

NOTABLE NEWS

Dec. 4, 2025 - Mar. 4, 2026



67

New VEDP-Generated Leads



\$2.6B

Capital Investment from VEDP-Assisted Project Announcements



3,180

Jobs from VEDP-Assisted Project Announcements

INTERNSHIPS VIRGINIA | VEDP

INVEST. INNOVATE. INSPIRE.

InternshipsVA Helps Businesses Create Internship Programs

The InternshipsVA launch event took place Feb. 4 in Richmond. Governor Abigail Spanberger and Lieutenant Governor Ghazala Hashmi joined leaders from the Virginia Economic Development Partnership, the Virginia Chamber of Commerce, the Virginia Business Higher Education Council, and the State Council of Higher Education for Virginia to announce the new statewide initiative strengthening Virginia's workforce and helping employers attract, develop, and retain top talent through paid internships and wage-matching grants.

The announcement was covered in *Virginia Business*, *New River Valley News*, *The Winchester Gazette*, *WTVR*, *Business Facilities*, and *VPM*.



Partnering to Bolster Economic Growth throughout Virginia on the Path to Business Success through Collaboration



Read more about the main source of collaboration, education, and expertise to bolster economic growth throughout the Commonwealth



Franklin County
50 new jobs
\$4.9M capital investment
Roanoke Region



Henrico County
200 new jobs
\$50M capital investment
Greater Richmond



City of Chesapeake
430 new jobs
\$689M capital investment
Hampton Roads



Chesterfield County
100 new jobs
\$220M capital investment
Greater Richmond



City of Danville
150 new jobs
\$34M capital investment
Southern Virginia



Fairfax County
100+ new jobs
\$6.8M capital investment
Northern Virginia



Fairfax County
200 new jobs
\$8M capital investment
Northern Virginia



Pittsylvania County
1,000+ new jobs
\$500M capital investment
Southern Virginia



City of Portsmouth
53 new jobs
\$10.5M capital investment
Hampton Roads



Giles County
46 new jobs
\$8.9M capital investment
New River Valley

WELCOME TO THE VEDP BOARD OF DIRECTORS MEETING



March 19, 2026

Maymont

VEDP | 0

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VIRGINIA ECONOMIC DEVELOPMENT PARTNERSHIP AUTHORITY MEETING OF THE BOARD OF DIRECTORS

MARCH 19, 2026 | 9:00 AM TO 1:00 PM

**JAMES CENTER ONE, BOARD ROOM, 9TH FLOOR
901 EAST CARY STREET, RICHMOND, VA 23219**

- 9:00 – 9:02 AM** **Welcome/Call to Order** – John Hewa, Chair
- 9:02 – 9:03 AM** **Public Comment Period** – John Hewa
- 9:03 – 9:05 AM** **Approval of Minutes for December 11, 2025 Meeting** – John Hewa
- 9:05 – 9:15 AM** **Chair’s Report** – John Hewa
- 9:15 – 9:25 AM** **President’s Report** – Jason El Koubi
- 9:25 – 9:40 AM** **Welcome New Board Members and Introductions** – John Hewa
- 9:40 – 9:45 AM** **Report: Legislation and Policy Committee** – Steven Stone, Committee Chair
- 9:45 – 9:50 AM** **Report: Rural Virginia Action Committee** – Nick Rush, Committee Chair
- 9:50 – 9:55 AM** **Report: Finance and Audit Committee** – Rick Harrell, Committee Chair
- Vote on Consent Agenda
 - Quarterly Financial Results
 - Extension Requests
 - Clawback Updates
 - Semi-annual Report on Incentive Compliance
- 9:55 – 10:00 AM** **Report: Executive Committee** – John Hewa, Committee Chair
- Vote on Consent Agenda
 - Team Virginia

- 10:00 – 10:20 AM** **Update on InternshipsVA** – Debbie Melvin, VP Talent & Partnerships Talent & Workforce Strategy
- 10:20 – 10:25 AM** **Staff Spotlight** – Krissy Watson, Internship Program Manager International Trade
- 10:30 AM – 12:30 PM** **CLOSED SESSION: Strategic & Operational Plan Update and Target Industry Analysis; FY27 Marketing Plan Update; Website Redesign; Update on Comprehensive Economic Development Policy & Executive Orders; Economic Update; Anatomy of a Deal**
- 12:30 – 12:35 PM** **Return to Open Meeting and Certification of Closed Meeting**
- 12:35 – 12:45 PM** **Anticipated Topics for June 2026 Board Meetings**
- 12:45 – 1:00 PM** **Open Discussion (Board Roundtable)**
- 1:00 PM** **Adjournment**

**Minutes
Board of Directors of the
Virginia Economic Development Partnership Authority
December 11, 2025
9:00 a.m.**

**901 East Cary Street
One James Center, Board Room – 9th Floor
Richmond, VA 23219**

Welcome and Call to Order

The meeting was called to order at 9:05 a.m. by Chair John Hewa.

In-Person Board Members: Anne Oman, Secretary Stephen Cummings, Rick Harrell, John Hewa, Todd House, April Kees, Pace Lochte, Connie Loughhead, Nick Rush, Secretary Juan Pablo Segura, Steven Stone

Virtual Board Members: Emily O’Quinn

Board Members Absent: Mimi Coles, Stephen Edwards, Bill Hayter, Sonya Montgomery, Will Sessoms

Public Comment Period

Chair Hewa solicited public comments. There were none.

