



Staff Assembly Meeting Minutes
March 16, 2017/9am
Sadler Hall, Chesapeake B

President Morales brought the meeting to order.

- Roll call taken and attached
 - Announcement of excused absences
 - Enough Senators for a voting quorum
 - February 2017 minutes approved

Introduction of Guest Speaker Dan Frezza, Advancement, to discuss the upcoming One Tribe One Day Campaign, March 28, 2017

- This one day campaign is growing annually, 2016 campaign raised \$2.2 million with 10,358 member contributions, from all levels of the community, faculty, professional faculty, students, and staff, alumni. This campaign had an operating budget of \$10,000.
 - In a small comparison of our success in this campaign, Notre Dame's similar campaign had an estimated 21,000 members raising \$1 million at a campaign budget cost of \$250,000.
- This indicates the communication strategy to all of the W&M family and how it goes across the country, domestic and international, utilizing various media venues.
- The theme this year Give It Back Pay It Forward
 - Everyone can participate
 - VIMS last year was the "Crab Cam" moving around the campus, capturing pictures and photobombing the effects
 - This year W&M Student Affairs is developing a VIP FB live stream
- Again this year will be the Gerdelman School & Unit Competition. This is a \$50,000 awarded to the school or units who
 - gets the most new donors, award is \$15,000
 - gets the most new donors for fiscal year 2017, award is \$15,000
 - gets the best year of every year, award is \$15,000
 - and a small special merit award of \$5,000
- It was brought up that many staff members do not feel they are part of the college community; feel they do not gain anything by contributing to campaigns
 - This needs to change. They need to feel as if they are part of the community. Every dollar received counts. Philanthropy groups do look at statistics of donor giving, faculty, staff, students, alumni.
 - The state contributes 11% to overall operations of the college. Out of the top 35 universities receiving state funds W&M rates 102 in financial support.
 - It takes constant motivation, creative challenges, and many philanthropy dollars, foundation funds and endowments to support the needs of our community for all members.
- Inquiry was made if there was a list of interest that could be mark for contributions
 - Yes, on advancement main giving page, give now, specific interest can be identified
 - Yes, on the One Tribe One Day Campaign website also
- The Staff Assembly supports One Tribe One Day!!

At this time a special guest who wanted to see what the Staff Assembly was about was introduced, Ms. Dania Matos, Deputy Chief Diversity Officer, Office of Diversity and Inclusion. \

- Introduced herself and a few statements regarding the mission of the Office of Diversity and Inclusion on the campus
 - Wants to meet all members of the community, work with them, and encourage conversation from the community to the office whenever necessary

Next item of business was to address the upcoming 2017 election and nomination process.

- Ms. Cheesman asked that the nomination period be extended to March 23rd due to such a short timeframe in opening the nomination process
 - Approved by SA members to extend
 - New date for nominations extended to March 23rd
 - <https://forms.wm.edu/25456>
 - Voting will take place March 25 to March 31.
 - New senators will be invited to attend SA meeting April 18, 2017 for confirmation and swearing in.
 - New session starts May.

Prior to closing meeting a quick overview of stats were presented by Ms. Windley on the success of this year's Spring General Assembly Meeting. It was one of the best to date.

- Website 2/13/2017 – 3/12/2017
- 1,200 total page views
- 625 page views of General Meeting page
- This month showed 350% increase over previous year
- Website 3/13/2016 – 3/13/2017
- 4,800 total page views
- This year showed 125% increase over the previous year
- Attendance for General Meeting
- 125 in Commonwealth
- 125 streaming screens during event (several were group viewings, 50-75 in VIMS McHugh Hall viewing)
- Live/Recorded views is now up to 185
- Questions for the General Meeting
- 10 pre-submitted and answered live
- 2 questions came in during event and John answered live
- 4 additional questions came in during days after event

Meeting Adjourned

Attendance Record attached

Submitted by:

Debbrah Pelata, Staff Assembly Secretary