

**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 21<sup>st</sup> 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.
  - i. 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)



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MEMORANDUM OF UNDERSTANDING

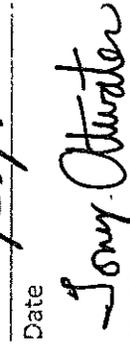
  
Paul Tribble, President  
Christopher Newport University

  
Taylor Reveley, President  
College of William and Mary

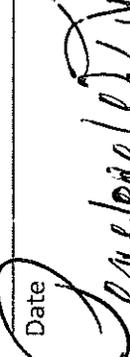
  
Alan Merten, President  
George Mason University

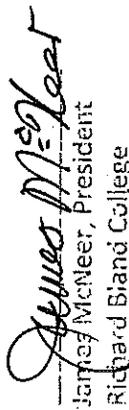
  
Linwood Rose, President  
James Madison University

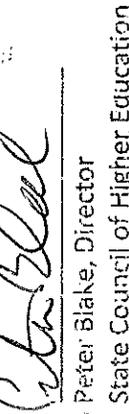
  
Marge Connelly, Acting President  
Longwood University  
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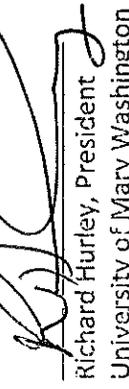
  
Tony Atwater, President  
Norfolk State University  
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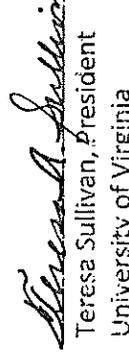
  
John Broderick, President  
Old Dominion University  
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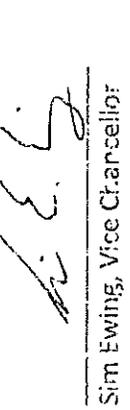
  
Penelope Kyle, President  
Radford University  
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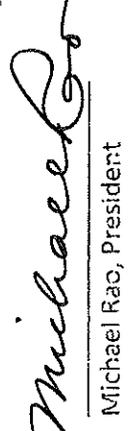
  
James McNeer, President  
Richard Brand College  
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Peter Blake, Director  
State Council of Higher Education  
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Richard Hurley, President  
University of Mary Washington  
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Teresa Sullivan, President  
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Michael Rao, President  
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Glenn DuBois, Chancellor  
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Martin Briley, President  
Va Economic Dev Partnership  
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Binford Peay, Superintendent  
Virginia Military Institute  
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Keith Miller, President  
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Charles Steger, President  
Virginia Tech  
6/26/12