

---

# Strategic University Communications

---

February 2012



## University Communications

- Connected
- Research-based
- On message
- Reducing media boundaries – Develop once, publish everywhere
- Targeting messages for different constituencies
- Learning





# University Communications Core



Strategic  
Initiatives



The Brafferton



Admission



Alumni  
Association



University  
Development



Student  
Affairs



# Schools and Units Adapt Messages and Focus on Unique Constituencies



Arts &  
Sciences



Business



Education



Law



VIMS



Reves  
Center



Intercollegiate  
Athletics



# Staying on Message



- Annual Plan
- Events
- Message Map

## President's Communication Group

Reveley (chair)

## Communication Working Group

Golden (chair)

## Campus-Wide Communication Council

Wynn (Chair)



Only one W&M

**There is only one W&M –**  
a public Ivy with a storied  
past that produces leaders  
who change the world.





# Academic Distinction Grounded in the Liberal Arts



Great students

Great teachers



Engaged learning



## + Opportunities to explore, lead and take risks





= Students who are ready to change the world





## Getting the message out: Leveraging E-Communications

Connecting web, email, social media and print communications

- What's on the web? Using the web as a base.
- How are we using social media? Pushing content to target groups.
- How are we integrating digital communications? Adapting core messages and content for target audiences.
  - ✓ Alumni Association
  - ✓ University Development
  - ✓ Undergraduate Admission



# What's on the Web?

25 million  
page views  
per year

The screenshot shows the William & Mary website homepage. At the top, there's a navigation bar with links like BLOGS / SOCIAL STREAM, myWM / DIRECTORY / EVENTS / VISIT / W&M A-Z /, and a search bar. Below this is a large banner image of a path leading through trees, with the text "The path of learning is not always level" at the bottom. To the right of the path is a featured article titled "LIBERAL ARTS @work" by Doug Bunch '02. Below the banner is a section for "Events" and "W&M News / RSS". The "Events" section lists three upcoming events: "In the Discharge of his Duty: Weapons, Ammunition, & Military Equipment in the SCRC", "Seeing Colors: Secrets of the Impressionists", and "Men's Basketball vs. James Madison". The "W&M News" section features three articles: "W&M ranks as fourth-best value in Kiplinger's listing", "Religion Toolkit: A Religious Studies lesson from Morrell and Sonn", and "150 year-old drawing of Wren Building finds its way home". On the right side, there's a "STUDENT BLOGS" section featuring a post by Lora. The footer contains the college's name, location, contact information, and various links for alumni, students, and faculty.

1693 BLOGS / SOCIAL STREAM myWM / DIRECTORY / EVENTS / VISIT / W&M A-Z / Search GO

WILLIAM & MARY

ABOUT | ACADEMICS | ADMISSION | RESEARCH | CAMPUS LIFE | ATHLETICS | ALUMNI | NEWS & EVENTS | GIVING

The path of learning is not always level

LIBERAL ARTS @work

Doug Bunch '02

Every time I make a legal argument, I thank Cicero. [More...](#)

Events

W&M News / RSS Donor Honor Roll President's Report

*In the Discharge of his Duty: Weapons, Ammunition, & Military Equipment in the SCRC*  
Tuesday, October 18th - Sunday, April 15th

*Seeing Colors: Secrets of the Impressionists*  
Saturday, October 22nd 12:00 pm - Sunday, January 22nd 5:00 pm

*Men's Basketball vs. James Madison*  
Wednesday, January 4th

W&M ranks as fourth-best value in Kiplinger's listing

"Religion Toolkit": A Religious Studies lesson from Morrell and Sonn

150 year-old drawing of Wren Building finds its way home

STUDENT BLOGS

Lora

There are few things more refreshing than running through Colonial Williamsburg or Matoaka Trails. [Lora's Blog...](#)

The College of William & Mary  
Williamsburg, VA. [Contact Us](#)

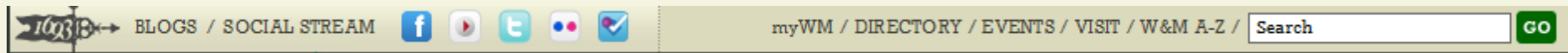
All Rights Reserved © 2012

Alumni / Current Students / Employers / Faculty & Staff / Parents & Families / Friends & Neighbors

Careers at W&M / About this Site / Emergency Information / Policies



# New Media: Leveraging Content



27,642 Facebook Fans

**Social Stream media  
at the moment!**



660,000 Flickr Views in 2011







410,000  
You Tube Views in 2011




7,400 News Twitter Followers  
6,800 W&M Followers





# A Quick Tour

1693 BLOGS / SOCIAL STREAM     myWM / DIRECTORY / EVENTS / VISIT / W&M A-Z /

**WILLIAM & MARY** 

ABOUT | ACADEMICS | ADMISSION | RESEARCH | CAMPUS LIFE | ATHLETICS | ALUMNI | NEWS & EVENTS | GIVING

  
**The path of learning is not always level**


**LIBERAL ARTS @work**  
  
Doug Bunch '02  
Every time I make a legal argument, I thank Cicero. [More...](#)


**Events** | **W&M News** / [RSS](#) | [Donor Honor Roll](#) | [President's Report](#)


*In the Discharge of his Duty: Weapons, Ammunition, & Military Equipment in the SCRC*  
Tuesday, October 18th - Sunday, April 15th


*Seeing Colors: Secrets of the Impressionists*  
Saturday, October 22nd 12:00 pm - Sunday, January 22nd 5:00 pm


*Men's Basketball vs. James Madison*  
Wednesday, January 4th

 W&M ranks as fourth-best value in Kiplinger's listing

 "Religion Toolkit": A Religious Studies lesson from Morreall and Sonn

 150 year-old drawing of Wren Building finds its way home

  
**STUDENT BLOGS**  
*Lora*  
There are few things more refreshing than running through Colonial Williamsburg or Matoaka Trails. [Lora's Blog...](#)

