOLOGICAL SCIENCES

Innovation

INFUSE RESEARCH, EXPERTISE AND ENTREPRENEURSHIP INTO THE COMMUNITY

UNC Startup Standout

Startup High Country, LLC

FOUNDED IN BOONE, NC BY UNC ALUMNUS

Sam Glover

A TEAM OF ENTREPRENEURS, CODERS AND INVESTORS WITH A PASSION FOR HIGH-TECH IN THE HIGH COUNTRY

5 EMPLOYEES



Problem

FEW LOCAL HIGH-TECH, HIGH-PAYING JOBS

Solution

INVEST TIME, EXPERTISE AND MONEY INTO STARTUPS IN THE BLUE RIDGE REGION

- Develop product and go-to-market strategies
- Make investor connections
- Help companies avoid legal and managerial pitfalls

[Read More](#)

STARTUPHC.COM

WORKING WITH STARTUPS FOCUSED ON:

Beekeeping Tech

WEB-BASED APP HELPS BEEKEEPING COMMUNITY TRACK AND IMPROVE RESULTS

Waste and Recycling

ONLINE PLATFORM CONNECTS RURAL COMMUNITIES NEEDING TRASH PICKUP WITH REGISTERED DRIVERS

Social Lending

SOCIALLY-DRIVEN LENDING PLATFORM TURNS SPARE CHANGE INTO FUNDING FOR CONSERVATION, NONPROFITS AND LOCAL BUSINESSES

Video Development

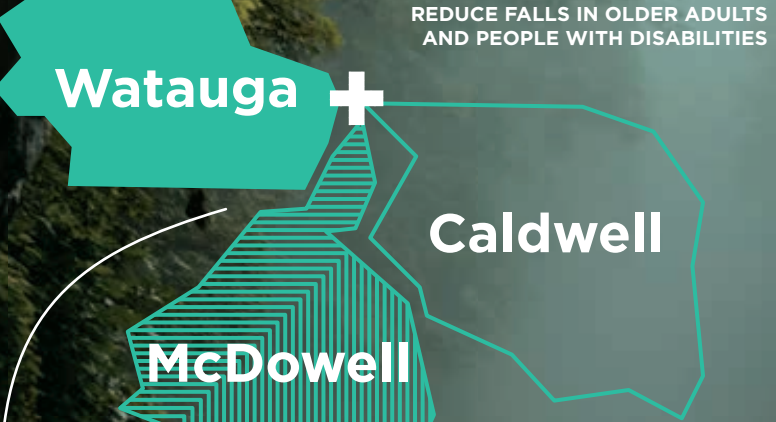
HIGH-QUALITY VIDEO DEVELOPMENT AND AUDIO CONTENT FOR FAITH-BASED ORGANIZATIONS

Place

BUILD COMMUNITY-CONNECTED PARTNERSHIPS THAT IMPROVE HOW CITIZENS WORK AND LIVE

Community Health and Mobility Partnership (CHAMP)

THREE-COUNTY PROGRAM TO REDUCE FALLS IN OLDER ADULTS AND PEOPLE WITH DISABILITIES



- UNC physical therapy professor creates first-of-its-kind program
- Better home care for older adults and people with disabilities
- Improved balance and mobility reduces fall-related injuries
- Streamlined second opinions
- People remain active and independent

Community Partners

- SENIOR CENTERS
- HOSPITALS
- PHYSICAL THERAPY CLINICS
- OTHER UNIVERSITIES AND COMMUNITY COLLEGES

Community-Focused Health Projects

UNC Gillings School of Global Public Health

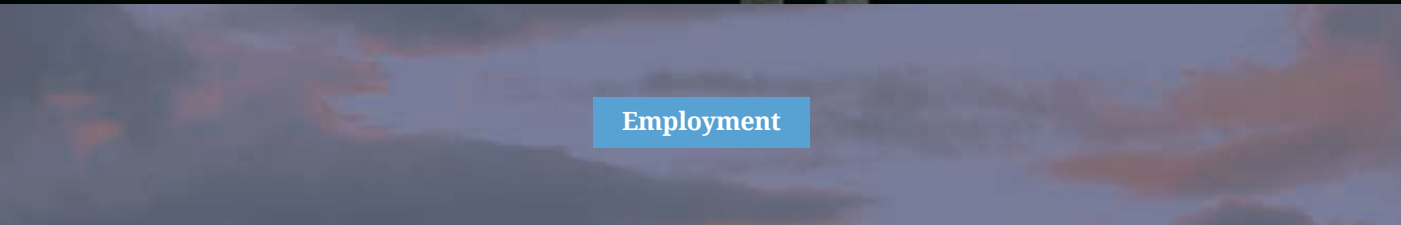
THREE RESEARCH PROJECTS, EXPANDED LOCAL IMPACT.

- IMPROVING COMMUNITY OUTCOMES FOR MATERNAL AND CHILD HEALTH
Sponsor: Appalachian District Health Department
Research by: UNC Department of Maternal and Child Health (2016-19)
- POLICY-CHANGE TRAINING AND TECHNICAL ASSISTANCE
Sponsor: Appalachian District Health Department
Research by: UNC Department of Health Behavior (2016-17)
- RURAL HEALTH RESEARCH CENTER COOPERATIVE AGREEMENT
Sponsor: US Office of Rural Health Policy
Research by: UNC Department of Health Policy and Management (2004-20)

Watauga

A COMMUNITY SNAPSHOT

Employment



Top Four Watauga County Industries



Top Five Watauga County Jobs

- OFFICE AND ADMINISTRATIVE SUPPORT
- SALES
- EXECUTIVES, MANAGERS AND ADMINISTRATORS
- FOOD PREPARATION WORKERS AND SERVERS
- FOOD PREPARATION WORKERS AND SERVERS

Work Distribution



Workforce Education

