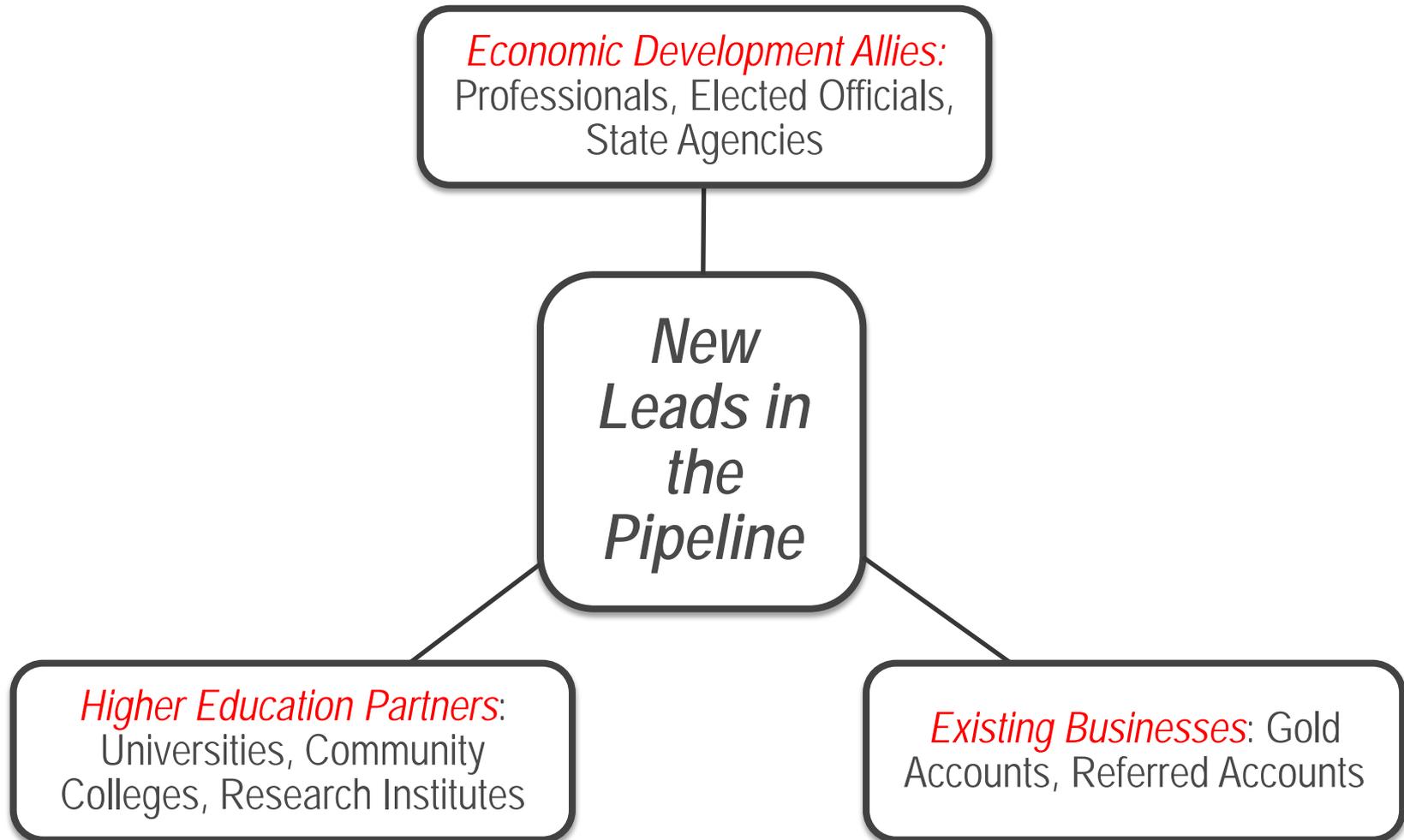


# STAKEHOLDER ALIGNMENT



# 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