 **The College of William & Mary**  
Williamsburg, VA. [Contact Us](#)  
All Rights Reserved © 2012

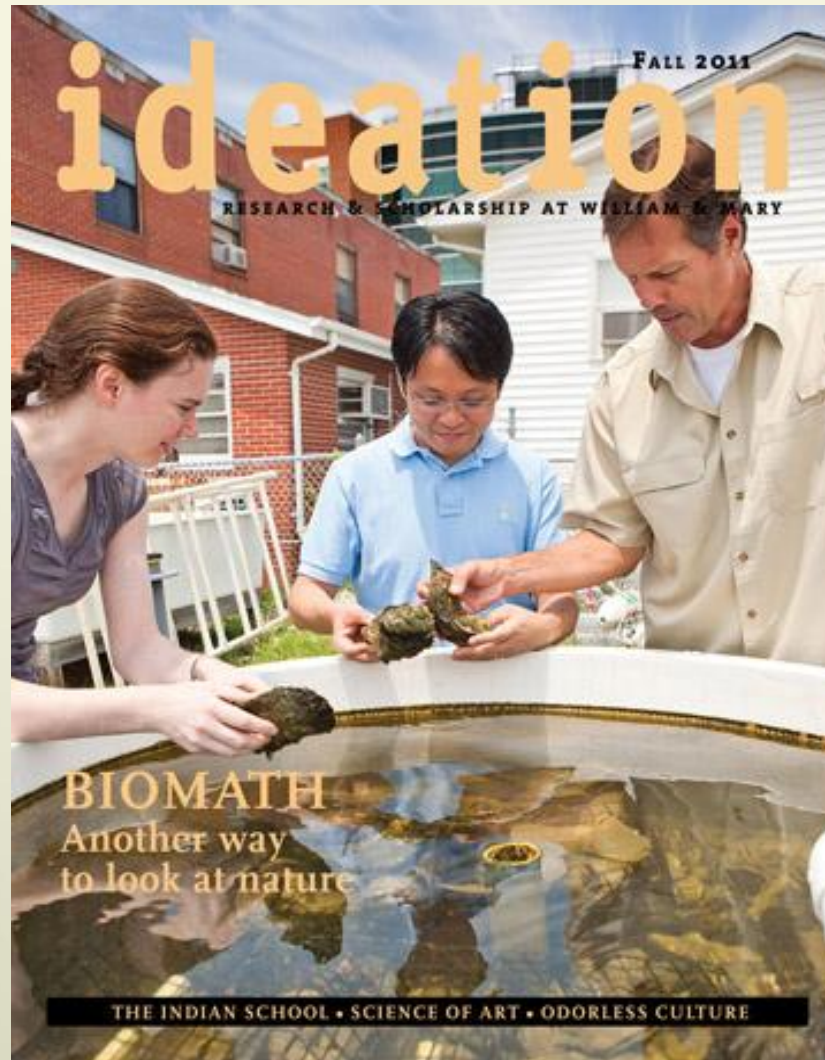
[Alumni](#) / [Current Students](#) / [Employers](#) / [Faculty & Staff](#) / [Parents & Families](#) / [Friends & Neighbors](#)  
[Careers at W&M](#) / [About this Site](#) / [Emergency Information](#) / [Policies](#)

[Let's take a look](#)

Social Stream  
Cypher Easter Egg  
Events  
Footer – Alumni  
Refresh coming



## Leveraging Content: Example, Ideation





# Where is Ideation? – Website

WILLIAM  
& MARY

ideation



Ideation

Science & Technology

Arts & Humanities

Social Sciences

The Professions

Notes & Curiosities

Ideation Magazine:

Fall 2011

Spring 2011

Fall 2010

Spring 2010

Fall 2009

Spring 2009

Winter 2008 - 09

Spring 2008

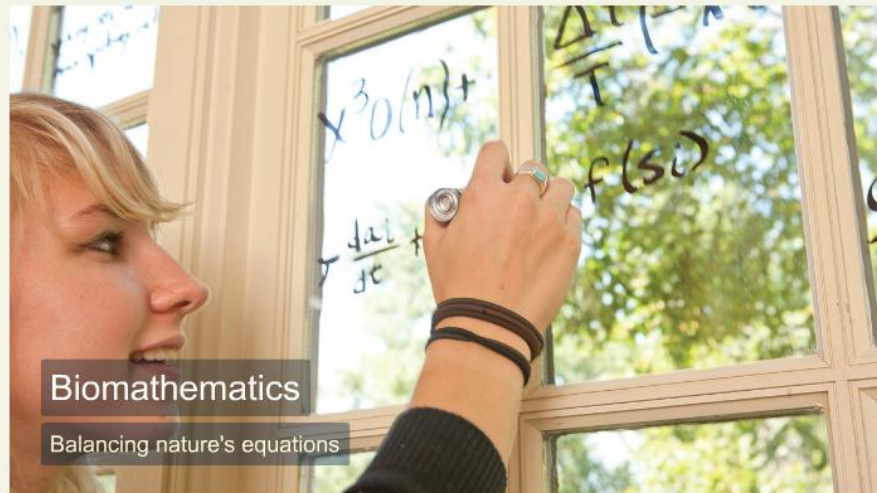
Fall 2007

Editor  
Joseph M. McClain  
[research@wm.edu](mailto:research@wm.edu)



[Home](#) » [Research](#) » [Ideation](#) » [Issues](#) » [Fall 2011](#)

## Fall 2011



### Biomathematics

Balancing nature's equations



#### [Almost like magic](#)

Joseph McClain | October 3, 2011

All actions in nature can be expressed numerically. That's biomathematics in a very, very small nutshell. Kiah Hardcastle has her own way to describe the concept.



#### [Digging up our roots](#)

Andrea Davis | October 3, 2011

A piece of stone and a scant double-handful of broken glass. It doesn't look like much to the uninitiated, but the team of archaeologists working this summer at the base of the Brafferton knows that these artifacts are the richest kind of pay dirt.



# Where is Ideation? – Department Pages

myWM / DIRECTORY / EVENTS / VISIT / W&M A-Z / Search

ABOUT ACADEMICS ADMISSION RESEARCH CAMPUS LIFE ATHLETICS ALUMNI NEWS & EVENTS GIVING

## WILLIAM & MARY Arts & Sciences Mathematics

**About**  
Undergraduate Program  
Graduate Program  
Undergraduate Research  
Faculty  
For Current Students  
Events  
Alumni  
Support Mathematics  
Positions  
Departments & Programs

A&S Home » Mathematics

### Mathematics

Some students begin by thinking of mathematics only as a tool required for other work, and then find the tool so interesting that they want to study it more. For such students, mathematics is about solving problems. Such mathematical applications often lead to a secondary major in mathematics or a mathematics minor, something that employers like to see because it assures them of the student's quantitative skills.

Other students are drawn to mathematics for aesthetic reasons, perhaps because they glimpsed the precision and clarity of mathematical thought in their earlier mathematics courses. It is rare in undergraduate study that one can hold a truly important subject in one's mind, feel its theoretical cohesiveness, and see the beauty of it from top to bottom. While such understanding does not come easily, it is possible for an undergraduate in mathematics. And when one grasps the theoretical unity of parts of our subject in that way, mathematics is more like a poem than a tool.

The distinction between applied mathematics and theoretical mathematics has often turned out to be an illusion. Even the most theoretical parts of mathematics have surprisingly concrete applications. Number theory, long viewed as the least applicable part of mathematics, is today the foundation for protection of financial records and security of electronic transmissions. And many of the most applied parts of mathematics have given rise to major parts of pure mathematics. The study of planetary motion, for example, grew into modern dynamical systems theory.

