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:**

  o **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