

# Economic Vitality

## External Stakeholders Combined Raw Data from 2y2d Focus Groups in 2010-11

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*Starting in the summer of 2009, the Two Years to Two Decades (2y2d) Initiative asked nearly 1000 faculty, students, staff and community stakeholders for input on where they want the UW to be in 20 years and what matters most to them in light of current challenges.*

*Based on initial findings, 2010-11 focus groups identified six of society's major issues they felt the UW should work to solve in the coming decades: Environmental Sustainability & Clean Energy, Education, Health, Social Justice & Inequality, Educated & Engaged Local/Global Citizens, and Economic Vitality.*

*Combined raw data of Economic Vitality- related comments from External Stakeholder groups are listed below.*

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*Participant responses fell under the following headings:*

### **Economic viability/vitality (local, national, global)**

#### **Global Competitiveness**

#### **Utilize Tech innovation**

#### **Innovation**

#### **Global Role**

#### **Economic advancement, government**

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*Individual responses, roughly grouped by topic, appear below:*

- America as a global economic leader
- protection of US standard of living in an increasingly globalized world
- leadership--create an environment that encourages rather than stifles great ideas/leaders
- international competitiveness with China and India
- globally competitive workforce
- problem--maintaining US competitive position on a world-wide platform in health, innovation
- outsourcing labor and production to ensure productivity
- international partnership/relationship
- relationship with Pacific Rim (China, India, etc.)
- sustainable urbanism here and Pacific Rim
- develop our role as a strategic gateway to SE Asia
- opportunity--take advantage of our research success to reach other markets in the US and outside
- allow the US to compete in global marketplace
- US economic position globally
- allow the US to compete in global marketplace
- Globalization and forging education alliances and partnerships with Asia Pacific
- declining level of education of US populace versus other countries
- Globalization: being competitive while understanding other cultures
- Globalization and freedom of movement and knowledge
- US losing leadership in the world
- Emerging nations: health & population issues

- UW leading USA in being more competitive in the world economy
- role of the US in world leadership
- shrinking globe, international network
- globalism
- the diminishment of US economic hegemony
- increased pressure on global resources
- Global issues of environment, health & economy
  
- Jobs--innovation that continues to provide jobs/growth in economy
- expertise needs of large industry partners
- intellectual creation--new industry
- globally competitive workforce
- partnerships with industry
- training for government and non-profit organizations
- creating job opportunities
- employment opportunities for all who want to work
- employing US citizens w/ college degrees
- utilize all human capital--students/unemployed/underemployed
- 21st century workforce
- workforce productivity
- training our artists to be entrepreneurs
- providing well-qualified employees to industry
  
- preparing future leaders
- leveraging what we do and can do well
- the university needs to move away internally from its "silo" mentality, need to integrate ideas
- Employment competency for jobs in the US--implies specific educational "tools" a background (esp. sciences, technology)
- Positioning students/graduates for harsher economic future
- Improving science education in the US
- college preparation
- workforce preparation
- creating an educated workforce
- non-profits are always looking for help--student internships
- interdisciplinary curriculum
- guaranteeing access to higher education (the world's greatest mechanism for equality and mobility)
- Vocational education
- personal financial education
- K-12 education
- improve interest in scientific fields for young girls (middle & high school)
- preparing students to work in a global economy
- education focus on disciplines that enhance our competitiveness (math, science, engineering, health)
- Giving students leadership opportunities and ability to work in teams
- educating underserved populations that will drive economic prosperity
- modifying education to train students to be less of an expert and more of an integrator capable of using the "system brain" that the internet/info system will develop into
- regional/national training/education to replace aging work force and health care
- strongest possible education system K-20, global leaders
- integrated education--collaboration vs. specialization

- improve distance learning methodology
- collaboration, consistency, competition--social response, solutions, focus
  
- innovations in science and technology
- using technology innovations in the real world
- technological literacy/digital divide/technology infrastructure
- Leading efforts to make citizens more technically aware
- Develop new technology to solve issues
- Technology and culture
- biology/computer science/ robotics/ games
- nurturing innovation
- outer space colonization
- improve the quality of life for the people of WA through technology
- bridge the divide between culture and technology. Innovation unites them both
- instant communication that is widespread
- ethical challenges of new technology and discoveries
- space colonization
- Technology across borders
- support technology advancements/entrepreneurship
- transformation to an economy based on renewable energy
- economical energy dependence
- Digital society-how the transfer of knowledge changes
- Identify needs which can be addressed through innovation
- Stay on leading edge of technology and research
- Developing new scientific discoveries; life and basic sciences
- play a leading role in basic science to establish a foundation for medicine, engineering, health
- technological literacy/digital divide/technology infrastructure
- digital divide technology impact
- Migration sustainability; urban geography cities
- Sustainable energy: greatest environmental challenge of the next-half century
- Nurturing "human" spirit in this technology-driven environment
- need new communication
  
- protect economy of resource utilization
- economic vitality
- Primary need of 3 beach heads in innovation economy: 1) global health 2) environment 3) Next generation healthcare
- articulate national, regional economic (?)/policy determinations at all levels
- national and local economic vitality
- lead in economic development
- income gap between haves and have nots
- debt
- economic restructuring
- wring waste, duplication, non-value added cost out of administration
- state budget
- Social and economic inequality
- Economic growth
- using under-used manufacturing base
- redefine "innovation" and broaden definition of research to include art and culture
- Land use
- Dealing with the American population facing a new long-term harsh economic future

- creating aesthetic beauty in music and the arts
  - enhance quality of life for aging
  - ensuring the livability of our region (smart growth)
  - transportation accessibility, improving light rail, public transport
  - Economic development/opportunities for WA
  - a vision of our region and its role in the world
  - ensuring the livability of our region (smart growth)
  - Community--safe, livable communities
  - support growth of Washington's economy and its businesses
  - state competitiveness in a global marketplace
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- legislative influence
  - how to reduce government bloat? What can an academic approach do?
  - debt--government and student debt will be a big problem
  - government, governance for the 21st century
  - Ethics--health, financial services, public policy
  - realizing untapped resources
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- How do we better tell the UW story as to economic engine for the state?
  - spin-off of new companies from UW research--regional development
  - Opportunities--UWAA support around the community regarding the greatness of UW
  - value the UW collections as assets and maximize their life--libraries, Burke, Henry
  - establish importance of UW to economic stability of community
  - connecting our arts organizations to the UW (like B.C. does)