**EVENTS**  
**Spring Semester Begins**  
Wednesday, January 18th  
**CSUMS Organizational Meeting**  
Wednesday, January 18th 3:30 pm - 4:30pm  
Getting things going for a semester of great research ideas!  
**FBI Technical Careers Information Session**  
Wednesday, January 25th 12:00 pm - 1:00pm  
Learn about the various technical positions available at the FBI. A technical recruiter will give an overview of the organization and it's IT career opportunities.  
**CSUMS Seminar**  
Wednesday, January 25th 3:30 pm - 4:30pm  
Junping Shi, Department of Mathematics, College of William and Mary  
**CSUMS Seminar**  
Wednesday, February 1st 3:30 pm - 4:30pm  
Greg Smith, Department of Applied Science, College of William and Mary  
All Events >>

**AFTER MATH**

**Almost like magic**  
All actions in nature can be expressed numerically. That's biomathematics.

**Fisher talks his way off the Island**  
Associate Professor of History Andrew Fisher wins the 2011 Raft Debate.

ABOUT ACADEMICS ADMISSION RESEARCH CAMPUS LIFE ATHLETICS ALUMNI NEWS & EVENTS GIVING

## WILLIAM & MARY Arts & Sciences Biology

**About**  
Undergraduate Program  
Graduate Program  
Research  
People  
Alumni & Friends  
Campus Tour of Woody Species  
Support Biology  
Faculty Searches  
Conference Rooms Scheduling  
Departments & Programs

A&S Home » Biology » News Archive

### News

**2012 Spring Seminars Announced**  
Beth Chambers | January 4, 2012  
New venues and intriguing topics in store for the upcoming semester.

**Homecoming Weekend 2011**  
Beth Chambers | October 25, 2011  
For the 2011 Homecoming Weekend, alumni reunited at a reception in the greenhouse, and attended a seminar given by Alissa Armstrong '04.

**Greenhouse open for families**  
Beth Chambers | October 7, 2011  
An open-house at Millington Greenhouse was a big success for Parents Weekend

**Kevin Byrne '00 selected 'Month at the Museum 2' winner**  
Megan Shearin | October 5, 2011  
The votes are in and Kevin Byrne '00 has been chosen as the winner of Chicago's Museum of Science and Industry "Month at the Museum 2" contest.

**Almost like magic**  
Joseph McClain | October 3, 2011  
All actions in nature can be expressed numerically. That's biomathematics in a very, very small nutshell. Kiah Hardcastle has her own way to describe the concept.



# Where is Ideation? – Facebook, RSS Feed, Twitter

**facebook**

Email

Keep me logged in

Sign UpFacebook helps you connect and share with the people in your life.



**Ideation Magazine**

Like

Company · Williamsburg, Virginia

Wall

Ideation Magazine · Everyone (Top Posts)

Share: 

Post

Write something...

Wall

Info

Photos

About

It's about the work.

249

like this



**Ideation Magazine via William & Mary School of Business**  
Great context on hedge funds from William & Mary.



**A Margin for Error in Hedge-Fund Filings**  
online.wsj.com  
Are some of the smart-money crowd playing investment suckers? A new analysis raises more questions about reported returns of a large universe of hedge funds.

Like · Comment · January 5 at 7:05am ·



This is a "feed" of frequently changing content on this site.

You can subscribe to this feed to receive updates when this content changes.

Subscribe to this feed using 

Live Bookmarks

☐ Always use Live Bookmarks to subscribe to feeds.

Subscribe Now

## Ideation Magazine

Ideation Magazine RSS

[One size \(or shape\) isn't the fittest](#)


Tuesday, January 10, 2012 1:00 AM



When it comes to the hard work of evolutionary paleontology, you can't beat the humble clam.



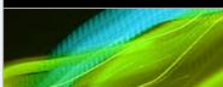
# Where is Ideation? – NSF, Live Science

**National Science Foundation**  
WHERE DISCOVERIES BEGIN

NSF Web Site

HomeFundingAwardsDiscoveriesNewsPublicationsStatisticsAboutFastLane

**Discoveries**



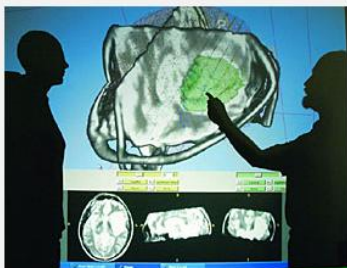
Discoveries  
Search Discoveries  
About Discoveries

Discoveries by Research Area

Arctic & Antarctic  
Astronomy & Space  
Biology  
Chemistry & Materials  
Computing  
Earth & Environment  
Education  
Engineering  
Mathematics  
Nanoscience  
People & Society


**Discovery**  
**Brain Surgery: It Really Is Brain Surgery**

Dynamic 3-D computer modeling tracks brain changes during surgery



A 3-D tessellated image of a brain is projected on a large monitor.  
[Credit and Larger Version](#)

EmailPrint



Nikos Chrisochoides and Andriy Federov use 3-D glasses to examine projected images of a brain.  
[Credit and Larger Version](#)



HomeSpaceAnimalsHealthEnvironmentTechnologyCultureHistory

**Article:**  
**Bug Zapper-Inspired Researcher Finds Fluorescent Molecules**

Joseph McClain, College of William & Mary  
Date: 29 December 2011 Time: 02:41 PM ET



FOLLOW US  Like 120k SHARE  Like 20  Tweet 59  +1 1



This ScienceLives article was provided to LiveScience in partnership with the National Science Foundation.

Chemist Elizabeth Harbron is a substantial [one-woman patch](#) staunching the "leaky pipeline" phenomenon: The steady attrition of women during the educational process that leads to science careers. Over the years, the makeup of her lab groups at the College of William & Mary have been predominantly (but not exclusively) undergraduate and also have become

Many of Elizabeth Harbron's lab staff come from the organic chemistry sections she teaches, where she uses molecular model kits to show the three-dimensional structure of molecules.  
CREDIT: Stephen Salpukas, College of William & Mary  
[View full size image](#)



# Where is Ideation? – Even the University of Delaware!

**UNIVERSITY of DELAWARE**  
College of Arts & Sciences

My UD People Maps Find It A-Z UD Home [Search UD](#)

## Art Conservation

Search

About Us Undergraduate Masters Doctorate Faculty News & Events Jobs & Internships Outreach Support Us

### Categories

- In the Media
- WUDPAC News
- UG News
- PSP news
- Outreach
- Blog Archive

### The Chemist and the Conservator

Wednesday October 5th 2011

The College of William & Mary's new issue of Ideation Magazine features an article on the collaborative work of W&M assistant professor of chemistry Kristin Wustholz and Colonial Williamsburg paintings conservator and WUDPAC alumna Shelley Svoboda, as they use Surface Enhanced Raman Spectroscopy (SERS) to compare the 18th-century lake pigments of British painter Sir Joshua Reynolds and American painter Robert Feke.

