



CELEBRATING TRADITION & FORGING CHANGE:

AN EVOLVING PLAN FOR WILLIAM & MARY

Selected Strategic Planning Steps 2009-2010

April 2009 BOV approved planning framework

September 2009 Progress report to BOV
Steps and metrics for FY10
Evolving framework for FY11-14
Draft dashboard

Fall 2009 Reviewing implementation steps with constituencies --
e.g., Faculty Assembly, Alumni Board, W&M Foundation Board
Initiated FY10 implementation step tracking
VPs, deans, selected directors – add FY11-15 ideas

February 2010 BOV discusses implementation update and emerging issues

March 2010 PSC recommends FY11 steps and FY12-15 framework
President reviews and recommends to BOV

April 2010 BOV discusses FY10 implementation; reviews FY11 steps and
FY12-15 framework

Six Challenge Subcommittees Working on April 2010 Framework Revisions

1. Be a leader among **liberal arts universities**.
2. Build and support a **more fully diverse W&M community**.
3. Develop an ever more engaging campus experience that inspires a **lifelong commitment** to W&M.
4. Implement a **new financial model** that can fund our aspirations.
5. Provide the **administrative resources and infrastructure** required for a university in the 21st Century.
6. Explain and promote W&M through a more effective **communications structure and strategy**.

Meanwhile, VPs, Deans et al. working on FY10 implementation steps.
110 Total -- 5 completed, 75 underway, 30 not yet started. 37 continue into FY11.

Selected Steps for FY10

Conducting conversation about the liberal arts university (discussed in Provost report) – building consensus around our core values to guide decisions

Won \$900,000 grant for cross-disciplinary center for Science, Technology, Engineering and Mathematics (STEM) education for K-12 teachers – very interdisciplinary, links across W&M schools, making a difference for the better

Created Marine Science minor – approved by faculty, co-directors appointed, enrollment in spring, begins Fall 2010 -- strengthens links across schools

Established a full-time position of senior officer for diversity, created by eliminating two assistants to the President – strengthening a welcoming community

Strengthening lifetime connections – central theme for Welcome Week, Convocation, Homecoming – working on Charter Day – strengthening traditions

Expand public-private partnerships – \$1 million partnership announced with Statoil for conversion of algae to fuel – interdisciplinary, international, making a difference

IT network upgrade – completed procurement, equipment delivered, begin moving users to new, faster, more reliable network in January

Dashboard – Evaluation Subcommittee

Measures	
1	Undergraduate acceptance rate
2	Middle 50% SAT scores
3	Undergraduate graduation rates
4	Undergraduate class size <20
5	US News & World Report: Nat'l universities
6	US News & World Report: Public universities
7	Student : faculty ratio
8	Undergraduate degrees awarded
9	Graduate/professional degrees awarded
10	Average Ph.D. stipends
11	Total sponsored program expenditures (millions)
12	Undergraduates who are members of race/ethnic minority groups
13	Undergraduates with demonstrated financial need
14	Average per-borrower cumulative undergraduate debt
15	Alumni giving participation rate: undergraduates with degrees
16	US News & World Report: Financial resources rank
17	Total Expenditures per FTE Students
18	Operating Expenses Provided by the State
19	Total Value of Annual Giving (in millions)
20	Total of all endowment (in millions)

Working on measures of average Ph.D. stipends.

Added preliminary measure of total expenditures per FTE student

Many missing measures
Faculty Quality
Student Research and Scholarship

Communications Review Process -- Messages

W&M is one of the world's great liberal arts universities – integrating the intimacy of the liberal arts college with the reach of a research university – the best of both worlds – a great blend of teaching and research.

W&M is a lifelong experience – those linked to W&M are stewards of a great inheritance. Those connected to the university become members of a family, a tribe.

W&M is an engaged community making a difference for the better – our students come wanting to change the world and leave with the tools to do it. We prepare students to make a difference, to be leaders, to have an impact regardless of their field.

Together we are building a sustainable financial future. We are developing a new financial model to match our aspirations.

