

## Higher Ed MOU Partnership Status

- MOU signatures near complete: All but one signature in place; the last one is UMW.
- Arranging a formal signing: SCHEV's Wendy Kang working on a time for a formal signing.
- Opportunities for the MOU Partnership 2015 – 2018 align with Goal #4 in the SCHEV Strategic Plan: *Advance the Economic & Cultural Prosperity of the Commonwealth & Its Regions*
- Recommendations VEDP will provide to UBED team as possible objectives and measures of success:
  - **Strategy 4.1 Build a competitive, future-ready workforce for all regions**
    - *MOU Objective: Implement structured collaborative outreach to key corporate contacts*
      1. *Possible Measure*: annually, include at least two universities to participate with VEDP in at least 5 corporate recruitment or retention meetings to position higher ed assets as part of Virginia's business case and understand the workforce needs of business
    - *MOU Objective: Identify & promote grant application opportunities more systematically in support of business-driven workforce initiatives*
      1. *Possible Measure*: annually identify and support application for at least one major grant that incorporates multiple higher ed partners and relates to a SCHEV workforce or R&D goal.

- **Strategy 4.2 Become a catalyst for entrepreneurship and a model for business incubation**
  - *MOU Objective: Define, influence, and message the Virginia Innovation/Entrepreneurial Strategy (entrepreneurs & early-stage with CIT & higher ed leadership; high-growth and second –stage with VEDP & higher ed leadership)*
    1. *Possible Measure:* by end of 2015 develop a list of Virginia's entrepreneurial assets and create a Virginia-centric message that stakeholders use in describing the Virginia Innovation system
    2. *Possible Measure:* by July 2016 support VEDP's high-growth company strategy through collaborative resources
  
- **Strategy 4.3 Target funding, resources and partnerships to support research & development**
  - *MOU Objective: Evaluate and recommend a Capabilities Map & Electronic Portal*
    1. *Possible Measure:* by end of 2015 assess various tools for development, funding and maintenance of a portal and recommend the solution to SCHEV.
  
- **Strategy 4.4 Expand participation and engagement in public service & institutional service to the community**
  - *MOU Objective: Develop outreach message for Virginia's higher education system toward regional audiences and the corporate community*
    1. *Possible Measure:* by July 2015 build consensus among higher education partners on the Virginia higher education value proposition.

- **Strategy 4.5 Demonstrate the impact of higher education on state and regional economic development**
  - *MOU Objective: Leverage alumni more consistently in connectivity toward economic development results in Virginia's regions*
    1. *Possible Measure: at least annually, ensure alumni of at least 5 institutions are involved in economic development initiatives such as Governor's receptions or existing business initiatives and made aware of the assets of the regions of Virginia*

## **History of the Higher Education Partnership MOU**

- **Goals of the Original Partnership:**
  - Initiated in 2011/12
  - Partnering together will more strongly position Virginia in the market place.
  - Underleveraged business networks at the universities can be accelerators for lead generation.
  - Increased public higher education collaboration with new and expanding businesses in Virginia will result in new corporate involvement with schools.
  - Visible and strategic alignment in areas of mutual objectives will lead to increased successful outcomes for all parties.
  
- **Strategies of the Partnership**
  - Build on existing opportunities
  - Identify new opportunities for success (collaborative marketing outreach)
  - Ensure systematic communication among the partnership members (UBED)
  - Ensure light is shined on successes along the way (electronic media)
  - Measure results

- **Foundational Successes of the Partnership 2012 – 2014:**
  - Consistent communication among UBED members and discussion of more formal structure
  - Formal connections at regional and staff level between VEDP Business Expansion Managers and higher ed partners in their regions
  - Initial strategy discussion among VCCS Workforce Deans, VEDP’s Business Expansion Department, and Virginia Jobs Investment Program
  - Use of Virginia Learning Collaborative’s electronic webinars to showcase UBED
  
- **Accomplishments of the Partnership 2012-2014:**
  - Increased corporate contacts
    - 4 Governor’s Receptions with Alumni in attendance (NYC, CA, Chicago, CA)
    - Partnering for Farnborough Air Show (2014)
    - Social media blogs by VEDP on ad hoc basis, promoting higher ed capabilities
    - Intelsat internship recruitment model (spring 2014)
  - Increased opportunities for higher ed to work with corporate
    - Exhibited at the National Innovation Summit (VEDP, VT, Genedge, GMU, CIT)
    - Supported Virginia Community Economic Network
    - Assisted with grant applications to and corporate support for MAAP; EDA; DOL and NIST

- Reinforced importance of economic development outcomes and began assessment of higher ed partner strengths
  - Formal briefing calls with VT and VEDP leadership 2/year
  - Formal VEDP CEO and Presidents meetings (completed for VT, UVA, Longwood, VCU, VSU, W&M)
- Increased opportunities for corporate to support higher ed
  - Career Pathways Task Force institutionalized with Virginia Workforce Council
  - VBHRC funded, launched, and completed two rounds of grant awards
  - Interaction with higher ed collaborative organizations was semi-formalized with VEDP's liaisons to CCALS, MAAP, CCAM, VURP, VBHRC, and VASEM