From Joseph McClain's October 3, 2011 article:

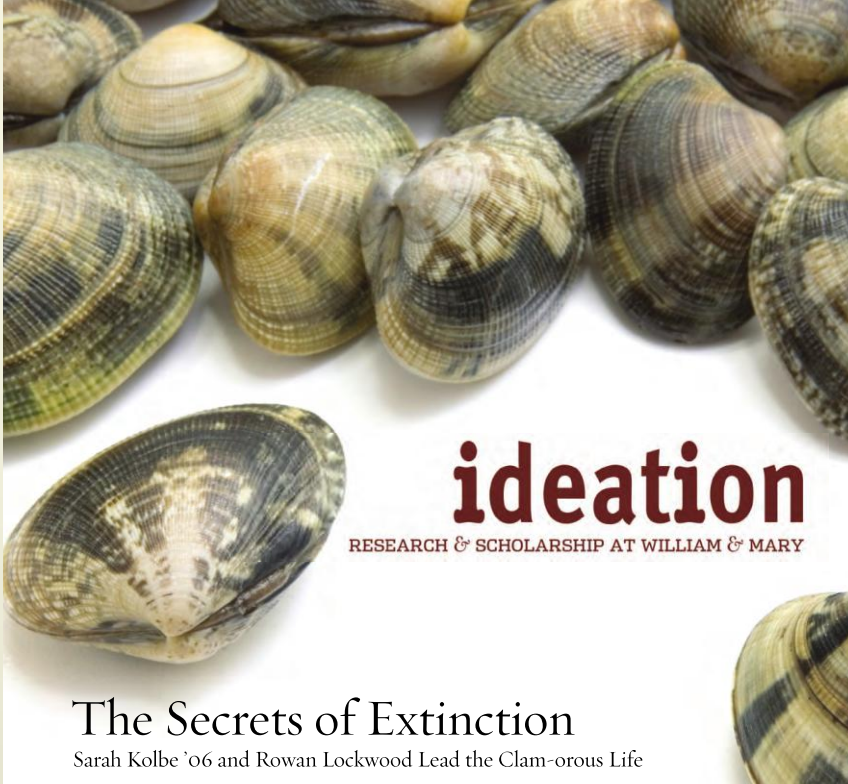
...the pigment samples from the Colonial ... smaller than ... see ... as ... h ... and ... colloid ... sample you ... sample goes onto a glass slide



The College of William & Mary's new issue of Ideation Magazine features an article on the collaborative work of W&M assistant professor of chemistry Kristin Wustholz ...



## Where is Ideation? – Alumni Magazine



**ideation**  
RESEARCH & SCHOLARSHIP AT WILLIAM & MARY

### The Secrets of Extinction

Sarah Kolbe '06 and Rowan Lockwood Lead the Clam-orous Life

**W**hen it comes to the hard work of evolutionary paleontology, you can't beat the humble clam. Actually, you need a very large stack of humble clam fossils, because when you're tracing the mechanisms that drive evolution, you need a lot of individuals.

~ BY JOSEPH MCCLAIN



## Focus



Alumni  
Association



University  
Development



Admission



## Alumni Association

*Alumni Association Website.* (1,227,328 hits per year)

*eConnection.* Alumni-specific stories in a monthly email to 50,700 alumni. University Relations and others provide some stories for these communications, but they also feature alumni profiles and more alumni-specific news such as Homecoming, Young Guard weekend, etc.

*Social media.* Facebook views (678,614 per year). Facebook followers (1,477). Twitter followers (2,223). You Tube videos (90 videos—76,448 views).

*Alumni Magazine.* Distributed by mail to all W&M alumni (88,500), four times per year (Fall, Winter, Spring and Summer).





# W&M Magazine



Digital Magazine

Optimized for Web  
& iPad

Embedded audio,  
photo galleries,  
and videos



Digital-only  
features

n the **twitter** feed...



**TheBeltTeam** The Belt Team  
It doesn't matter where you're from or where you live now, coming back to @williamandmary is always coming home! #wmhc.



# Making the electronic W&M Magazine run everywhere

## Now



## Future



Alumni Association Communications –  
Research based, on message, integrating new technologies



## University Development

*William & Mary Today.* Sent electronically **each Wednesday** to a select list of donors, alumni and friends of the college. The stories usually come from University Relations and focus on the impact W&M has beyond campus.

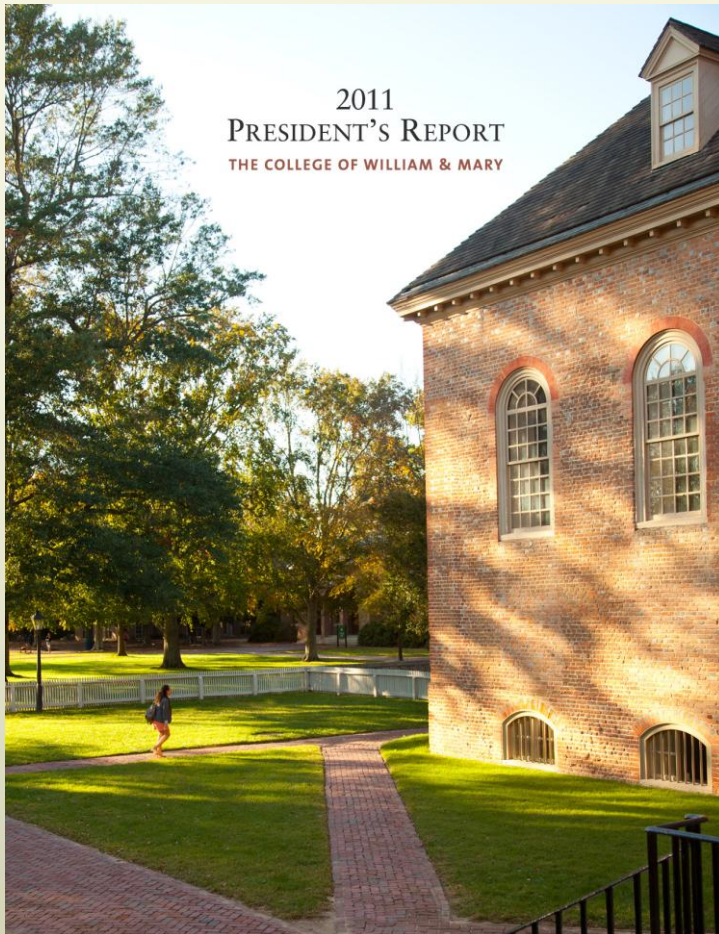
*Momentum.* Sent electronically **once a month** to 60,000 alumni, faculty, staff, students, parents, friends, etc. The stories mostly come from University Relations but also feature units that may have a unique video or feature.

