



*A new **Virginia College** is coming...*



A new Virginia College in a town means TRANSFORMATION:

- Of economic status and retail climate in the area
- Of the available workforce
- Of lives...through real-world education



Virginia College will open with:

- Small class sizes
- Flexible class schedules
- Instructors who work in the field in which they teach
- Financial aid available for those who qualify
- Labs, software and classrooms that offer the latest technology
- Career programs offered in fields that promise the highest job growth



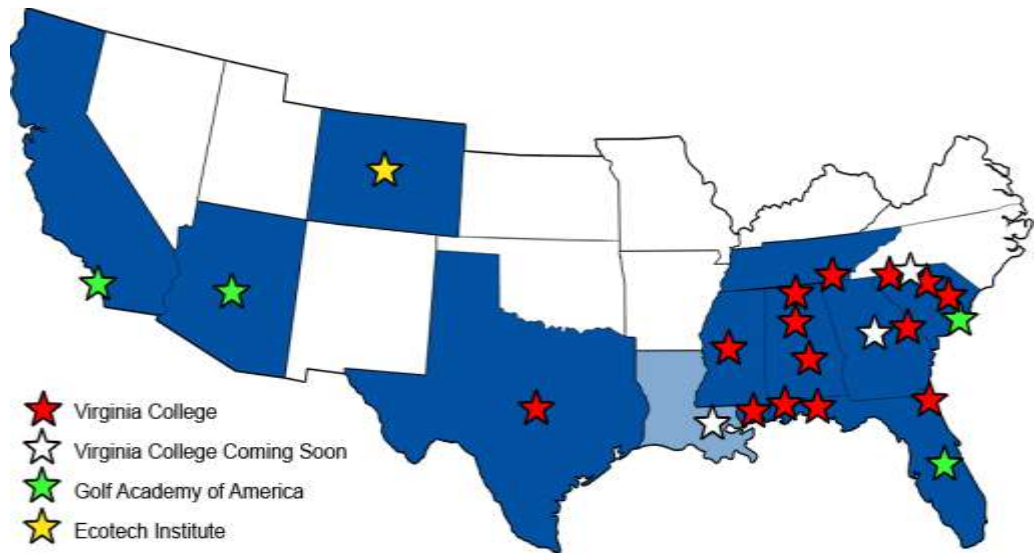
ECA Corporate Headquarters, Birmingham, Alabama

Virginia College is owned and operated by **Education Corporation of America**

- Serving thousands of students on-ground, and thousands more worldwide via the Internet
- Providing a qualified and motivated workforce to employers in the communities we serve for over thirty years



EDUCATION. TRANSFORMATION.



- Accredited by the Accrediting Council for Independent Colleges and Schools (**ACICS**)
- Over **19,000** students strong, with locations in eight states and worldwide via the Internet.

Austin, Texas

Jackson and Biloxi, Mississippi

Augusta and Macon, Georgia

Charleston, Columbia, & Greenville, South Carolina

Pensacola & Jacksonville, Florida

Chattanooga, Tennessee

Mobile, Montgomery, Birmingham, & Huntsville, Alabama

Baton Rouge, Louisiana



EDUCATION. TRANSFORMATION.



CULINARD
CAFÉ



STUDENT
COSMETOLOGY
SERVICES

We will partner with the town and impact the economy by:

- Investing **\$4 million** to **\$7 million** in modern, attractive facilities
- Revitalizing the area, greatly increasing foot and vehicle traffic – typically 1,000 to 1,200 students year-round, 7 AM to 10 PM
- Adding retail outlets with **sales tax** benefits as part of our campus
- Raising educational levels so the tax base increases accordingly.
- We are a **major employer**—typically between 100 and 130 staff and faculty

BEFORE...



...AFTER

Virginia College's Jacksonville, Florida, campus was named "Redevelopment Project of the Year" by the National Association of Industrial and Office Properties



EDUCATION. TRANSFORMATION.