Approval of Minutes for September 18, 2025, Meeting

Chair Hewa asked for approval of the minutes from the September 18, 2025, meeting. Upon motion by Mr. Harrell, seconded by Mr. Stone, the minutes were unanimously approved.

Electronic Meeting Policy

Upon approval by Mr. Harrell, seconded by Mr. Stone, the Board Members unanimously approved continuation of its current electronics meeting policy, which allows for the use of electronic meetings to the full extent authorized by the Virginia Freedom of Information Act (FOIA). Subsection D of Section 2.2-3708.3 of the Code of Virginia requires any public body that wishes to meet electronically to annually adopt an electronic meetings policy.

Chair’s Report

Chair Hewa welcomed the Board and guests, expressing appreciation to all who attended the previous day’s Committee meetings and the Board dinner.

Mr. Hewa acknowledged that Mr. Edwards will be departing from the Board and expressed his sincere appreciation for Mr. Edwards’ service, recognizing the valuable industry insight, wisdom, leadership, and steady support he provided.

Chair Hewa concluded his remarks by reviewing the meeting agenda, including topics that would be discussed during closed session.

President's Report

Jason El Koubi, President and CEO, provided an update to the Board. A copy of Mr. El Koubi's report is included in the meeting materials.

VEDP Staff Spotlight

Ms. Stephanie Agee, Chief Administrative Officer and Senior Vice President of International Trade, introduced Ms. Leah Huber, Learning & Development Manager. Ms. Huber shared her background, including her distinguished service in the U.S. Air Force and her successful transition to civilian employment at VEDP, highlighting how she has effectively applied her military leadership skills in her current role. She discussed her instrumental role in the development and implementation of the LEAD VEDP program (*Listen, Empower, Adapt, and Develop*), which has become a key initiative supporting employee growth, leadership development, and organizational performance. Ms. Huber reported that 27 employees have graduated from the program since its inception two years ago and noted that the program has significantly strengthened participants' confidence, leadership capabilities, and overall effectiveness.

Chair Hewa thanked Ms. Huber for her presentation and for the valuable contributions she has made to VEDP.

Guest Presentation: Ms. Elizabeth Creamer, Vice President, Workforce Development & Credential Attainment for the Community College Workforce Alliance

Mr. El Koubi introduced Ms. Elizabeth Creamer and highlighted her valuable contributions in bridging workforce data with real-world conditions.

Ms. Creamer explained that the Community College Workforce Alliance (CCWA) was established to collaborate with Virginia's community colleges and that its partnership with VEDP began in 2019 through VEDP's Virginia Talent Accelerator Program. She noted that while the initiative was initially unfamiliar to some stakeholders, VEDP maintained a clear vision, and by 2022 the program had gained strong support and recognition. Ms. Creamer emphasized VEDP's significant role in strengthening relationships with community colleges and advancing shared workforce development missions.

Ms. Creamer explained that these workforce missions support both adult learners seeking quality employment and industry sectors—particularly pharmaceutical manufacturing—seeking skilled workers aligned with VEDP's economic development efforts. She praised VEDP for its partnership and leadership in enhancing the community college system and acknowledged the organization's personalized approach to workforce training and development.

Supervisory Board Training

Chair Hewa introduced Kevin Harber from the Office of the Attorney General. Mr. Harber presented the Board's mandatory supervisory training. A copy of his presentation is included in the meeting materials.

VEDP International Trade FY25 Results

Stephanie Agee, SVP of International Trade, provided a FY25 update to the Board. A copy of Ms. Agee's report is included in the meeting materials.

Report: Advisory Committee on International Trade

Mr. Mike Ligon, Chair of the International Trade Advisory Committee (ACIT), provided an update on the committee's activities. He noted that ACIT meets four to five times per year. He thanked Mr.

Edwards for organizing the recent visit to the Port, which he described as beneficial to committee members.

Mr. Ligon identified the implementation of the International Trade Plan as one of ACIT's most significant accomplishments, noting that Virginia has achieved several key goals sooner than anticipated, representing an important milestone. He expressed his hope that the Board will continue to work closely with ACIT.

Mr. Ligon described the past year as one marked by economic volatility and emphasized ACIT's continued commitment to advancing international trade on behalf of the Commonwealth. He stated that global trade developments, including tariffs, are largely beyond the Commonwealth's control; however, ACIT stands ready to assist VEDP in navigating these changes and to provide guidance on both import and export opportunities. He also noted ACIT's role in supporting partnerships between foreign companies and Virginia-based businesses.

Report: Rural Virginia Action Committee

Mr. Rush, Chair of the Rural Virginia Action Committee, provided an update on the topics discussed at the Committee's December 10, 2025, meeting, including presentations on rural healthcare and its impact on economic development and on VEDP's Local and Regional Competitiveness Initiative.

Report: Legislation and Policy Committee

Steven Stone, Chair of the Legislation and Policy Committee, provided an update on the topics discussed by the Committee on December 10, 2025, including an update on this year's elections and the general assembly special session.

Report: Finance and Audit Committee

Mr. Harrell, Chair of the Finance and Audit Committee, summarized agenda items from the Committee's December 10, 2025, meeting. These items included VEDP financial results through September 30, 2025, and updates regarding audit, IT security, extension requests and clawbacks.

Mr. Hewa presented the following consent agenda items from the Finance and Audit Committee to the Board for a vote:

- Accept: VEDP FY25 financial results thru September 30, 2025
- Accept: Extension Request
- Accept: Clawback Update

Upon motion to approve the consent agenda by Mr. Harrell, seconded by Mr. House, the motion was approved unanimously.