*Ringling Far & Near.* Content includes updates about what is happening at the College and stories related to the impact of fundraising at William & Mary. Printed and mailed **annually** (10,000 alumni and friends).





## President's Report



Converted Foundation annual report to President's Report, posted on the website in November.

E-mails go to all alumni, donors, leadership board members, parents, students, faculty and staff (roughly 75,000 for whom we have email addresses).

Small number (2,200) printed and distributed to major donors.

Developed jointly by University Development, Strategic Initiatives and the Office of the President.



# University Development – Solicitations

## Direct Marketing for Annual Giving

### Tailored

- Who we are soliciting and segmentation schemes
- What we are asking for
- Gift amount we are targeting

### Timed



- Coordinate 20+ mailings, 20+ email communications, and year-round calling for multiple giving priorities

### Data Based

- Giving history (areas supported in the past, date of last gift, amount of past giving)
- Affiliation (e.g. degree area, association with a campus program)




# Undergraduate Admission




AMPERSANDBOX

YOUR SANDBOX


AMPERSANDBOX




FIRE & ICE




BOUND & DETERMINED




NAKED & FRIENDLY



THUNDER & LIGHTNING



THEN & NOW



NEAR & FAR

The College of William & Mary  
Williamsburg, VA. [Contact Us](#)

All Rights Reserved  
Copyright 2012

APPLY SCHEDULE A VISIT REQUEST INFO CONTACT ADMISSION

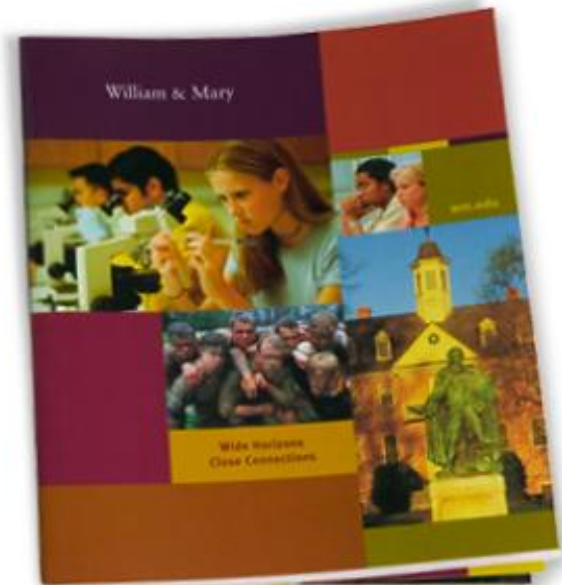
Admission Website

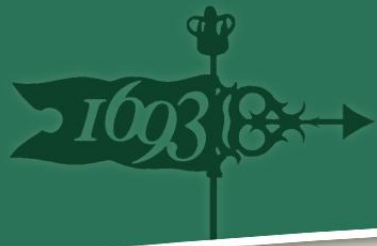




# Viewbook

## Revision





## Project Objectives

- Impact
- Integration
- Interactivity



RETURNERS

## Q4 What can I do at U.Va.?

**Make a new friend**  
Visiting students often note the students' friendliness here as an influence on their decision to attend.

**Take in the scenery**  
The New York Times described the Grounds as "the greatest campus play in the history of American architecture."

**Get into the arts**  
Whether it's music, drama, studio art, or dance, the arts will keep you busy.



**STANFORD**  
UNIVERSITY  
OFFICE OF UNDERGRADUATE ADMISSION  
Montag Hall-355 Galvez Street  
Stanford, California 94305-6106

### CLASS OF 2015 ACADEMIC PROFILE

#### High School GPA Ranges

High School GPA Ranges	Stanford	Harvard	MIT
GPA 4.0 or Higher	30%	6%	24%
GPA 3.7-3.99	15%	3%	6%
GPA below 3.7			

#### High School Rank in Class

High School Rank in Class	Stanford	Harvard	MIT
Top 10%	80%	7%	94%
11%-20%	12%	2%	4%
21% and below	8%	2%	2%

#### SAT Critical Reading Scores

SAT Critical Reading Scores	Stanford	Harvard	MIT
800	8%	18%	19%
700-799	36%	10%	49%
600-699	37%	6%	28%
Below 600	19%	2%	4%

#### SAT Math Scores

SAT Math Scores	Stanford	Harvard	MIT
800	16%	12%	26%
700-799	43%	9%	50%
600-699	29%	6%	22%
Below 600	12%	2%	3%

#### SAT Writing Scores

SAT Writing Scores	Stanford	Harvard	MIT
800	8%	19%	20%
700-799	40%	10%	54%
600-699	35%	5%	22%
Below 600	17%	2%	4%

#### ACT Composite Scores

ACT Composite Scores	Stanford	Harvard	MIT
30-36	69%	8%	85%
24-29	26%	3%	13%
18-23	5%	2%	2%
12-17	0%	0%	0%

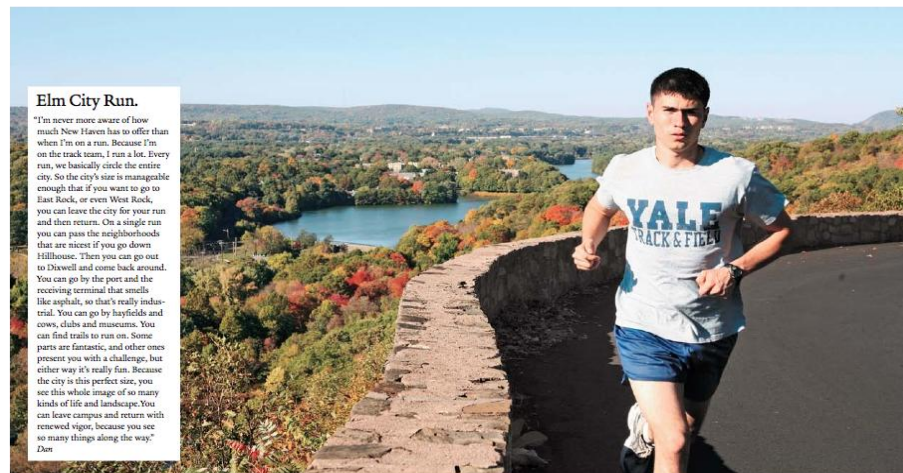
Applicants do not need to meet any minimum grade point average or test score to secure admission. Please note that not all schools calculate grade point averages on a 4.0 scale, and only about one-half of our admitted students attend a school that provides class rank. Many other variables such as academic program rigor, teacher evaluations, extracurricular activities and accomplishments, special talents and attributes, outside commitments and writing samples also influence our admission decisions.