Communications Review Process

Lifetime Connections –

Alumni Association – Development – Admission – Student Coordination
Charter Day Next

Creative Services –

Combining Publications and the Web Team
Discussions with Colonial Williamsburg – Creative Media Services
Reviewing Extent of Out-sourcing

University Relations –

Collaborating with Units to Celebrate Faculty and Student Success
Aligned with Messages

Internal Communications –

Building Community

William & Mary in the Media Spotlight – Last Two Months



HENRY BROADDUS
DEAN OF ADMISSION

The Washington Post

HOW TO WRITE THE COLLEGE
APPLICATION ESSAY?

WHAT SHOULD STUDENTS NEVER
WRITE IN THEIR ESSAY?

DO COLLEGES WANT WELL-ROUNDED
STUDENTS OR THOSE WITH A PASSION?



JENNIFER MELLOR
CLASS OF 1955 DISTINGUISHED ASSOC. PROFESSOR OF ECONOMICS,
DIRECTOR, THE SCHROEDER CENTER FOR HEALTH POLICY



MANY MEDICAL DEVICES
STILL TAXED UNDER BAUCUS
HEALTH BILL



LAWRENCE B. WILKERSON
VISITING HARRIMAN PROFESSOR OF GOVERNMENT
& PUBLIC POLICY

The New York Times

NEW CHENEY TAKING STAGE
FOR THE G.O.P.



GEORGE GRAYSON
CLASS OF 1938 PROFESSOR OF GOVERNMENT

The New York Times **AP** **ABCNEWS**

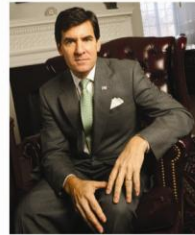
MEXICO'S POLITICAL THEATER
REACHES NEW HEIGHTS (OR
LOWS) WITH ...

The Washington Post

RAID TARGETS MEXICAN CARTEL; 303 ARRESTED

theguardian

CRACKDOWN ON LA FAMILIA CARTEL LEADS TO
MORE THAN 300 ARRESTS ACROSS US



MITCHELL REISS, AMBASSADOR-IN-RESIDENCE

Chicago Tribune

Los Angeles Times

THE NATION; GOP TARGETS OBAMA'S FOREIGN POLICY

The New York Times

NOW COMES THE HARD PART



WHEN SOFT POWER
MEETS HARD
CHOICES

BELFAST TELEGRAPH

CAN HILLARY SPRINKLE A LITTLE CLINTON
MAGIC ON OUR LATEST CRISIS?



C-SPAN.ORG
Created by Cable. Offered as a Public Service.

SUPREME COURT PREVIEW HOSTED
BY WILLIAM & MARY LAW SCHOOL

OTHER OUTLETS PICKED UP EXPERTS



The New York Times
Los Angeles Times

Bloomberg

Government Relations -- Grow by Degrees Campaign

The GBD Campaign was announced at three press conferences on June 22.

Working together with Virginia's public colleges and universities, the Commonwealth's business community is serving as the foundation of the GBD coalition to ensure continued and increased support for higher education.

College leaders, including the members of boards of visitors, are encouraged to join the coalition, and called upon to support the effort.

The GBD campaign met with all of the statewide candidates for office and leaders of the House of Delegates and Senate of Virginia.

Since then, the Governor-elect has committed to creating a Higher Education Commission to consider key higher education issues early in his administration.

The GBD campaign also commissioned a report through the Weldon Cooper Center (at UVA), with results showing that for every dollar spent on higher education in Virginia there is an average \$1.39 return on investment.

Key Government Relations Dates of Note

December 18 Governor Kaine announces proposed changes to the 2008-10 budget and offers his 2010-12 biennial budget

January 7 Statewide Hearings on Proposed Budget – locations to be determined

January 13 The 2010 General Assembly Session Begins

January 16 McDonnell Inauguration as Governor – State Capitol, Richmond

January 26 The W&M Legislative Breakfast in Richmond (7:15 a.m., Library of Virginia)

March 13 General Assembly Session Scheduled to End



CELEBRATING TRADITION & FORGING CHANGE:

AN EVOLVING PLAN FOR WILLIAM & MARY

Our Vision

William & Mary will continue to be one of the world's great liberal arts universities. Already a university of compelling academic distinction, the College will expand its interdisciplinary study, global relevance, and faculty-student research, as well as its lifelong ties with alumni. Our students come wanting to change the world and will leave with the tools to do it.

WILLIAM & MARY

A LIBERAL ARTS UNIVERSITY OF
COMPELLING ACADEMIC DISTINCTION