VEDP Annual Staff Survey Results

Mr. Stephen Hartka, Vice President of Research, provided an update on the 2025 staff survey conducted by VEDP. Details of the results of the survey is included in the meeting materials.

Closed Meeting

A motion was made by Ms. Kees and seconded by Ms. Oman to convene a closed meeting to discuss (1) elements of VEDP's Strategic Plan, Marketing Plan, and Operational Plan pursuant to subdivision A 50 of § 2.2-3711 of the Code of Virginia, which allows for the discussion of such activities that would reveal to the Commonwealth's competitors for economic development projects the strategies intended to be deployed, thus adversely affecting the financial interests of the Commonwealth and (2) personnel issues pursuant to subdivision A 1 of § 2.2-3711 of the Code of Virginia, which allows for the discussion of the assignment, appointment, promotion,

performance, demotion, salaries, disciplining, or resignation of specific employees of the Board.

Mr. El Koubi asked that VEDP staff be allowed to stay for the closed meeting and Chair Hewa agreed.

Certification of Closed Meeting

After the Committee reconvened in open meeting, Counsel certified the closed meeting via a roll call vote:

Do you certify, that to the best of your knowledge, (i) only public business matters lawfully exempted from the open meeting requirements of FOIA were discussed in the closed meeting, and (ii) only such matters as were identified in the motion to go into the closed meeting were heard, discussed, or considered during the closed meeting?

Upon the vote:

Ms. Coles	Not present
Secretary Cummings	Aye
Mr. Edwards	Not present
Mr. Harrell	Aye
Mr. Hayter	Not present
Mr. Hewa	Aye
Mr. House	Aye
Ms. Kees	Aye
Ms. Lochte	Aye
Ms. Loughhead	Aye
Ms. Montgomery	Not present
Ms. Oman	Aye
Ms. O'Quinn	Aye
Mr. Rush	Aye
Secretary Segura	Aye
Mr. Sessoms	Not present
Mr. Stone	Aye

Open Discussion

Chair Hewa acknowledged that Secretary Segura and Secretary Cummings will be departing from the Board. Chair Hewa commended both Secretaries for their leadership and the exceptional administrative work supporting Virginia's economic development efforts. He noted the strong pace and statewide impact of current initiatives, highlighting the growing diversity of investments across the Commonwealth. Chair Hewa emphasized that counties are experiencing growth beyond traditional areas, including regions most in need of economic development, and that the scale of recent projects has been significant. He thanked Secretary Segura and Secretary Cummings for their leadership and service to the Board.

Adjournment

The next meeting of the Board of Directors will be held March 19, 2026. There being no further business, Chair Hewa adjourned the meeting at 12:59 p.m.