\* Data reflects information as of 5/24/2011.

### Elm City Run.

"I'm never more aware of how much New Haven has to offer than when I'm on a run. Because I'm on the track team, I run a lot. Every run, we basically circle the entire city. So the city's size is manageable enough that if you want to go to East Rock, or even White Rock, you can leave the city for your run and then return. On a single run you can pass the neighborhoods that are nice if you go down Hillhouse. Then you can go out to Dixwell and come back around. You can go by the port and the receiving terminal that smells like asphalt, so that's really industrial. You can go by hayfields and cows, clubs and museums. You can find trails to run on. Some parts are fantastic, and other ones present you with a challenge, but either way it's really fun. Because the city is this perfect size, you see this whole image of so many kinds of life and landscape. You can leave campus and return with renewed vigor, because you see so many things along the way."

Don



Don or Donnie Donnie runs daily Track and Field. Left to right: Looking "Trinity Dwight College" White Avenue (looking west), North Tower on White top, overlooking Science Hill, East

Rock wall formation, overlooking the Hill Road, overlooking Hillside, CT at the top of East Rock Park (also across)

82 | PLACES

83



# No Dead Ends

**OFFICE OF UNDERGRADUATE ADMISSION**  
UNIVERSITY of VIRGINIA

Search  
THIS SITE UVA PEOPLE

I Am A...[Apply Now!](#)

ADMISSION INFORMATION

PROSPECTUS

PAYING FOR U.VA.

FREQUENTLY ASKED QUESTIONS

PLAN A VISIT

U.VA. VISITS YOU

RELATED LINKS

CONTACT US

HOME

## Prospectus

**Download our complete prospectus as a PDF!**

This is a large download (50.99 MB) as it contains high quality scans of our full color prospectus.

[Download Now!](#)



**View or search our complete prospectus online as HTML!**

This version is completely searchable and very easy to read but does not include any graphics.

[View Now!](#)

**View our complete prospectus one page at a time as graphics!**

This version contains a high quality scan of each page in the full color prospectus. This way your computer just loads the sections you are interested in.

[View Now!](#)

Maintained by: Office of Admission  
Last Modified: Thursday, 11-Feb-2010 15:48:24 EST  
© Copyright 2012 by the Rector and Visitors of the University of Virginia

**Office of Admission**  
☎ 434-962-3200  
✉ 434-924-3587


**U.S. Mail:**  
Office of Admission  
P.O. Box 400160, University of Virginia  
Charlottesville, VA 22904

**Overnight / Express:**  
Office of Admission  
Peabody Hall, McCormick Rd  
Charlottesville, VA 22903

**Yale**  
Y\*  
Learning at Yale  
Living at Yale  
Student Pursuits  
Virtual Tour, Blogs & Video

**Apply**  
Application Process  
Advice to Candidates  
Visit & Connect  
Financial Aid

**Yale Admissions Viewbook**



Scribd  
Fullscreen Share Download 1 of 65

See the [Science & Engineering Viewbook](#)

**Yale College Undergraduate Admissions**

Search Undergraduate Admissions [Q](#) [Home](#) [Contact Us](#) [FAQs](#) [f](#) [t](#)

**W&M Class of 2016**

CONGRATULATIONS on your acceptance!!! We are so glad to have you all as the newest members of the Tribe!!!!

23 People Reached · 47 People Talking About This

[Like](#) · [Comment](#) · [Share](#) · November 30, 2011 at 4:49pm

87 people like this.



**Rachel Brown** I'm so happy to be a member of the Tribe!!! I've been smiling since I opened the email!

November 30, 2011 at 6:03pm · [Like](#) · 5



**Kailyn Hornbeck** I can't stop smiling either! :D

November 30, 2011 at 6:19pm · [Like](#) · 2



**Francis Mickle** I can't stop weeping

November 30, 2011 at 6:20pm · [Like](#) · 11



**Amanda Gordon** ^Same here!

November 30, 2011 at 6:57pm · [Like](#) · 1



**Sam Mancuso** i can't stop dancing with happiness!

November 30, 2011 at 7:29pm · [Like](#) · 6



**Leo Guedes** I'm waiting for that fat envelope like they said!

November 30, 2011 at 7:32pm · [Like](#) · 2



**Megan Andrews** Already ordered my Tribe sweatshirt!!

November 30, 2011 at 7:56pm · [Like](#) · 5



**Dan Nuckols** By far, the best email I have ever received. Half of me still doesn't believe it, but it's totally and 100% true: I am a member of the Tribe/Class of 2016 at W&M!!!!

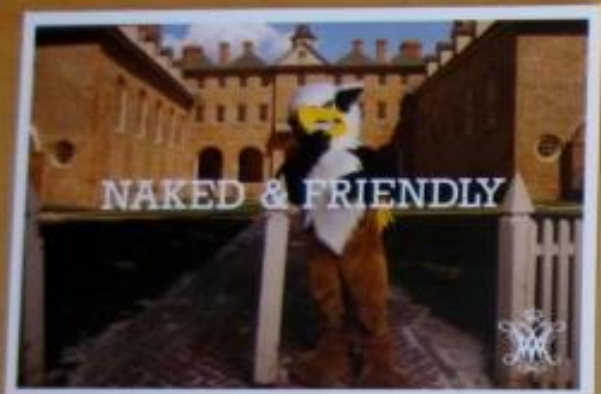
November 30, 2011 at 8:02pm · [Like](#) · 10



