MARKETING VIRGINIA PARTNERSHIP
MEMORANDUM OF UNDERSTANDING
VIRGINIA'S PUBLIC INSTITUTIONS OF HIGHER EDUCATION,
THE STATE COUNCIL OF HIGHER EDUCATION FOR VIRGINIA,
AND THE VIRGINIA ECONOMIC DEVELOPMENT PARTNERSHIP

PURPOSE:
Increase the pipeline of businesses that consider Virginia for expansion and growth. To align with Governor McDonnell’s 2011 legislative focus on job creation and as highlighted in his “Top Jobs of the 21st Century”, the Virginia Economic Development Partnership Authority (VEDP) and Virginia’s public institutions of higher education will collaborate to undertake initiatives that effectively market Virginia to businesses that will create jobs and invest capital.

PARTNERS:
A. Virginia’s public colleges and universities.
   Support and extend the message of Virginia’s economic development advantages through the outreach activities and networks of each institution.

B. Virginia Community College System (VCCS).
   Retain the VEDP board slot which is dedicated to the Chancellor of the Virginia Community College System and represent higher education workforce development initiatives.

C. Virginia Economic Development Partnership (VEDP).
   Communicate Virginia’s economic development strategy and identify opportunities to engage Virginia’s public institutions of higher education for economic development.

D. State Council of Higher for Virginia (SCHEV).
   Endorse publicly, monitor regularly, and report on periodically the connectivity and partnership of the public institutions of higher education and the VEDP that will maintain an economic development focus as part of higher education strategies and outcomes.

OUTCOMES:
A. Higher number of corporate contacts and project leads for VEDP.
B. Increased opportunities for Virginia’s public institutions of higher education to support and work with corporate entities.
C. Compilation of the respective economic development strengths of Virginia’s public institutions of higher education.
D. Increased opportunities for corporate entities to support Virginia’s public colleges and universities.

STRATEGIES:
A. Create shared marketing messages that communicate to business clients and other internal/external audiences the core strengths, assets, and expertise of Virginia and its public institutions of higher education.

B. Identify collaborative opportunities and conduct joint outreach to strategic clients and business leaders in ways that meet the goals of both VEDP and the institutions involved. The public institutions of higher education and VEDP will work together to identify these opportunities and develop these strategies. In considering these opportunities and strategies, the public institutions of higher education and VEDP will look for: alignment of universities’ strengths with economic development targets; differentiation of marketing messages for target markets; development of calendar outreach steps to best position VEDP and the institutions for their respective goals;
methodologies for supporting the implementation of outreach marketing for VEDP and for the institutions; and methodologies for measuring results.
ii. The public institutions of higher education and VEDP will work to ensure that these opportunities and strategies are focused solely on the Outcomes set forth above.

C. Identify and support shared legislative priorities.
D. Designate a VEDP representative to serve as the higher education liaison and collaboratively orient the representative to the unique as well as shared institutional core strengths, expertise, and missions. The VEDP representative will participate in quarterly University Based Economic Development (UBED) meetings.
E. Identify a designated economic development point of contact within the institutions of higher education, and SCHEV for collaborative planning, marketing and outreach. The higher education and SCHEV representative will participate in quarterly UBED meetings.
F. Hold a semi-annual strategic conversation between the partners of this memorandum of understanding to align strategies and goals for the upcoming months and calendar year.
G. Designate a higher education representative (UBED Chair or designee) to attend select VEDP strategy planning meetings. Establish and continue an open communications pipeline between VEDP and the General Professional Advisory Committee (GPAC), through SCHEV.
H. VEDP and the public institutions of higher education will produce a joint annual summary report of the outcomes and results of the collaborative work done by the partners of this memorandum of understanding.

TERM: Upon signing, this memorandum of understanding will be in force from May 1, 2012 to June 30, 2014. This memorandum of understanding may be evaluated and amended upon the mutual agreement of all the signed parties on a biennial basis or as deemed necessary by the parties.

SIGNED: (signatures of all parties appear on the next page)
MARKETING VIRGINIA PARTNERSHIP

MEMORANDUM OF UNDERSTANDING

Paul Tribe
Paul Tribe, President
Christopher Newport University

Taylor Reveley
Taylor Reveley, President
College of William and Mary

July 13, 2012

Angel Cabrera
Angel Cabrera, President
George Mason University

Jonathan Alger
Jonathan Alger, President
James Madison University

Marge Connelly
Marge Connelly, Acting President
Longwood University

7/16/12

Tony Atwater
Tony Atwater, President
Norfolk State University

6/25/12

Penelope Kyle
Penelope Kyle, President
Radford University

6/25/12

Debbie Sydow
Debbie Sydow, President
Richard Bland College

8.8.2012

Peter Blake
Peter Blake, Director
State Council of Higher Education

8/28/12

Richard Hurley
Richard Hurley, President
University of Mary Washington

6/25/12

Feressa Sullivan
Feressa Sullivan, President
University of Virginia

6/27/12

Sim Ewing
Sim Ewing, Vice Chancellor
University of Va’s College at Wise


Michael Rao
Michael Rao, President
Virginia Commonwealth University

July 13, 2012

Ginn DuBois
Ginn DuBois, Chancellor
Virginia Community College System

6/25/12

Martin Briley
Martin Briley, President
Va Economic Dev Partnership

9/6/12

Winford Peay
Winford Peay, Superintendent
Virginia Military Institute

7/17/12

Keith Miller
Keith Miller, President
Virginia State University

6/26/12

Charles Steger
Charles Steger, President
Virginia Tech

Date
MARKETING VIRGINIA PARTNERSHIP
MEMORANDUM OF UNDERSTANDING

Paul Trible, President
Christopher Newport University

Taylor Reveley, President
College of William and Mary

6/25/12

Alan Merten, President
George Mason University

Linwood Rose, President
James Madison University

Marge Connolly, Acting President
Longwood University

Tony Atwater, President
Norfolk State University

6/25/12

John Broderick, President
Old Dominion University

6/25/12

Penelope Kyle, President
Radford University

Janey McNeer, President
Richard Bland College

Peter Blake, Director
State Council of Higher Education

6/25/12

Richard Hurley, President
University of Mary Washington

6/25/12

Teresa Sullivan, President
University of Virginia

6/25/12

Jim Ewing, Vice Chancellor
University of Va’s College at Wise

Michael Rao, President
Virginia Commonwealth University

7/13/2012

Glenn Dubow, Chancellor
Virginia Community College System

6-25-12

Martin Briley, President
Va Economic Dev Partnership

Binford Peay, Superintendent
Virginia Military Institute

7/17/12

Kelli Miller, President
Virginia State University

6/26/12

Charles Steger, President
Virginia Tech