

## News Release

### MEMORANDUM OF UNDERSTANDING BETWEEN THE TRACK GROUP, INC AND THE GRADUATE SCHOOL, USDA.

(Monday, November 6, 2006)—The Track Group, Inc. and The Graduate School, USDA pledged to partner today in meeting future challenges of mutual interest facing the Federal Government.



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David Ehrlich, President, The Track Group

Alan Minton, Vice President, The Track Group

Dennise Orlando, Director, Curriculum and Publications Support, Graduate School, USDA

Dr. Alvin Officer, Senior Manager, Curriculum and University Relations, Graduate School, USDA

Not Shown:

Ron MacNab, Dean, PECO/EMS and Evening Programs, Graduate School, USDA

Jerry Ice, Chief Executive Officer and President, Graduate School, USDA

### **Purpose**

The purpose of this Memorandum of Understanding (MOU) between The Track Group, Inc (Track) and The Graduate School, USDA (GS) is to establish a continuing relationship between Track and GS. Both organizations have common interests in promoting Track's course, "Marketing Public Programs" and encouraging the continued development of The Track Center for Marketing Public Programs (The Center). This agreement is intended to advance these interests.

## **Background**

The mission of The Track Group is to provide clients with a single and convenient “go to place” for successfully completing marketing, communication, outreach, and management projects. As a Track division, the mission of The TRACK Center for Marketing Public Programs is to improve the discipline and profession of Marketing Public Programs at all levels of government by providing a central forum for education, news, analysis and research. Track’s commitment is to provide an academic foundation with professional skills and experiences for the benefit of government employees involved in marketing public programs.

The Graduate School’s mission is to improve the performance of government and to provide opportunities for individual lifelong learning through education, training and related services. GS partners with a variety of educational institutions and organizations so that customers can better leverage courses and programs to meet their unique educational needs. These partnerships enable GS to offer a greater depth of course offerings, exciting certificate programs, and academic degree opportunities.

## **Scope**

Track and GS share a common interest in promoting Marketing Public Programs through education. By developing and enhancing an interest in Marketing Public Programs and facilitating the development of new and relevant education programs, Track and GS can help ensure that the U.S. Government will be supplied with an interested, knowledgeable and educated workforce into the future.

The intention of this MOU is to develop, to the extent possible, a long-standing cooperative relationship between Track, The Track Center for Marketing Public Programs and GS.

## **Agreement**

Track and GS agree to an education partnership which will promote the course “Marketing Public Programs” and education excellence in the field of Marketing Public Programs. Areas of cooperation may include the following:

-GS support for Track’s course, “Marketing Public Programs.”

-GS will offer and promote “Marketing Public Programs” GS course number COMM9002D. Through Dec 2007, GS open enrollment course delivery will be held at The Track Center for Marketing Public Programs within the Ronald Reagan Building and International Trade Center in Washington, DC.

- Track will facilitate GS delivery by providing all instructors, materials, and facilities in the manner they are currently providing outside of GS.

GS will consider developing a new certificate program entitled, "Marketing Public Programs" in collaboration with Track. This will provide GS and Track an opportunity for cooperation in developing students' practical understanding of government activities in Marketing Public Programs.

- Track and GS will consider working together on workshops, seminars, public education forums and professional development with the Marketing Public Programs endeavor.

- Track and GS co-marketing this relationship and course offerings may be considered under this MOU.

- Other specific areas of collaborative work in the area of educational development including contract training as well as task orders resulting from training and not listed above may also be considered under this MOU.

"One of the obvious immediate benefits of this agreement to GS is the ability to tap in to the tremendous wealth of intellectual power that exists within the Track Group and The Track Center for Marketing Public Programs," said Dr. Al Officer.

"GS is very much a part of the Federal Community, and contributes greatly to educating its workforce. More importantly, they are now officially our partners as we look to the future for new growth and opportunities for the discipline of marketing public programs". said Dave Ehrlich, President, The Track Group, Inc.

"The signing of this MOU is an important step in the evolution of our relationship with GS and the Federal Community. Our sense of urgency in equipping the Federal Government to effectively and efficiently communicate its programs to the public is essential to the protection and vitality of our nation," said Vice President Alan Minton, The Track Group and The Track Center for Marketing Public Programs.

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