Comprehensive Review: Task #7 of the NCMAC/DANC Partnership
REPORT FOR THE PERIOD MARCH 2021 – MARCH 2022

April 28, 2022
Comprehensive Partnership Review
Overview: Task #7

- **Task #1**: Review of Current Plans and Goals
- **Task #2**: Develop / Conduct Outreach Strategies
- **Task #3**: Develop Activity Presentations to NCMAC and Strategic Communications Working Group (SCWG)
- **Task #4**: Develop and Conduct Baseline Survey
- **Task #5**: Convene Vendor Forums
- **Task #6**: Develop Defense Related Services Data Base
- **Task #7**: Conduct Comprehensive Review
Comprehensive Partnership Review
Task #1: Review of Current Plans and Goals

- DANC reviewed both the 2016 and 2020 Strategic Plans of the NCMAC

- Pillar 2, “Economic Development” and Pillar 4, “Legislative and State Agency Coordination”

- DANC Convened a meeting of NCMAC and DANC representatives to **detail opportunities, challenges and priorities**

- **Two priorities were stressed**: Improving the effectiveness of NCMAC Outreach efforts and continuing to advance the implementation of the Cluster Study
Comprehensive Partnership Review
Task #2: Develop/Conduct Outreach Strategies

DANC undertook strategic reorganization as part of outreach effort:

- **Better define intended audiences** for outreach effort including the private sector, NC state decisionmakers, NC Congressional Delegation, Federal agencies

- **Focus Science and Technology Forums** to support Technology Cluster efforts

- **Re-focus Government Relations Forums** on key NC policymakers and agencies

- **Re-establish Communications Committee** to develop opportunities, strategies, messaging and metrics to measure effectiveness of approaches

- **Work with NCMBC and other stakeholders**, such as **NC Department of Commerce** to leverage opportunities in facilities and infrastructure and defense innovation
## Comprehensive Partnership Review

### Task #3: Develop Activity Presentations

<table>
<thead>
<tr>
<th>Date</th>
<th>Organization/Committee</th>
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<tbody>
<tr>
<td>April 13, 2021</td>
<td>NCMAC Economic Development Committee</td>
</tr>
<tr>
<td>May 18, 2021</td>
<td>North Carolina Military Affairs Commission</td>
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<tr>
<td>July 20, 2021</td>
<td>NCMAC Economic Development Committee</td>
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<tr>
<td>September 14, 2021</td>
<td>North Carolina Military Affairs Commission</td>
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<tr>
<td>October 19, 2021</td>
<td>NCMAC Economic Development Committee</td>
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<tr>
<td>January 26, 2022</td>
<td>NCMAC Economic Development Committee</td>
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<tr>
<td>March 23, 2022</td>
<td>NCMAC Strategic Communications Working Group</td>
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Comprehensive Partnership Review
Task #4: Develop and Conduct Baseline Survey

• **Initial Spring 2021 efforts hampered** by Pandemic/Poor response rates

• **Fall 2021 survey refocused** and assisted by professional staff of RTI

• **Survey entailed 3 sections:**
  - Tell us about you
  - Tell us what you know about the military presence impact on North Carolina
  - Tell us how NCMAC can best support you
Comprehensive Partnership Review
Task #4: Develop and Conduct Baseline Survey

TELL US ABOUT YOU

Responses by Primary Field of Interest

Respondents reflected a broad representation of North Carolina's defense sector
More than half the respondents who identified with Science and Technology Development also identified with Technology Clusters represented in the 2020 NC Defense Asset and Inventory & Target Industry Cluster Analysis.
Comprehensive Partnership Review
Task #4: Develop and Conduct Baseline Survey

TELL US ABOUT YOU

54% of respondents were small businesses

52% of respondents had/are pursuing government contracts/grants

44% of respondents were experiencing supply chain/workforce shortages

70% of respondents with contracts were prime contractors

Strong “Vendor” Presence with little interest in direct contracting
Comprehensive Partnership Review
Task #4: Develop and Conduct Baseline Survey

WHAT DO YOU KNOW ABOUT NCMAC AND THE NC DEFENSE INDUSTRY?

Respondents were broadly familiar with many of the facts about North Carolina’s defense industry.

DANC Members scored higher than non-members in their awareness of facts presented.
### WHAT DO YOU KNOW ABOUT NCMAC AND THE NC DEFENSE INDUSTRY?

<table>
<thead>
<tr>
<th>Statement</th>
<th>DANC MEMBERS</th>
<th>NON-MEMBERS</th>
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<tbody>
<tr>
<td>Military spending second largest contributor to NC Economy.</td>
<td>79%</td>
<td>70%</td>
</tr>
<tr>
<td>NCMAC advocates on behalf of NC Defense Sector/Homeland Security Industrial base.</td>
<td>80%</td>
<td>74%</td>
</tr>
<tr>
<td>NCMAC is promoting regional Micro Zones to strengthen economic growth.</td>
<td>56%</td>
<td>44%</td>
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<tr>
<td>NCMAC advocated for recently enacted NC State tax exemption for military retirees.</td>
<td>60%</td>
<td>40%</td>
</tr>
<tr>
<td>NCMAC sponsors studies and initiatives to address existing defense industry concerns and opportunities.</td>
<td>68%</td>
<td>50%</td>
</tr>
<tr>
<td>NCMAC is promoting public/private partnerships, such as the Unmanned Aircraft System (UAS) Partnership, to expand UAS opportunities</td>
<td>53%</td>
<td>41%</td>
</tr>
<tr>
<td>The North Carolina Military Business Center enhances the ability of our private sector to compete for Defense contracts.</td>
<td>84%</td>
<td>65%</td>
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<td>NCMAC advocates for defense business interests to state Legislative and Executive branch decision-makers.</td>
<td>81%</td>
<td>70%</td>
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</table>
Nearly 1/3 of respondents selected “Public/Private Partnerships” as the single most important NCMAC Initiative.
Comprehensive Partnership Review
Task #5: Convene Vendor Forums: Science and Technology

April 13, 2021
“In Support of Magic: Transforming the Real World with 3D Telemetry.”
Keynote speaker: Tom Welsh, President Revware

June 8, 2021
Thermography and Infrared Cameras: Pillars of our Nation’s Defense in post-COVID reconstruction
Keynote speakers included: Peter Baird, CFO Infrared Cameras, Inc.
Elliott Shem-Tov, Director of Global Sales at Infrared Cameras, Inc.