CHAIR'S REPORT

March 19, 2026

PRESIDENT'S REPORT

March 2026

TOPICS FOR TODAY

FY26 performance metrics to date

FY26 Operational Plan – progress dashboard

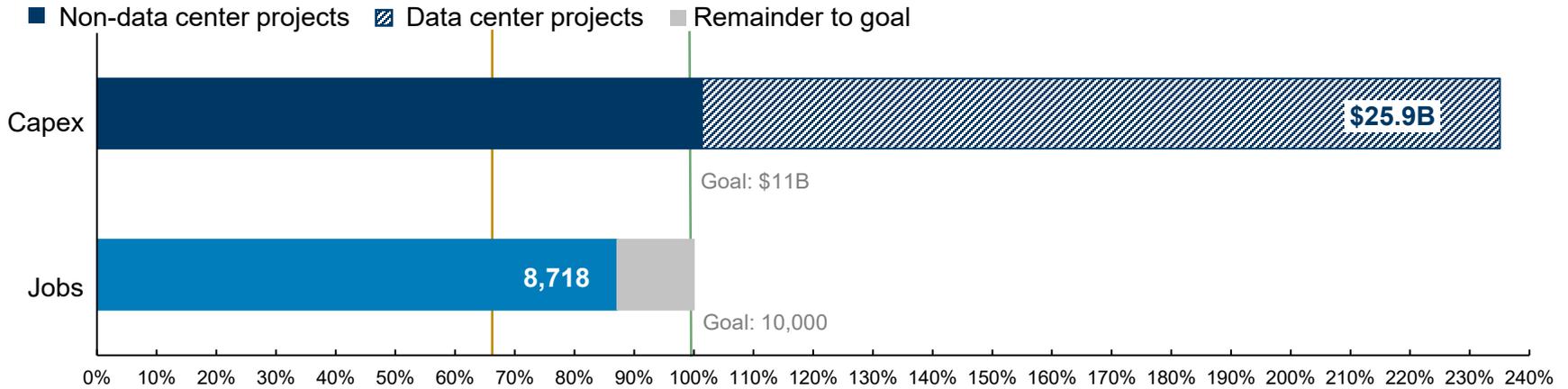
Notable developments since last meeting

Top priorities for the next few months

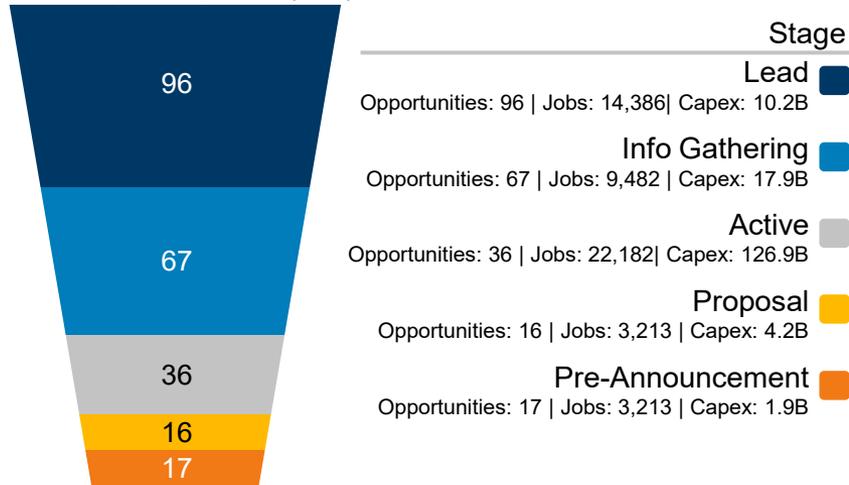
PROGRESS AND PIPELINE FOR VEDP-ASSISTED PROJECTS FY26 TO-DATE JULY 1, 2025 – MARCH 3, 2026 (69.2% THROUGH FY26¹)

VEDP-Assisted Project Decisions

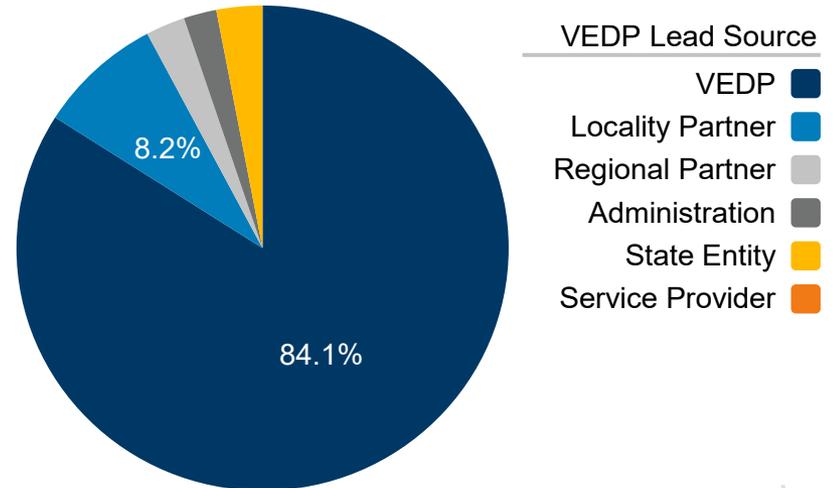
N = 51



VEDP Open Pipeline (232)



% of VEDP Leads for Open Pipeline



¹Calculated by the number of weeks (out of 52) into the fiscal year

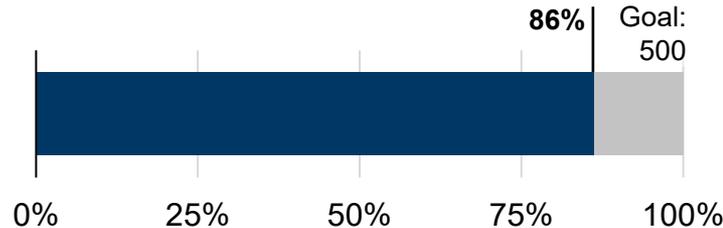
VEDP'S INTERNATIONAL TRADE DIVISION IS ON TRACK TOWARD ITS GOAL OF ENROLLING 500 COMPANIES IN FY26

International Trade Performance Metrics and Progress

July 1, 2025 to February 23, 2026

■ Actual ■ Remainder to goal

Number of companies enrolled in VEDP's trade programs



International sales attributed to VEDP's trade programs



Trade-supported jobs from companies enrolled in VEDP's trade programs



Takeaways

86%

Progress toward enrolling 500 companies in the current fiscal year

\$2.3B

International sales attributed to VEDP's trade programs during FY25¹

20,960

Trade-supported jobs from companies enrolled in VEDP's trade programs during FY25¹

¹Source: Survey of companies enrolled in international trade programs during FY2025. Sales figures are based on self-reported estimates from participants and are not independently verified or validated with actual results. Methodology details may be found at <http://go.exportvirginia.org/methodology>

FY26 OPERATIONAL PLAN TRACKER: MAJOR INITIATIVES (1 OF 2)

Updated March 15, 2026

Major initiative	Owner (Supporters)	Status (% complete)	Progress to date
1 Strengthen Virginia's business development efforts and pipeline through enhancements to lead generation	Sniffin (Hartka, Watkins, Lead Gen Teams)	 75%	Aligned on target industry updates, began developing new industry strategies, and kicked off FY27 lead generation calendar planning; finalized lead gen. process documents and began 3 rd party audit
2 Refine site consultant cultivation program to drive increased inbound opportunities	Hartka (Sniffin, Collins, Miller)	 70%	Executed series of white-glove events, including the Mansion Reception, Secret Dinner with Team VA, and 14 strategic out-of-market conferences/events; engaged 86 Top 200 consultants
3 Advance ecosystem building priorities for core sectors, in partnership with key stakeholders	Sniffin (Devan, Watkins, Sector Teams)	 70%	Kicked off Pharma Training Center collaboration and advanced a statewide strategy alignment effort with biopharma stakeholders; provided fintech regulation memo to the GA's Joint Comm. on Tech. & Science (JCOTS) to support fintech ecosystem development
4 Support policymakers, partners, and the business community in navigating uncertainty due to changes in federal policy	Hartka (Farrelly)	 70%	Launched knowledge sharing repository on VEDP Hub (Intranet); circulated policy updates to internal stakeholders; kicked off response to Executive Order #5, focused on federal impacts
5 Improve Virginia's energy competitiveness for availability, speed to market, rates, and prospect engagement	Devan (Dreiling, Akers, Goodwin)	 70%	Continued evaluating the economic impacts of energy-related legislation, in coordination with utilities; coordinated with Dominion to improve project-specific energy solutions and client engagement
6 Invest strategically and increase collaboration to fast-track development of Virginia's competitive site portfolio	Dreiling (Patterson)	 70%	Updated VBRSP guidelines and date for FY26 grant round; conducted weekly outreach to communities to ensure ready applications; supported two priority companies through the Expedited Permitting process
7 Advance a comprehensive Top State for Talent strategy to drive economic growth	Healy (Melvin, O'Brien, Kang)	 70%	Held InternshipsVA launch event, onboarded staff, and processed over 100 grant applications; conducted alignment analysis of key talent-related strategic plans of key Virginia partners

