

State Council of Higher Education
Director's report
July 17, 2012

Marketing Virginia partnership. College and university presidents met last month with Martin Briley, president of the Virginia Economic Development Partnership, and began signing the partnership agreement between SCHEV, presidents, and VEDP. A copy of the agreement is attached.

Lumina Foundation. At the request of Secretary of Education Laura Fornash, Jim Alessio, Tod Massa and I met recently with a Lumina Foundation program officer and staff from HCM Strategies to talk about two areas of interest: performance incentive funding and the Virginia Longitudinal Data System.

2012-13 Tuition and Fees. In June, I presented information to the House Appropriations Committee on tuition and fee increases for 2012-13. The good news is that the tuition increase is one-half it was last year and the lowest in a decade. I will give a similar presentation to the Senate Finance Committee in August. A table showing tuition and fee rates for 2012-13 is attached.

Increasing adult degree completion solicitation. With funds from the federal College Access Challenge Grant, SCHEV staff is preparing to release \$312,000 to six institutions to support initiatives to increase credential attainment among adults. This remains a top issue for Governor McDonnell and is a priority of the Higher Education Opportunity Act.

Military Education Advisory Committee. SCHEV created this committee earlier this year. The committee divided its work into two groups. One group met last month and is developing guidelines to recognize scheduling and other administrative difficulties of active duty military. A second group met last week and is developing guidelines regarding granting academic credit for military training. Staff will present both sets of guidelines to Council for its approval.

Violence Prevention and Campus Safety. Governor McDonnell signed an executive order to continue the work of the Governor's Domestic Violence Prevention and Response Advisory Board. Kirsten Nelson serves on this board and its Campus Safety Subcommittee.

Longwood University Interim President. The Longwood University board of visitors has selected Marge Connelly to be its interim president, succeeding President Patrick Finnegan, who retired in May. Ms. Connelly has had a successful career in the financial services industry, serving in top leadership positions for Barclaycard, Wachovia Securities and Capital One Financial Services.

Out and about. In June, I attended the legislative conference of the Southern Regional Education Board in Williamsburg. In June, staff met with officials from the Virginia

Institute of Marine Science. in Gloucester Point. Last week. I attended the annual meeting of the State Higher Education Executive Officers in Seattle. Kirsten Nelson and I are embarking on our summer legislative tour. I will be on vacation July 27-August 6.

Thomas D. Daley. SCHEV mourns the loss of its deputy directory, Tom Daley, who died June 4. As many of you know, Tom didn't seek attention. He didn't like going to meetings. He didn't crave the bright lights. His work spoke for itself. And Tom didn't choose the easy assignments. Indirect cost studies, fixed asset guidelines, space utilization, debt financing, medical education funding, faculty retirement trends, yields on auxiliary cash balances, you name it. If it was complex, messy, political, time consuming, and unglamorous, Tom was all over it. We will miss Tom and remember the many things he taught us about hard work, creativity, respect, humor, and more.

**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 21st 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)

MARKETING VIRGINIA PARTNERSHIP MEMORANDUM OF UNDERSTANDING

<u>Paul Tribble, President</u> Christopher Newport University _____ Date	<u>Taylor Reveley, President</u> College of William and Mary _____ Date	<u>Angel Cabrera, President</u> George Mason University _____ Date	<u>Jonathan Alger, President</u> James Madison University _____ Date
<u>Marge Connelly, Acting President</u> Longwood University _____ Date	<u>Tony Atwater, President</u> Norfolk State University _____ Date	<u>John Broderick, President</u> Old Dominion University _____ Date	<u>Penelope Kyle, President</u> Radford University _____ Date
<u>Debbie Sydow, President</u> Richard Bland College _____ Date	<u>Peter Blake, Director</u> State Council of Higher Education _____ Date	<u>Richard Hurley, President</u> University of Mary Washington _____ Date	<u>Teresa Sullivan, President</u> University of Virginia _____ Date
<u>Sim Ewing, Vice Chancellor</u> University of Va's College at Wise _____ Date	<u>Michael Rao, President</u> Virginia Commonwealth University _____ Date	<u>Glenn DuBois, Chancellor</u> Virginia Community College System _____ Date	<u>Martin Briley, President</u> Va Economic Dev Partnership _____ Date
<u>Binford Peay, Superintendent</u> Virginia Military Institute _____ Date	<u>Keith Miller, President</u> Virginia State University _____ Date	<u>Charles Steger, President</u> Virginia Tech _____ Date	_____ _____ _____ Date