Community-University Engagement in the Piedmont Triad

UNCG is committed to excellence in community engagement. We are exploring a range of partnerships across a variety of sectors to make a positive difference in the lives of the communities and students we serve.

We are in the midst of a comprehensive and inclusive visioning and planning process to support excellence in community engagement. This survey on community-university interactions, sponsored by the UNCG Office of Research and Economic Development, allows us to gain a better sense of how UNCG and universities more broadly connect with our local communities. Please note that additional items were included in the survey sent via the Chamber of Commerce; "N/A" indicated items not collected through the Guilford Nonprofit Consortium. The most common responses have been reported in rank order where possible.

Thank you to the Guilford Nonprofit Consortium and the Greensboro Chamber of Commerce for sending out this survey; 248 business organizations and 114 nonprofit organizations responded! If you would like to obtain a copy of the full report (including extensive comments), please contact Emily Janke, Ph.D., Special Assistant for Community Engagement, at emjanke@uncg.edu or (336) 256-2578.

Q: How many full time employees work for your organization?

	Business	Nonprofit
More than 10	N/A	37.0%
More than 300	16.9%	N/A
3-5	14.8%	22.2%
1-2	9.9%	24.1%

Q: In what county is your organization located?

	Business	Nonprofit
Guilford	94.3%	N/A
Forsyth	3.7%	N/A
Alamance	0.8%	N/A
Davidson	0.4%	N/A
Rockingham	0.4%	N/A
Stokes	0.4%	N/A

Q: Which colleges/universities have you worked with in the Piedmont Triad Region?

	Business	Nonprofit
UNC Greensboro	86.4%	N/A
NC A&T State University	53.9%	N/A
Guilford Tech	45.5%	N/A
Guilford College	41.9%	N/A
Bennett College	28.3%	N/A
Elon University	28.3%	N/A
Greensboro College	28.3%	N/A
High Point University	27.7%	N/A

Q: In your current role, have you ever worked with a college/university? If so, how would you rate your experience?

	Business	Nonprofit
Yes, very satisfied	46.3%	46.5%
Yes, somewhat satisfied	30.7%	36.0%
No, never	20.5%	11.4%
Yes, somewhat dissatisfied	1.6%	5.3%

Find out more at
http://communityengagement.uncg.edu

Q: In what capacity did you work with a college/university?

	Business	Nonprofit
Spoke to a class/group	*43.9%*	*55.0%*
Attended a conference/mtg	*38.4%*	31.0%
Internships	*37.4%*	*61.0%*
Other	36.4%	27.0%
Research Project	23.2%	34.0%
Volunteers	21.2%	*58.0%*

Q: What do you believe are the biggest hurdles to effectively collaborating with colleges/universities?

	Business	Nonprofit
Finding the right person	*81.1%*	*78.8%*
Bureaucracy	*48.8%*	*43.3%*
Communication barriers	24.9%	20.2%
Unresponsiveness to requests	24.4%	32.7%
Cost in time/money	19.8%	32.7%

Q: How would you prefer to make initial contact with a college/university about a project, partnership, collaboration, internship, or idea?

	Business	Nonprofit
Telephone call	*35.4%*	*34.5%*
Personal visit from rep	*26.7%*	*36.4%*
Email	20.8%	12.7%
Website contact form	10.8%	12.7%

Q: Which of the following forms of online media do you use or view often for work?

	Business	Nonprofit
Email	*98.4%*	*100.0%*
LinkedIn	*53.1%*	29.8%
Facebook	*43.7%*	*60.5%*
Twitter	17.6%	20.2%
Listservs	17.1%	*36.8%*

Q: When looking to college/universities for information/resources, what kinds of resources do you seek?

	Business	Nonprofit
Interns	*62.4%*	*65.5%*
Partnerships	*48.9%*	*61.1%*
Employees	*45.0%*	20.4%
Volunteers	27.1%	*60.2%*
Research	25.8%	22.1%
Consulting	21.4%	30.1%

Q: How do you currently find out information about resources/partners at colleges/universities?

	Business	Nonprofit
Word of mouth	*77.1%*	*77.3%*
Referrals	*58.1%*	*50.4%*
Existing partnerships	*56.8%*	*65.5%*
Committees/boards	39.2%	34.5%
Websites	30.8%	21.2%

Q: What are the biggest needs within your organization?

	Business	Nonprofit
Development	*43.8%*	N/A
Promotion/Public Relations	*34.8%*	N/A
Partnerships/Alliances	*33.0%*	N/A
Human Resources	27.7%	N/A
Strategic Planning	21.4%	N/A
Access to innovation/ ideas	20.1%	N/A

*"**Engagement** is less an initiative than an orientation towards the future – a many-sided conversation that our fellow citizens are keen to have with us and which **needs our best thinking**"*

Engagement as a Core Value for the University: A Consultation Document. Association of Commonwealth Universities, 2001, p.319.

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