Participants:

Jon Helge Bohn (COIA); Andrea Brunais (OIA); Kim Felix, representing Tim Long (COS); Svetlana Filiatreau, (PCOB); Guru Ghosh (OIA); Shelly Jobst, Continuing and Professional Education; Larissa LaCour, Executive Briefing Center – Arlington; Penny McCallum, Virginia Tech Southwest Center; Bob Schubert (CALS); Susan Short, Engagement; Debbie Stoudt (CLAHS); Tricia Smith, VT Engage; Cathy Sutphin, representing Ed Jones, Virginia Cooperative Extension; Scott Tate, representing John Provo, Office of Economic Development; Scott Weimer, Office of Engagement

Unable to Attend:

Kristy Collins, Karen DePauw, Parviz Ghanforoush, Tom Hammet, Stephanie Hart, Randy Heflin, Jack Lesko, Vinod Lohani, Terry Swecker, Don Back, Martin Daniel, Hal Irvin

Meeting Highlights

Susan Short welcomed the group and participants provided self-introductions. Susan shared announcements regarding the Engagement Scholarship Consortium.

Awards Deadline: March 1, 2018
Conference PROPOSAL Deadline: March 16, 2018
Annual Conference: October 2 – 3, 2018 – Minneapolis, Minnesota
For additional information, please go to: https://engagementscholarship.org

Susan shared information related to small grant/incentive programs. COTA Small Grants and Inn Incentive Funds are available to support conferences, meetings, special events at the university’s two conference center facilities (Inn at Virginia Tech & Skelton Conference Center, The Hotel Roanoke & Conference Center). In addition, funds have been received from Carilion to provide sponsorship dollars for university educational programs. The application is available. The Carilion Education Fund will award up to $2,500 per event.

Larissa LaCour, Assistant Director of Continuing and Professional Education and Manager, Executive Briefing Center – Arlington, provided an update to meeting participants. The Virginia Tech Research Center – Arlington opened in Summer 2011. The Executive Briefing Center is housed on the second floor.
of the building and provides access to nine meeting rooms. The Center is walking distance from the Metro, minutes from Reagan National Airport, and a drop-off location for the VT Campus-to-Campus Bus. In addition to the overview of the conference center space, Larissa provided information related to the rate schedule and funding opportunities (e.g., EBC Fund and funding from the Office of the Vice President of the NCR). For additional information, please see attachments.

Penny McCallum, director of the Virginia Tech Southwest Center, provided a comprehensive overview of the various STEM outreach programs delivered in southwest Virginia. Highlights included: Summer STEM Institute for K-12 Educators, Learning Across Virginia, VDOE Math Grant Buchanan County, Kids’ Tech University, STEM Racing to the Future, Buchanan County Girls campus visit, and the central Appalachia STEM Summit.

Meeting participants provided several program updates. Scott Tate shared that an information session will be held on March 14th regarding Vibrant Virginia (a focus on rural and urban issues around Virginia). Tricia Smith shared that five groups are participating this year in alternate spring breaks, Virginia Tech has become a new member of the Clinton Global Initiative, and that VT Engage is combining with the Leadership Education Collaborative in order to focus on leadership for the public good.

Susan reminded the group about upcoming ELC quarterly meetings. The meeting was adjourned at 3:15 p.m.

**Meetings for 2018**

*(All meetings will be held from 2 - 3:15 p.m. at 902 Prices Fork Road, Suite 120, unless otherwise noted): June 7, 2018 – September 6, 2018 – December 6, 2018*
At a Glance...

- Opened **Summer 2011** on the second floor of the Virginia Tech Research Center – Arlington
- **Nine** meeting rooms spanning over **5,000** square feet
- Two **pre-function** areas for catering and receptions
- Room highlights include a large **tiered classroom**, a versatile **multi-purpose room**, and a **visualization room** with a 20 foot, ultra-high-resolution projection wall
- Wireless internet access, video projection, and audio conferencing supported by onsite technical support
- Walking distance from **Metro**; minutes from **Reagan National Airport**; and drop-off location for the **VT Campus-to-Campus Bus**
- **Unique Venues Award Winner:**
  - 2016 Best High-Tech Venue
  - 2017 Best Venue for Small Gatherings (less than 100 people)

Financial Background...

- Originally established as cost/service center in 2011
- A market analysis was conducted in 2015 in partnership with Unique Venues which led to further discussions and collaboration with VT Business Finance Department and Capital Assets
- Transitioned to an ancillary unit in December 2016, establishing two rate schedules (internal VT and external) for application effective January 1, 2017
- Annually, the university provides “gap funding” to cover any shortfalls
Current Challenges...

- Beautiful, state-of-the-art venue but a bit too small with primarily fixed meeting rooms (only one multi-purpose room); ideal location for groups of 50 or less.
- Operational fixed costs outweigh current revenue potential. Overall goal is to offset the university’s gap funding and to work toward self-sufficiency.

Rate Schedule Analysis...

- Annually, with the calendar year, the EBC rate schedules (internal and external) will be adjusted to reflect the prior year’s average rate of inflation.
- In addition, every three years, the overall health of the EBC will be assessed and a market comparison will be conducted to determine if rates need to be adjusted further. Possible factors will be market competitiveness, customer feedback, change in operational costs, etc.

Funding Opportunities... Spread the word...

- **EBC Fund:** University subsidy established to cover the room rental costs for ad-hoc/pop-up meetings that meet the following criteria:
  - Sponsor/Event Coordinator must be a Virginia Tech faculty/staff member conducting official Virginia Tech business and must be present at the meeting
  - Requests for space may be made no more than 30 days in advance of the meeting/event date for the East/West Falls Church Room, and 60 days in advance for all other EBC rooms
  - Meeting/Event has no financial support from sponsored grants/contracts or registration fees
  *For use, contact Larissa LaCour at llacour@vt.edu or by phone at 571-858-3044

- **Funding from the Office of the Vice President of the National Capital Region**
  - Provides funding for meetings and events to be hosted in the Executive Briefing Center that focus on transdisciplinary Destination Areas/Strategic Growth Areas, enhance innovation and collaboration, and enhance the visibility of Virginia Tech in the National Capital Region; additional information: [www.ncr.vt.edu/ebc](http://www.ncr.vt.edu/ebc)
  *Proposals should be sent to Sanjay Raman, Associate Vice President, NCR, at sraman@vt.edu
Virginia Tech Executive Briefing Center

Now’s your chance to reserve this conveniently located, high-tech space for your conference, training program, executive seminar, or social event.

- Available for both internal Virginia Tech and external market clients
- Wireless internet access, projection, and phone line included
- On-site technical support
- Large exterior windows providing ample natural light
- Underground parking available for a fee
- Walking distance from the Ballston Metro station (Orange and Silver Lines)
- Minutes from Reagan National Airport
- Many nearby restaurant and hotel options

<table>
<thead>
<tr>
<th>Room</th>
<th>Capacity</th>
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<td>Foggy Bottom*</td>
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<td>Fixed Reception Area with Catering Bar</td>
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</tbody>
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* 4 hour minimum booking required

For more information or to reserve your space, contact:

Larissa LaCour
Executive Briefing Center Manager
llacour@vt.edu
571-858-3030

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2017 Best of Awards
Unique Venues
Best Venue for Small Gatherings

2016 Best of Awards
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Best High-Tech Venue

National Capital Region