FY26 OPERATIONAL PLAN TRACKER: MAJOR INITIATIVES (2 OF 2)

Updated March 15, 2026

Major initiative	Owner (Supporters)	Status (% complete)	Progress to date
8 Execute VOEE's research agenda, including the next High Demand Occupations List	Kang	 70%	Updated high demand occupations list with the Virginia Board for Workforce Development; completed review of eligible G3 programs at community colleges; provided update on InVA metrics
9 Strengthen logistics solutions and expand air cargo and cold chain capacity	Jehu (Popoola, Watkins, Hartka)	 70%	Actively recruiting manager for Dulles Air Cargo Initiative; held recurring monthly stakeholder meetings with MWAA; finalized Cold Chain study RFP ahead of planned release in March
10 Enhance partner best practices and communicate economic development priorities to key stakeholders	Akers (Devan, Rickman, Watkins)	 80%	Developed new legislative collateral and met and briefed 34 GA members; distributed Local and Regional Competitiveness reports and held webinars and custom engagement sessions with partners
11 Solidify Virginia's reputation as a leading state for innovation through marketing, branding, and ecosystem enhancements	Welch (Polk, Watkins)	 70%	Executed campaign with Fast Company that performed above benchmark engagement targets; advanced Innovation District Study (VT) toward end of February deadline; cont. coordinating with VIPC/DHCD on Tom Tom Innovation Summit engagement
12 Enhance talent management and organizational development programs to foster a positive workplace culture and attract and retain top talent	Cox / Huber	 75%	Completed uploading technical and management competencies in Lattice; kicked off Summer Internship recruiting; kicked off Annual Career Development Conversations; completed next phase of Career Framework training (last phase in April)
13 Conduct a comprehensive update of VEDP's website to align with current priorities and tactics	Hartka (Harper)	 75%	Completed discovery and user experience strategy phases (engaged 30+ internal/external stakeholders); developed site map and wireframes to inform launch of content/design phases; first 3 pages of web redesign are in final stages ahead of March launch
14 Produce code-required update of the Strategic Plan for Economic Development of the Commonwealth	Devan (Watkins, Carroll)	 85%	Developed an updated set of strategic plan initiatives aligned with staff and stakeholder priorities; collaborating with the SOCT's office on alignment with the Governor's Economic Development Policy

NOTABLE DEVELOPMENTS SINCE OUR LAST BOARD MEETING

- Secured major FY26 **economic development project wins**, including multiple aerospace and defense projects across the Commonwealth (Avio, GRVITY, Radian Forge)
- Supported a **smooth transition to Governor Spanberger's administration** through briefings, a gubernatorial visit, support for Day One Executive Orders, and the launch of the Economic Development Policy process
- Expanded the **Virginia Leaders in Export Trade (VALET)** program to 439 lifetime graduates, with 14 companies completing the program and 12 new companies joining
- Launched the overhauled and rebranded **InternshipsVA program** and built a new team to support its implementation
- Awarded a new round of **Site Remediation Grants** through the Virginia Brownfields Restoration and Economic Redevelopment Assistance Fund and launched the FY26 grant round of the **Virginia Business Ready Sites Program**
- Made significant progress towards the update of the **Strategic Plan** for Economic Development and FY27 **Operational Plan** in coordination with VEDP staff and key partners
- Advanced **VEDP's budget and legislative priorities** during the 2026 General Assembly session
- Completed wireframes and design, initiated content development, and launched Phase I of the **VEDP website overhaul**
- Continued implementation of the **Career Framework**, including training for employees and supervisors to support competency-based career conversations

TOP PRIORITIES FOR THE NEXT FEW MONTHS

- Cultivate **high-impact economic development projects** and close out the **FY26 lead generation calendar** across all target sectors
- **Complete planning for the FY27 Lead Generation Calendar**, including new centralized process for planning Site Selection Cultivation activities
- **Continue to support the Spanberger administration's initial economic development efforts**, including the development of the Comprehensive Economic Development Policy, implementation of Executive Orders, and continuity of major initiatives
- **Continue ongoing work to update the Strategic Plan** for Economic Development (and the annual Operational Plan) in close coordination with VEDP staff and key partners
- **Drive the website project forward**; continue to hit critical deadlines, finalize design work, and scale up content production
- **Successful completion of meaningful Career Conversations** for all VEDP Staff, integrating use of Career Framework
- Deepen **Top State for Talent initiatives**, including implementation of the **InternshipsVA program** to increase employer engagement, workforce readiness, and to support talent development for all employers
- Ensure **smooth transition of the management of Team Virginia** to the new operating model, while cultivating more meaningful engagement opportunities with members
- Successful management of the **FY26 Virginia Business Ready Sites Program application process**

