

Prepared for the Committee on Educational Planning, Policies and Programs  
UNC Board of Governors

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Linda P. Brady, Chancellor, UNCG

Chair Pitts and members of the Committee. Thank you for the opportunity to address the question before you today.

Let me begin by saying how much I have valued the opportunity to return to North Carolina as Chancellor of The University of North Carolina at Greensboro. My decision to come home to North Carolina was based in large part on my strong support of President Bowles' vision for the future of this system. I was excited about the opportunity embedded in UNC Tomorrow to serve the needs of all of the citizens of North Carolina. I was energized as well by the challenge UNC Tomorrow poses to our universities—that we explicitly address the educational and development needs of the state, regions, and communities within which we reside.

UNCG's commitment to address the needs of Greensboro, the Piedmont Triad, and the State of North Carolina is reflected in our response to UNC Tomorrow and in our new Strategic Plan 2009-14, which establishes as a primary goal "enhancing health sciences and translational research by establishing a School of Pharmacy to provide innovative, exemplary professional and doctoral education in collaboration with other universities as well as regional and national health research and delivery systems."

We believe there are important educational and research needs that would be met by a research-intensive School of Pharmacy located in Greensboro. This proposal would establish one of a very few public university pharmacy program/private medical school partnerships in the country, with Wake Forest University. Indeed, this element of our proposal was singled out for praise by the pharmacy consultants during their exit meeting with us on March 5, 2010.

Our proposal leverages existing UNCG strengths in medicinal biochemistry, drug discovery and design (in collaboration with the National Cancer Center and Wake Forest University), nursing, public health, disease management (in collaboration with Duke University), genetics, business and economics, and the

potential for nanopharmacology with the Joint School of Nanoscience and Nanoengineering (in collaboration with North Carolina A+T State University).

I firmly believe that the promise of UNC Tomorrow cannot be realized through investment in only one region of this state. Local and regional investment are required, across UNC campuses, especially in areas that have been particularly hard hit by North Carolina's transitioning economy and the current economic crisis.

As you know, Greensboro and the Piedmont Triad have been significantly impacted by the decline of the textiles and furnishings industries. This region continues to have one of highest unemployment rates in the state. UNCG is committed to playing its part in the transformation of the regional economy by building a knowledge economy, creating jobs, and educating the workforce for the jobs of the future.

Our request to plan a School of Pharmacy makes a strong case regarding the economic impact of a research-intensive School of Pharmacy on Greensboro and the Triad. This program has a projected economic impact on the Triad region of \$234 million during the 10 years from FY 2012 through FY 2021, including both the construction and operations phases; creates 307 jobs in the Triad by the end of this ten year period; and creates 566 jobs during the year of construction of a pharmacy building in downtown Greensboro.

When fully operational, a research-intensive School of Pharmacy will employ 179 faculty and staff, enroll 360 PharmD students, and through co-location with Guilford Technical Community College in downtown Greensboro, will house 75 Pharmacy Technology students who will learn side by side with UNCG students, modeling the changing practice of pharmacy.

A research-intensive School of Pharmacy will generate approximately \$6.5 million of tuition revenue against a total budget of \$8 million, and will enhance the research profile of UNCG by generating between \$5 and \$6 million in sponsored research on an annual basis.

Moreover, this proposal leverages strong collaborations with the Moses Cone Health System, the Wake Forest University School of Medicine, many Triad-area hospitals and partners with Action Greensboro, the Greensboro Partnership, Greensboro Economic Development Alliance, and the Weaver and Bryan

Foundations to enhance the economic transformation and community development of Greensboro and the Triad.

The Weaver Foundation has generously committed up to 4 acres of land (valued at approximately \$2.3 million) located in downtown Greensboro on which to construct a UNCG School of Pharmacy. Preliminary conversations have occurred about financing for the project and we have determined the property qualifies for tax credits (a model similar to the recently opened International Civil Rights Center and Museum). In addition, a prominent local construction company has expressed interest in constructing and owning the building subject to a lease arrangement with UNCG for the School of Pharmacy. These issues would be explored in greater detail during the planning process.

UNCG has a unique opportunity to address the needs of underserved populations and the shortage of ethnic minority pharmacists by leveraging the diversity of the UNCG student population and through agreements with North Carolina A+T State University and Winston Salem State University that will facilitate the entry of qualified pre-pharmacy graduates in every UNCG Pharmacy class. This commitment is consistent with the vision, mission, and values of UNCG's Strategic Plan 2009-14. Moreover, it is the right thing to do.

UNCG has submitted a request to plan, not a request to establish. Many of the concerns raised by the external review team in its report, such as the need for a specific plan to finance the needed facilities or the importance of engaging independent and chain community pharmacies, would be addressed as part of the planning process. I want to point out that the external review team may not have understood the different requirements of a request to plan and a request to establish—indeed their report mistakenly describes the UNCG proposal as a request “to establish.”

We understand that the economic climate does not support the establishment of a stand-alone School of Pharmacy in Greensboro in 2010. But that is not what we have requested. We have requested the opportunity to plan. In denying UNCG's request to plan, this recommendation and the associated conditions effectively removes the possibility for UNCG to make the case to establish a stand-alone research-intensive School of Pharmacy in the future, regardless of how the needs of the region and the state may evolve.

We would appreciate the opportunity to continue to address issues raised in the report of the external consultants, which we only received on Monday afternoon.

We also would request an opportunity to return to this Committee at a point when economic circumstances warrant and only after we are prepared to present a full plan that will address all outstanding issues. We understand there are no guarantees in this process, and we would not expect this Committee to make any commitments now about the outcome. We would expect our proposal to be judged on the merits of the case. We simply request a full and fair hearing.

All of us want to build and sustain great universities throughout this state. UNCG remains committed to emphasizing programs like nanoscience, nursing and pharmacy that will transform our economy and improve the life chances of all of North Carolina's citizens.

Thank you for all you continue to do to support this great University.