Welcome to the eight edition of the College of William & Mary’s Office of Economic Development newsletter - CONNECTIVITY.

Two things always come along with the Summer edition of CONNECTIVITY—hot humid weather and tourists to Greater Williamsburg. One thing is for sure—William & Mary cannot control the weather. We have decided though to figure out how to play a more active role in regional tourism. Earlier this year the William & Mary Tourism Task Force issued a report that outlines six tourism related goals for the College.

We believe the College’s tourism goals will result in visitors to William & Mary making conscious decisions to extend their stay in the region to enjoy the many great attractions and experiences that are synonymous with the Greater Williamsburg destination.

Before you leave, please be sure to take a look at our five major economic development projects: 1) Greater Williamsburg, 2) Chesapeake Bay, 3) City of Portsmouth - World Class Maritime Center, and 5) The Petersburg Partnership. These projects are essential components of the work William & Mary does to build a stronger economy throughout Virginia.

We hope you enjoy reading CONNECTIVITY. We are also interested in hearing your feedback about this newsletter and on ways the Office of Economic Development and Technology & Business Center can better serve you. Fill out our contact card to let us know your thoughts. We look forward to hearing from you, and we hope you have a safe and fun summer!

Thanks,

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Leonard's Corner

Task Force Tackles W&M's Role in Tourism
Although the College may not seem like an obvious tourist destination, visitors to the school are significant contributors to the local tourism industry. Additionally, the College has much to offer tourists who come to the area to visit other attractions. Over the last year, a task force at the College has looked closely at William & Mary’s role in tourism, and recently, it released a report in which it suggested six tourism goals for the College to adopt.

VIMS Professor Leads Deep-Sea Survey in Response to Gulf Oil Spill
The National Oceanic and Atmospheric Administration (NOAA) has selected Professor Tracey Sutton of the Virginia Institute of Marine Science to lead a survey of deep-sea life in the Gulf of Mexico as part of the long-term scientific response to last year’s Deepwater Horizon oil spill.

W&M Joins Virginia Nanoelectronics Center
Ale Lukaszew, William & Mary’s VMEC Professor of Physics and Applied Science, is leading a group to studying VO_2 and other materials that have interesting applications for nanoelectronics. The William & Mary group is part of a new industry-academia-government collaboration, the Virginia Nanoelectronics Center (ViNC). Research at ViNC will serve as the foundation for producing faster, smaller and more affordable components in everything from mobile devices and computers to automobiles and energy-efficient homes.

Now is the Time: “Test Drive” the Executive MBA Program
Did you know you can earn an MBA without interrupting your career? Find out more about the Executive MBA Program at the College of William & Mary by attending an Experience Day! An Experience Day is an opportunity for prospective Executive MBA students to attend an information session, visit a class, eat lunch with students and faculty, and receive a tour of Alan B. Miller Hall in Williamsburg, Virginia. Join us on August 25th or September 24th.

Schroeder Center Receives Robert Wood-Johnson Foundation Grant
Under a $117,000 grant from the Robert Wood Johnson Foundation, researchers from William & Mary’s Schroeder Center for Health Policy and Department of Economics will study the impact of Medicare’s Outpatient Prospective Payment System (OPPS) on health services.