THANK YOU



Richmond

WELCOME NEW BOARD MEMBERS-

**SECRETARY CARRIE CHENERY, COMMERCE & TRADE,
VICE CHAIR VEDP BOARD OF DIRECTORS**

SECRETARY MARK SICKLES, FINANCE



Mid-Atlantic Regional Spaceport

COMMITTEE REPORTS

March 19, 2025



INTERNSHIP SVA UPDATE

March 19, 2026

THANK YOU



Debbie Melvin

Vice President, Talent and Partnerships

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dmelvin@vedp.org

vedp.org/internshipsva

AGENDA

Launch Event

Marketing Campaign

Partner and Employer Engagement

Employer Resources

Matching Grant

Feedback and Questions

THE PROGRAM IS OFF TO A STRONG START

Jul. 1, 2025	Responsibilities for employer engagement shifted to VEDP from SCHEV
Aug. 5, 2025	First stakeholder advisory group meeting
Oct. 1, 2025	Comprehensive plan completed in collaboration with SCHEV
Oct. 28, 2025	InternshipsVA brand announced
Dec. 1, 2025	Most staff started
Dec. 1, 2025	Matching grant program transferred to VEDP from SCHEV
Feb. 4, 2026	Governor Spanberger officially launched program and marketing campaign began

GOVERNOR SPANBERGER ANNOUNCED INTERNSHIPSVA TO AN AUDIENCE OF OVER 200 BUSINESS AND EDUCATION LEADERS



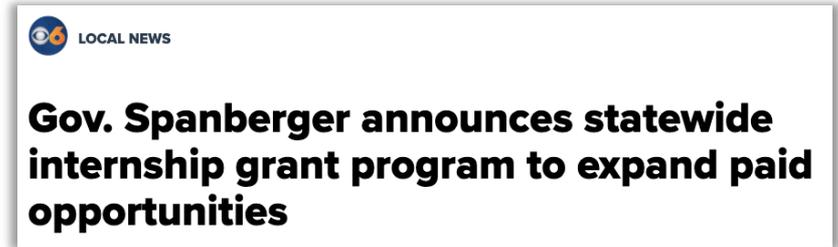
THE INTERNSHIPVA ANNOUNCEMENT RECEIVED WIDESPREAD MEDIA COVERAGE

The InternshipsVA launch event generated:

- High-quality online posts from local media, including pieces from Virginia Business, Virginia Public Media, and WTVR CBS 6
- 14 syndicated posts of the event announcement

Media outreach efforts included:

- Invitations to outlets in Richmond and across the state:
 - News outlets: Richmond Times-Dispatch, Virginian Pilot, Cardinal News, and many others
 - Trade outlets: Virginia Business, Richmond BizSense, Inside Business, and more
 - TV & radio broadcast outlets
- A press release with quotes from Governor Spanberger, VEDP CEO Jason El Koubi, and other officials and event speakers
- B-roll video of the event with clips of the speeches



VEDP LAUNCHED A MARKETING CAMPAIGN TO RAISE AWARENESS OF AVAILABLE SUPPORT

VEDP worked with our marketing firm to develop a full marketing plan to encourage Virginia employers to create paid internships as a talent recruitment strategy.

The marketing campaign will be executed through December 2026 and includes:

- **Raising awareness** of the new InternshipsVA brand through paid, earned, and owned media channels
- Aligning InternshipsVA as a core part of messaging Virginia's **Top State for Talent** strategy
- **Targeting** different employer segments using national and state research on company motivations and barriers to creating internships
- Securing endorsements by Virginia's top employers, industry associations, chambers, and regional economic development allies to **amplify campaign reach and credibility**
- Creating an **employer recognition program** to celebrate and incentivize employer participation in InternshipsVA

Invest in **growth.**

Innovate for
the **future.**

Inspire the
next generation.



INTERSHIPS VIRGINIA
INVEST. INNOVATE. INSPIRE.

VEDP

EARLY RESULTS INDICATE FAVORABLE PERFORMANCE

The **paid digital ad campaign** for InternshipsVA has launched on LinkedIn, Google Search, and programmatic website display ads, targeting business interests in Virginia.

The early results are performing well above platform benchmarks, indicating that we are reaching people interesting in learning more about the program.

Additional creative speaking to small, medium, and large businesses is launching this month, and paid ads will run in several Virginia business trade e-newsletters in March.



Campaign Performance for January 21 – February 28, 2026

Platform	Impressions	Clicks	Click Through Rate (CTR)	Platform Benchmark CTR	% Above Benchmark
LinkedIn	357,706	13,433	3.76%	0.41%	+817%
Program Display	734,611	937	0.13%	0.08%	+62.5%
Google Search	17,601	1,660	9.43%	~3%	+215%
Total	1,109,918	16,030	1.44%	N/A	N/A

ENGAGEMENT IS POSITIVE ON VEDP-OWNED MEDIA CHANNELS

VEDP Virginia Economic Development Partnership [+ Follow](#) [...](#)
 29,671 followers
 2w · 🌐

Yesterday, VEDP and its education partners launched InternshipsVA, a new statewide initiative connecting students with meaningful, paid work experiences. With expert guidance, proven best practices, access to top student talent, and matching grants for eligible employers, InternshipsVA makes building an internship program simple and strategic. Read the news here: <https://hubs.ly/Q0421cG40>