September 28, 2021
Effective, meaningful and responsible use of advanced analytics (including AI, ML, DL, etc.) to achieve decision/competitive advantage
Keynote speakers included: Dr. Colleen “Kelly” McCue, Principal Data Scientist with CACI International
Dr. Stephen Lee, Senior Scientist at the U.S. Army Research Office (AR), U.S. Army Research Laboratory, Development and Engineering Command
Comprehensive Partnership Review
Task #5: Convene Vendor Forums: Science and Technology

October 19, 2021

Artificial Intelligence (AI) at Google: Bringing Capabilities from the Consumer Space to DoD Mission at NC State University

Keynote speaker included:
- Dr. Hassan A. Tetteh, US Navy Captain and Associate Professor of Surgery at the Uniformed Services University of the Health Sciences and adjunct faculty at Howard University College of Medicine
- Scott Frohman, Google Federal
- Rob Albritton, Senior Director, Artificial Intelligence Practice Lead at Octo

November 16, 2021

Artificial Intelligence (AI) and digital readiness into DOD platforms, processes, and operations at Fayetteville State University

Keynote speaker included:
- Marcia Price, Chief Data Scientist and CEO of Vector Analytics
- Dr. Sambit Bhattacharya, Professor of Computer Science, Fayetteville State University
- Dr. Bhoj Gautam, Assistant Professor of Chemistry, Physics and Materials Science, Fayetteville State University
- Dr. Murat Adivar, Professor in Business Analytics at Broadwell College of Business and Economics and the SAP Next-Gen Lab Director at Fayetteville State University
- John Bellamy, Assistant Director and Operations Manager for the Center for Defense and Homeland Security (CDHS), Fayetteville State University
Comprehensive Partnership Review
Task #5: Convene Vendor Forums: Science and Technology

March 16, 2022

Cybersecurity and Emerging Artificial Intelligence (AI)/Machine Learning (ML) Application in Cybersecurity at Fayetteville State University

Keynote speaker included:

Dr. Rajeev Agrawal, Deputy Director, Cyber-AI (C5ISREW), DDR&E (Research & Technology), Office of the Under Secretary of Defense Research and Engineering

Dr. Michael Roman, Executive Director Research & Engineering, IOMAXIS, LLC

Dr. Sambit Bhattacharya, Professor of Computer Science, Fayetteville State University

Dr. Daniel Okunbor, Professor of Computer Science, Fayetteville State University
<table>
<thead>
<tr>
<th>Date</th>
<th>Name and Title</th>
</tr>
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<tbody>
<tr>
<td>March 24, 2021</td>
<td>N. Leo Daughtry, Chair Committee on Military and Veterans Affairs, UNC Board of Governors and Kathie Sidner, Director Defense &amp; Military Partnerships, UNC System Office</td>
</tr>
<tr>
<td>May 26, 2021</td>
<td>D. Jordan Whichard IV, Chief Deputy Secretary at the NC Department of Commerce</td>
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<tr>
<td>June 30, 2021</td>
<td>Walter Gaskin, Secretary, NC Department of Military and Veterans Affairs</td>
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<tr>
<td>October 27, 2021</td>
<td>Elaine Marshall, NC Secretary of State</td>
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<tr>
<td>November 17, 2021</td>
<td>Lieutenant General Mark A. Brilakis, Retired US Marine Corps</td>
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<tr>
<td>February 23, 2022</td>
<td>Deputy Michael Arriola, Small Business Administration (SBA) District Director</td>
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<tr>
<td>March 23, 2022</td>
<td>Laura Rodgers, Business Development/Cybersecurity Compliance, North Carolina Military Business Center</td>
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Comprehensive Partnership Review
Task #5: Convene Vendor Forums: Facilities and Infrastructure

- The Committee has formed and is working with NCMBC and NC engineering societies to develop white papers on critical issues for policymakers.

- Proposed Federal Advocacy Conference to develop white papers on critical issues for policymakers with NCMBC and Engineering Societies

- Participants included: DANC, NCMBC, American Council of Engineering Companies of NC (ACEC NC), Carolinas Associated General Contractors (CAGC), Society of American Military Engineers (SME), Terracon, Colliers Engineering, REI Engineers, and American Society of Civil Engineers Washington DC (ASCE)
Comprehensive Partnership Review
Task #6: Develop Defense-Related Services Data Base

• DANC surveyed existing members and affiliates to update and expand data base of vendor qualifications, capabilities and assets.

• Defense-related services Data Base is available to the public at no cost on the DANC website, defensealliancenc.org.

• DANC will provide both printed and electronic versions of the Data Base
Recommendations for Continued Outreach support:

- **Expand Forums** supporting NCMAC goals and activities
- **Expand messaging efforts** to enlist assets outside current NC defense industry
- **Continue building relationships** with key policy decision makers
- **Provide support to advance recommendations** of the 2020 Cluster Analysis
- **Support North Carolina Center for Optimizing Military Performance (NC-COMP)** as prototype of future cluster development and growth
Thank You

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