STAKEHOLDER ALIGNMENT

Economic Development Allies: Professionals, Elected Officials, State Agencies

New Leads in the Pipeline

Higher Education Partners: Universities, Community Colleges, Research Institutes

Existing Businesses: Gold Accounts, Referred Accounts
HIGHER EDUCATION PARTNERSHIP OBJECTIVES

• Lead and ensure implementation of the Higher Education Partnership Strategy.
  – Leverage the business and academic networks of higher education partners to expand the visibility of Virginia’s business climate message
  – Assess and effectively link higher education capabilities to the VEDP target audience
  – In partnership with UBED and internal team, develop and execute the Operational Plan of Action.
    – Update will be given at SCHEV Council meeting scheduled for 3/12/13
    – Monthly conference calls with UBED team are underway
    – Draft metrics developed for initial implementation (see next slide)
    – Issue area for future discussion includes engaging Independent and Private Institutions
HIGHER EDUCATION PARTNERSHIP – DRAFT METRICS

**Goal:** Lead and ensure implementation of the Higher Education Partnership Strategy.

**Results:** Within first year, the proposed metric categories to result in 15 new leads for VEDP, 5 new business/education partnerships for higher ed partners, and 10 new corporate/career services partnerships that result in at least 1 new hire from the school.

**Communication Process:** UBED and VEDP holding monthly conference calls.

**Actions:**
- **By end of June 2013, complete higher ed capabilities mapping**
  - Longwood, VCU, UVA, VSU for CCALS (logistics)
  - All higher ed partners for NAED (sustainability)
- **# of Connections facilitated between business and higher education**
  - **By end of June 2013, defining a process for engaging higher ed partners in responses to prospect inquiries**
  - Providing corporate contact info for higher ed-sponsored initiatives
  - Linking specific businesses with higher ed partners for solutions to business needs
- **Ensure higher ed leadership understanding about MOU and UBED role**
  - **By end of June 2013, VEDP CEO or designee and UBED Chairman to have met with all appropriate leadership at UBED team members’ institutions**
- **# and depth of research partnerships supported by VEDP and higher ed for business solutions**
  - Virginia BioScience Health Research Corporation
  - Support for JMU/SRI Cybersecurity Initiative
  - CCALS/CCAM/NAED/NIA/SRI/CAER
- **# of outreach marketing activities supported by VEDP and higher ed**
  - **By end of June 2013 define process for leveraging alumni networks in VEDP’s outreach marketing**
  - W&M China Executive Roundtable, VCU Sustainability Conference, Batten Institute Plug & Play reception, HREDA Annual Meeting
- **# and type of content support for alumni publications and VEDP publications**
  - CCAM in CQ; CCALS press release; NAED in blog
- **# of collaborative federal/state funding opportunities identified and submitted**
  - Currently 2 active proposal submissions under development
    - (FAA – active)): SIR for UAS Center of Excellence
    - (EDA/NIST/ETA - pending): FFO for infrastructure capacity-building and workforce to achieve job creation

VIRGINIA ECONOMIC DEVELOPMENT PARTNERSHIP