New **Virginia College** campus in Chattanooga, Tennessee



Rundown shopping center
BEFORE...



...New building **AFTER** redevelopment



EDUCATION. TRANSFORMATION.



FORMER LOCATION...

New campus, Virginia College,
Birmingham, Alabama

...NEW CAMPUS -- 2009



“It changes the mix of clientele we currently see. Filling that space will also increase the amount of traffic to the general area. ... and on a daily basis we’ll have both faculty and staff as well as students.”

**Percy Singleton
General Manager
Cortana Mall, Baton Rouge**

**New Virginia College
Baton Rouge, Louisiana
Now enrolling for October
2010 class start**





***WE TRANSFORM MORE THAN
JUST BUILDINGS***





Virginia College will TRANSFORM the workforce by:

- Raising educational levels
- Providing students an encouraging atmosphere
- Offering fast-track route to workforce
- Giving intensive skills training, emphasis on work ethic
- Fostering employer input to curricula with local advisory boards
- Offering programs where high job growth is expected
- Providing Career Services personnel, working directly with employers



CAREER SERVICES

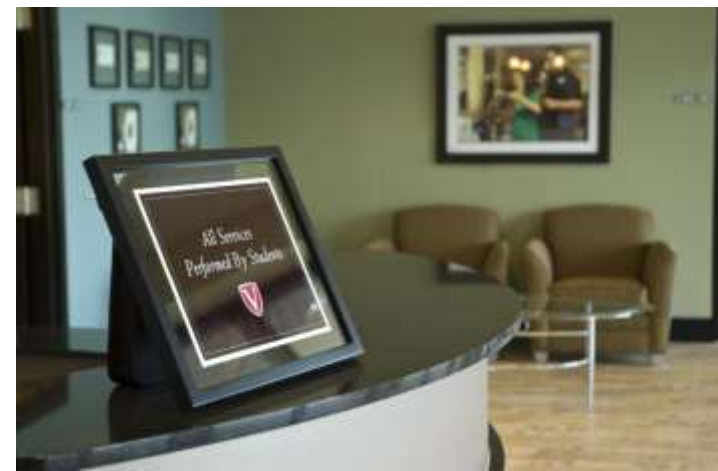
- Dedicated department builds relationships with employers in community
- Works with students, focusing on career prep, work ethic, from their very first class meeting
- Most programs have externship opportunities, grads are **"workforce ready"**





Virginia College is **NOT** a direct competitor to community/technical colleges or traditional four-year schools. We are an **alternative** that serves a large group of **adult students** who are looking for the most direct path to a new career, a school that offers specific skills training in the most efficient way. We are judged by our accreditor on graduation rates and placement in the job field.

*For us to be **successful**, our students must be successful—in school and in their **careers!***



Virginia College will lead to financial and retail TRANSFORMATION

- Graduates will have significantly higher income than before
- Substantial annual payroll—an average of **\$4,000,000** per year per campus
- Significant capital investment in the community
- We become a valuable tenant, usually occupying underutilized real estate
- We bring a retail component
- We spend between **\$500,000 and \$1 million** annually in local advertising



Virginia College—TRANSFORMATION through partnership

Help us contact area employers, Chambers of Commerce, Workforce Investment one-stops, other agencies

Volunteer to participate on advisory boards

Accept externships from our students

Provide tuition assistance to your current employees

Afford opportunities for Virginia College to give back to our community



SPECIFIC NEEDS

- Approximately 40,000 to 60,000 square feet of existing building
- Single floor
- 8 parking spaces per 1,000 square feet in premises
- Near major highway arteries

Lease Term: An initial term of 15 years, with 4 options to extend for 5 years each

TI: Tenant Improvement allowance, minimum \$60 per square foot

Landlord's Work:

- Construct the premises so that it is in “turn-key” condition
- Complete the improvements described in the final plans, to be provided prior to execution of the lease
- Construct the premises using one of ECA’s approved general contractors.



A **strong partnership for the future**