**Catie Pinkerton** This is seriously unreal!!!!!! Just bought everyone in my family a car decal!! :))

November 30, 2011 at 8:11pm · [Like](#) · 1





NAKED & FRIENDLY



SHOW & TELL



HEART & SOUL



FIRST & FOREMOST



SLINGS &



RIDE & JOY



NEAR & FAR



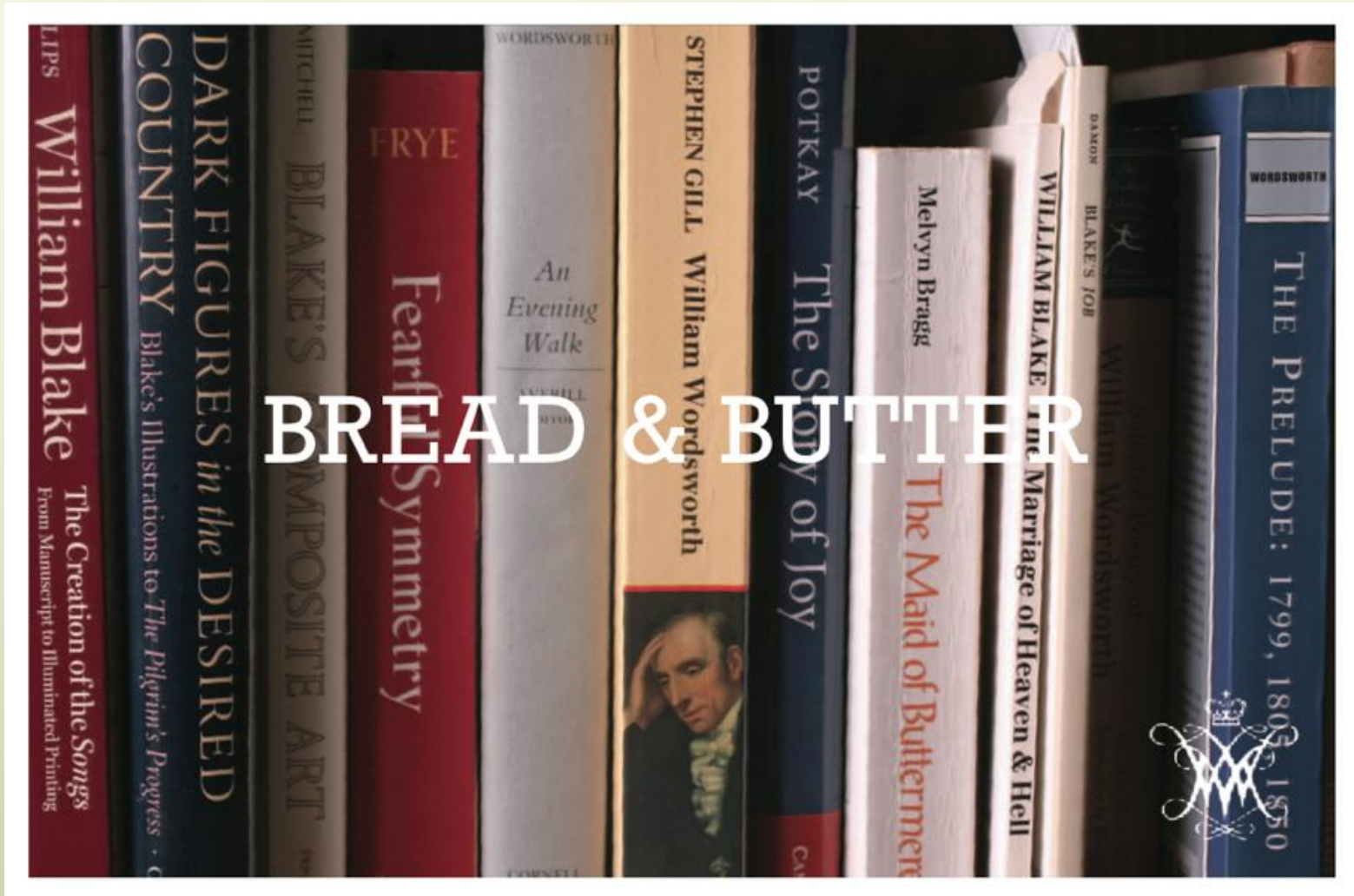
BREAD & BUTTER



LEAPS & BOUNDS



## Bread & Butter



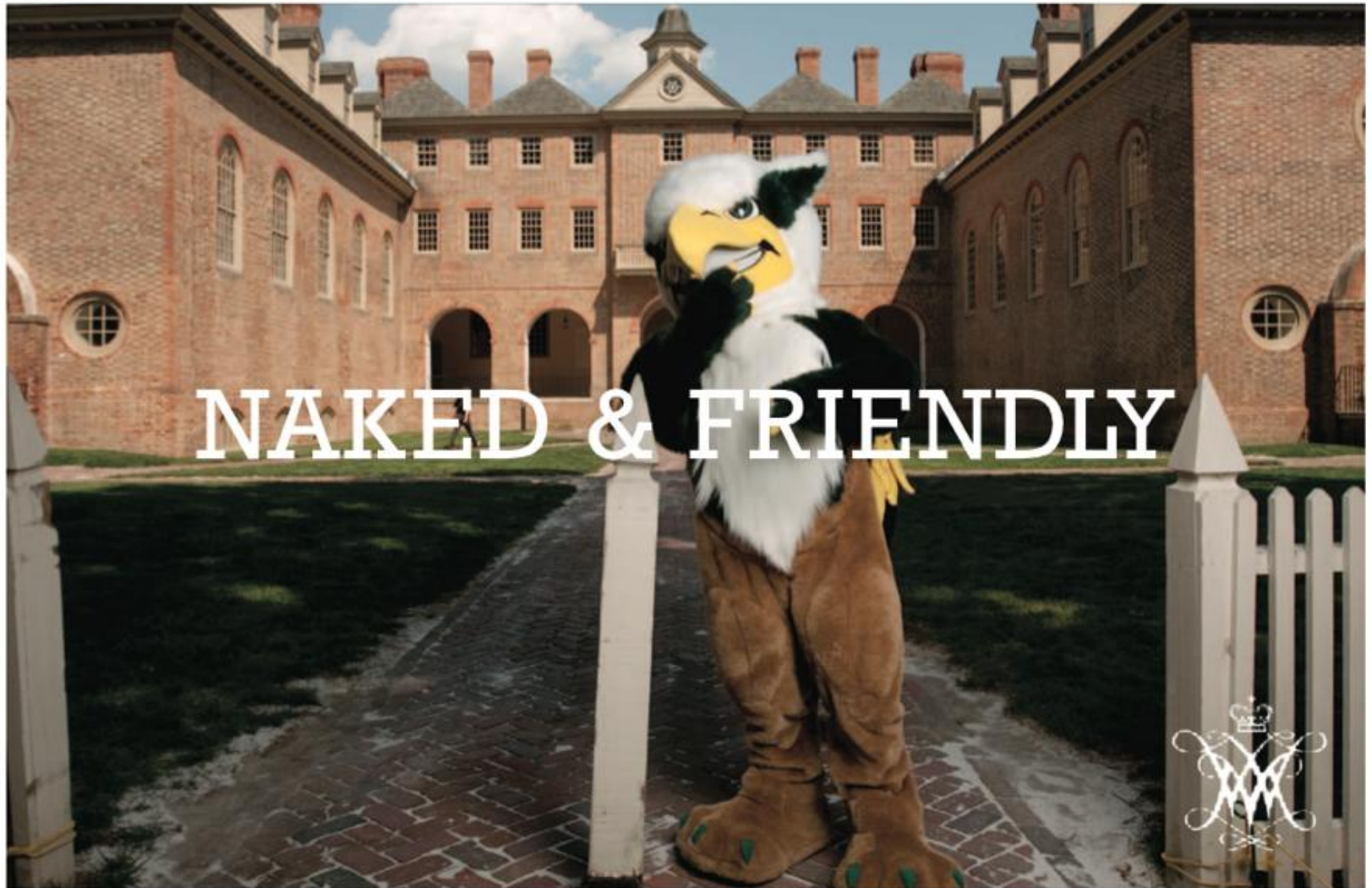


## Pride & Joy





## Naked & Friendly





Andrew Perry posted on WM Admission's Wall.