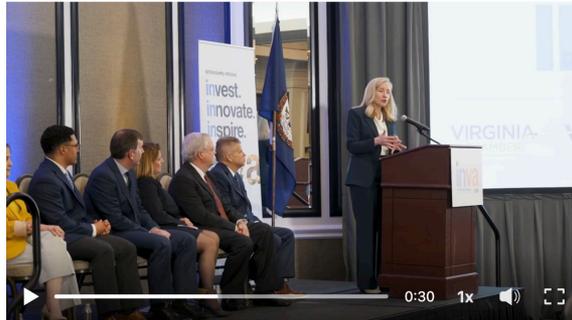
#TopStateForTalent #InternshipsVA #InVa
 Growth4VA Virginia Chamber of Commerce State Council of Higher Education for Virginia



Engagement Rate: 6.53%

VEDP Virginia Economic Development Partnership [+ Follow](#)
 29,671 followers
 1w · Edited · 🌐

ICYMI: VEDP and its education partners officially launched InternshipsVA, a program designed to help Virginia employers create high-quality, paid internships that build strong talent pipelines and help retain Virginia's top talent after ...more



Engagement Rate: 7.18%

VEDP Virginia Economic Development Partnership [+ Follow](#) [...](#)
 29,671 followers
 3d · 🌐

At a time when employers across the Commonwealth are competing nationally for skilled workers, InternshipsVA reflects a clear commitment to connecting students to real work experience and helping businesses build the workforce they need to grow. Read the op-ed by [Virginia Business](#) on how the initiative will help Virginia employers develop and retain talent by expanding high-quality, paid internships through public-private collaboration.

[🗨️](#) in comments.

Virginia Chamber of Commerce
 Growth4VA



Engagement Rate: 5.46%

VEDP Virginia Economic Development Partnership
[Why Virginia?](#) [Talent](#) [Key Industries](#) [Site Selection](#) [Incentives](#) [International Trade](#)

InternshipsVA

Internships Virginia is your key to building a future-ready workforce. From start-ups to established institutions, InVA provides resources for organizations of every size to strengthen their talent pipeline through internships.



Website Traffic: 26,670
Unique Visitors: 16,394

INTERSHIPSVA SUPPORTS VIRGINIA'S TALENT PIPELINE

InternshipsVA helps employers design and launch high-quality, paid internships that not only build strong local talent pipelines but help keep talented college students in Virginia after graduation.

We make it easy for businesses to build successful internship programs through:

- **Expert Guidance:** Regional Internship Managers provide direct support on program design and growth
- **Efficient Recruitment:** Free access to our internship marketplace through Handshake streamlines recruitment, and connections to higher education institutions help employers navigate on-campus recruitment and other student engagement opportunities
- **Practical Training:** Targeted sessions equip employers with actionable strategies and insights from other employers
- **Turnkey Resources:** Our Employer Toolkit and helpful templates simplify setting up quality programs
- **Financial Support:** Virginia employers with 150 or fewer employees who hire qualifying interns can receive a 50% wage match



REGIONAL INTERNSHIP MANAGERS ARE FULLY ONBOARDED AND ENGAGED IN THEIR REGIONS



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3



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1



Stephanie Byers

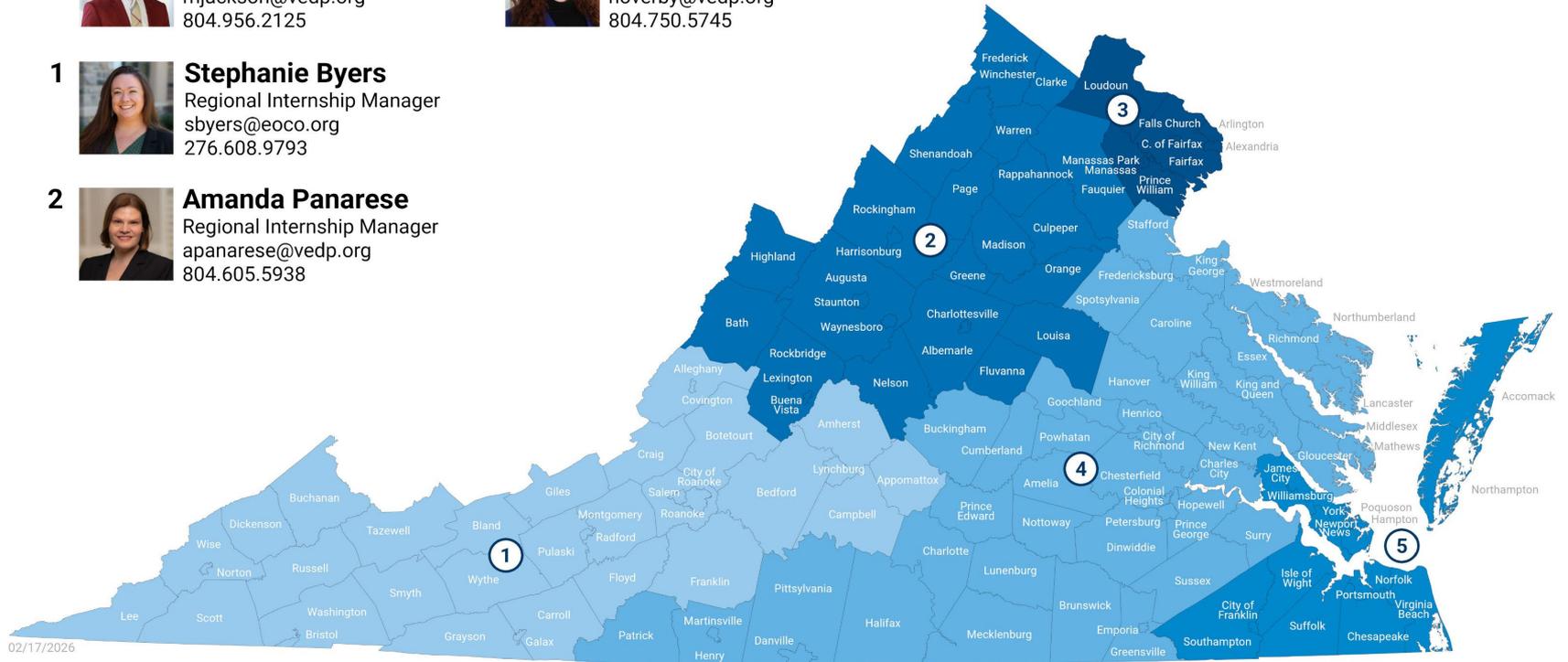
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02/17/2026