Just received a lovely box of conjunctions from you. The Admissions Board at William and Mary has officially made my day.

From: crmanskifrshp [[crmanskifrshp@comcast.net](mailto:crmanskifrshp@comcast.net)]

Sent: Tuesday, November 29, 2011 11:15 AM

To: [admission@wm.edu](mailto:admission@wm.edu)

Subject: [Loving the Conjunctions!!](#)

[My son] had left a few highlighted on table this morning with notes...Thanks for the personal touch you have put into this college application process. Few colleges have attempted it as nicely.

#### COMMENTS

November 3rd, 2011 at 2:55 pm

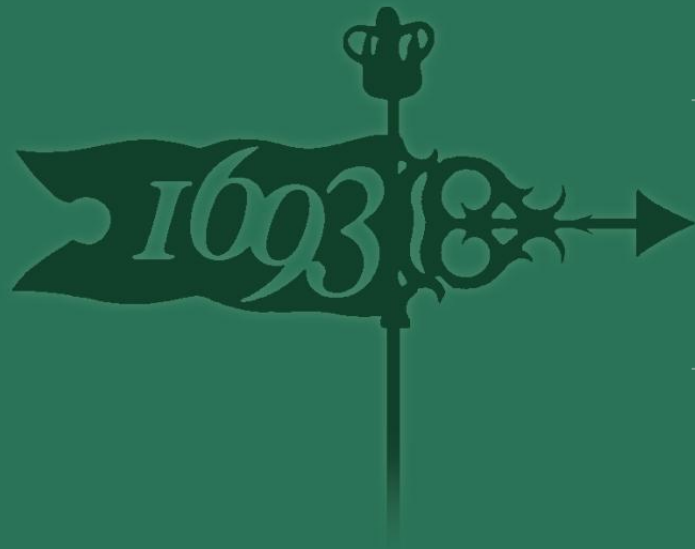
Katherine Oliver says:

Some colleges send comprehensive packages about their academics or fancy-looking letters. I read some, but really, almost all of them say the same things...The ampersand box was simple in presentation, but incredibly intriguing. I loved that I could hear the voice of the school on the cards!



Let's Go Play!

[ampersandbox.wm.edu](http://ampersandbox.wm.edu)

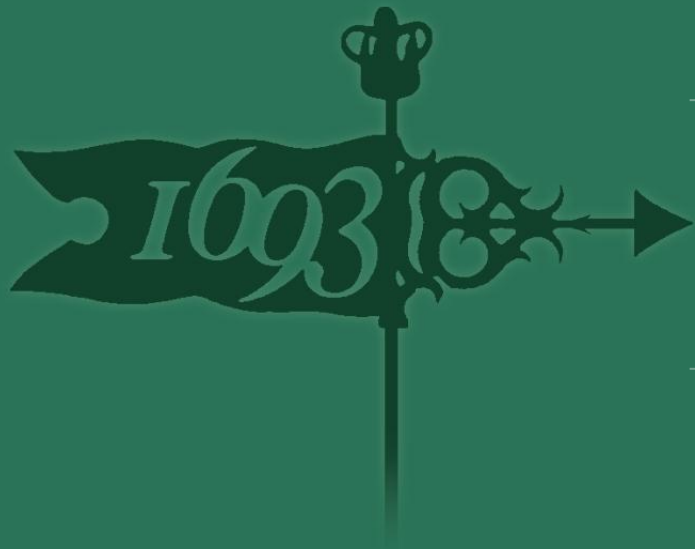


---

# Strategic University Communications

---

February 2012



---

---

# Back up

---

---

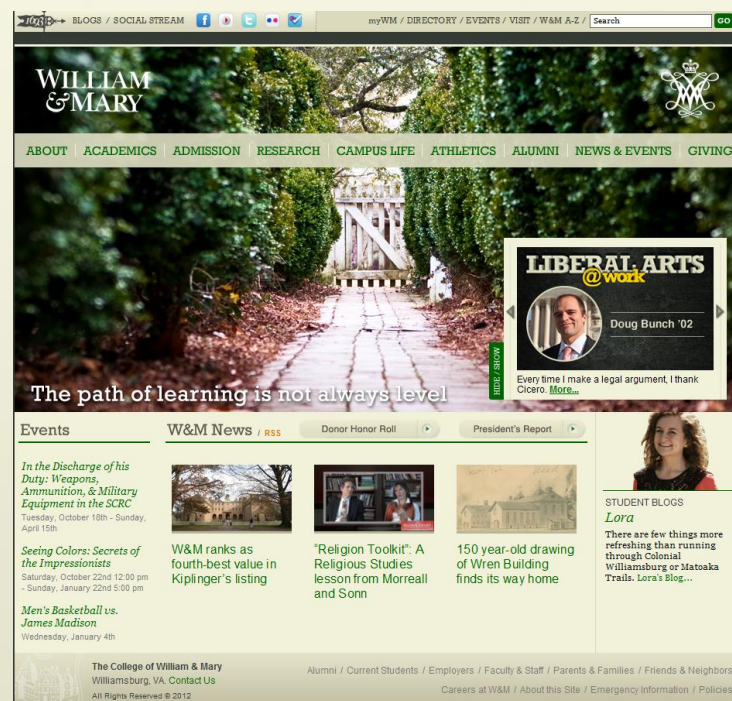
February 2012



# We know more about our visitors than you want to know!

During Calendar Year 2011:

- Visits – 6,941,125
- Unique Visitors – 2,262,781
- 31% new visitors / 69% returning visitors
- Number of pages per visit – 3.56
- Average time on site – 3:08
- Visits from mobile devices – 322,493 (up from 127,632 in 2010)
- 32% used Internet Explorer / 29% Safari / 23% Firefox
- 32% internal visitors / 68% external





## Core Messages

- Only one W&M — William & Mary is unique among the nation's institutions of higher education.
- W&M is one of the world's great liberal arts universities, a public ivy.
- W&M is a lifelong experience — those linked to W&M are stewards of a great inheritance.
- W&M is an engaged community making a difference for the better.
- Together we are building a sustainable financial future.