REGIONAL INTERNSHIP MANAGERS ARE ACTIVELY MEETING WITH PARTNERS AND COMPANIES

107

COMPANIES

121

PARTNERS

18

GROUP PRESENTATIONS

13

NETWORKING EVENTS

THE TEAM IS COLLABORATING WITH PARTNERS ON PROACTIVE, TARGETED EMPLOYER OUTREACH



Outreach Through Partners

- Regional Internship Managers are presenting to employers through gatherings by economic development, workforce development, higher ed, chambers, and industry associations

Handshake

Handshake Data

- Monthly data from Handshake reveals trends and opportunities for targeted outreach
- VEDP receives aggregated, anonymized data by region including:
 - # of internship postings
 - # of active employers
 - Industry sector
 - Employer size
 - Employers using InVA brand
 - # of students applying
 - Field of study
 - Industry sectors of interest

strada

EDUCATION FOUNDATION

Strada Analysis of Early Career and Internship Hires

- Strada is evaluating Lightcast data of companies that have the most entry-level postings and internship postings
- Regional Internship Managers will help validate the data to see if this can be a reliable tool for outreach

INTERNSHIPVA CONTINUES TO ROLL OUT HELPFUL RESOURCES FOR EMPLOYERS



Employer Toolkit: A Guide to Developing and Implementing a High-Quality Internship Program

- Developed in partnership with Strada to equip employers with the tools needed to start or expand their own internship programs
- Includes how-to guides, checklists, templates, and linked resources that can be adjusted and applied for organizations of all sizes and in all industries

The purpose of this training is to equip employers with the knowledge and tools to design and manage a high-quality internship program that is beneficial for all stakeholders - businesses, students, and higher education institutions.

By the end of today's training, we hope you will be able to:

-  Articulate the benefits of offering a high-quality internship program to your organization
-  Identify the key characteristics of a high-quality internship, including compensation, meaningful work, and mentorship
-  Develop an action plan to implement or improve an internship program within your organization

An Employer's Guide to High-Quality Internships Training

- Bi-weekly, synchronous, one-hour discussions
- Also delivered in-person through 1:1 sessions and in group settings
- Attendees receive a certificate of completion which is part of the qualification for the matching grant program
- 138 participants to date
- Will add deep-dive webinars on various topics



Introducing InternshipsVA

Last week marked the official launch of InternshipsVA. Governor Abigail Spanberger, Lieutenant Governor Ghazala Hashmi as well as members of the Administration, the General Assembly, and the Virginia business community joined VEDP to celebrate the new brand and the formation of a team dedicated to helping Virginia employers develop and enhance their internship programs.

Monthly Newsletter

- Content themes that follow the cycle of internships
- Helpful tips, resources, upcoming events, and employer spotlights
- 432 opt-in subscribers to date
- Open Rate: 55.11%

THE INTERNSHIPSVA MATCHING GRANT EASES THE FINANCIAL BURDEN OF CREATING AN INTERNSHIP PROGRAM

- Matching funds are available to Virginia employers that provide paid internships for students enrolled in two- and four-year public and private Virginia colleges and universities.
- The matching grant program can reimburse an employer one-half of the intern's wages, up to \$7,500 per intern per state fiscal year (July 1-June 30) and a maximum of \$75,000 for ten interns per state fiscal year.
- Employers are responsible for sourcing, selecting, onboarding, and hiring interns, either directly or through a staffing service of the employer's choice, as well as managing the interns.
- VEDP's Regional Internship Managers are available to support employers with this process and share available resources.

Process

1. Employer submits a one-page online application in advance of internship for one or more interns
2. Employer submits a one-page online reimbursement request form and payroll documentation upon completion of the internship
3. The reimbursement request form includes a post-internship survey for the purpose of program improvements
4. Company engagement and grant financial information is tracked in VEDP's Salesforce

117 matching grant applications have been approved to date in support of 262 internships.

NEXT STEPS

- **Develop regional employer outreach strategies**
- **Continue to add and enhance employer resources including additional trainings**
- **Execute marketing plan, using KPIs to adjust accordingly**
- **Develop and roll out Employer Recognition Program**



FEEDBACK & QUESTIONS

STAFF SPOTLIGHT



Krissy Watson

Internship Program Manager, Virginia Global Business Internship Program

International Trade Division

CLOSED SESSION

CERTIFICATION OF CLOSED SESSION

ANTICIPATED TOPICS FOR JUNE 2026 BOARD MEETING

OPEN DISCUSSION (BOARD ROUNDTABLE)