



September  
2010

# BOV-SA Public Affairs Presentation

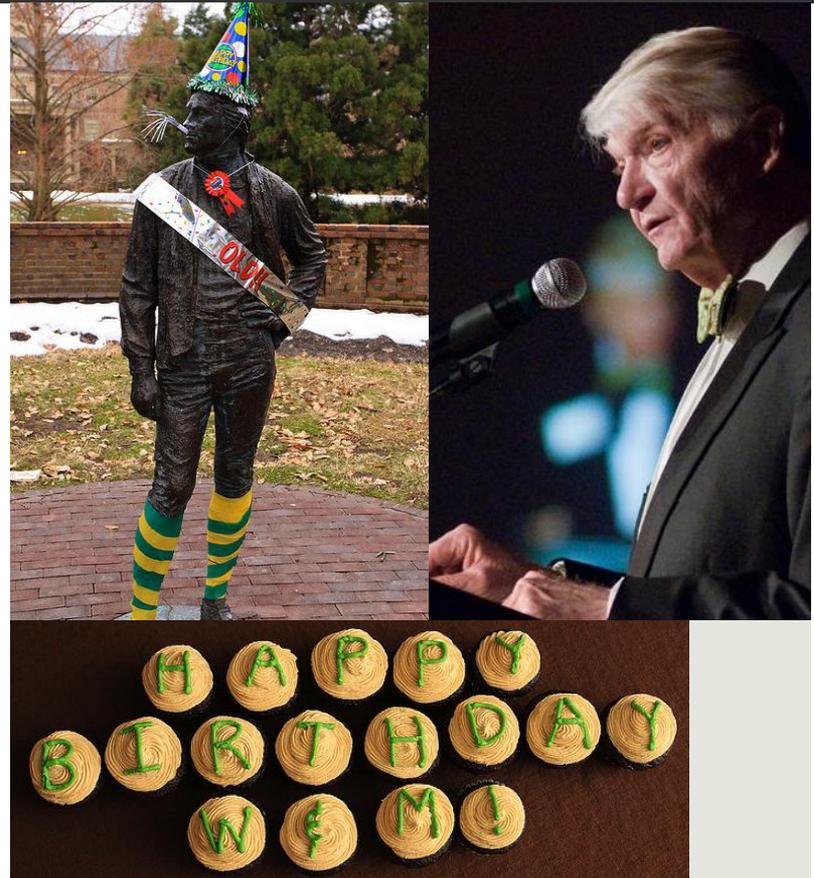
Natty Montoya, '11  
Jake Nelson, '11

# Charter Day 2011

Presented by Brian Focarino ('11) and Brittany Fallon ('11)

-The Administration and Students are pairing up to increase the excitement for Charter Day weekend

-- Alma Mater Productions have received money to put on a large concert





...let's make  
[charter day]  
something  
worth  
celebrating.

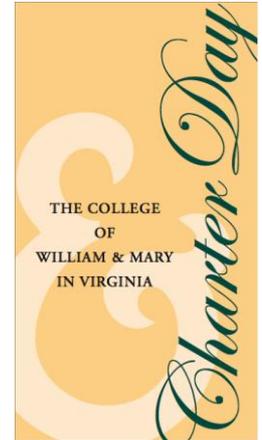
what charter day needs  
is a renewed sense of purpose that  
**[honors our great inheritance]**  
by bringing our entire family together  
in celebration...



in 2010 we realized Charter Day  
[does not accomplish]  
what other traditions at the College do.

thus we banded together to  
[change the dialogue].

Last February we presented new ways to  
celebrate our 317th birthday...





..the [re-chartering] succeeded at:

Launching a [dining hall dinner] for all students

Initiating [tribe pride friday] to foster wearing green & gold

[student art made into banners] adorning lampposts

Tethering [social media] to foster participation

The [decoration of statues] to increase festivity

[a comprehensive communications strategy] being created

Realizing Charter Day as [the College's birthday]

We solicited online **[birthday wishes]** and got over 100 responses such as:

*“Happy birthday W&M. You changed my life immeasurably” - James Ambrose '07*

*”William and Mary, you are the love of my life.” - Stephanie*

**“W&M has educated three presidents and dates from the 17th century. If only the bricks and ivy could talk. Some of the best moments in my life took place here. I received a first class education on this campus, got married in the Wren Chapel and had a personal encounter with Margaret Thatcher. The list goes on. Now, years later I still have Tribe Pride! I wonder what the future will bring.” - Linda**

*”Happy Birthday William & Mary! I’m so excited to be joining your student body next year! Your campus has over 300 years of memories to celebrate, and in the next few years I hope to incorporate some of mine!” - Mattie Hyler*

**“I always feel like part of me is coming home whenever I step onto campus” - Barbara Brown**

*”Happy Birthday, William & Mary! Hopefully next year I’ll officially be a part of the W&M family and celebrate with you” - Sara*

*”Happy Birthday to our beautiful College! I’m so blessed to have had the privilege of spending four years at W&M... and now, no excuse is too small to revisit the ‘Burg!” - Lynn Cole*

*“Happy Birthday, William & Mary! You gave me so much: a sharper way to think, my wonderful wife and the best friends in the world!” - Jim*



our focus has expanded  
to include the **[ceremony]** itself:

how to include more students;  
organization and content;  
the awards given out;  
time of the event;  
the appropriateness of honorary degrees;  
and speaker notoriety

Historically classes were released on whatever day February 8th fell on so students and faculty could attend the Charter Day convocation.

## [Friday]

Board Meetings  
Ceremony - 4 pm  
Student Dinner - 5:30 pm  
Lord Botetourt Auction - 6:30 pm  
Bone Marrow Gala for students - 7 pm

## [Saturday]

Alumni Medallion Ceremony - 10 am  
Charter Day Dinner - 6 pm  
Charter Day Concert for students - 9 pm

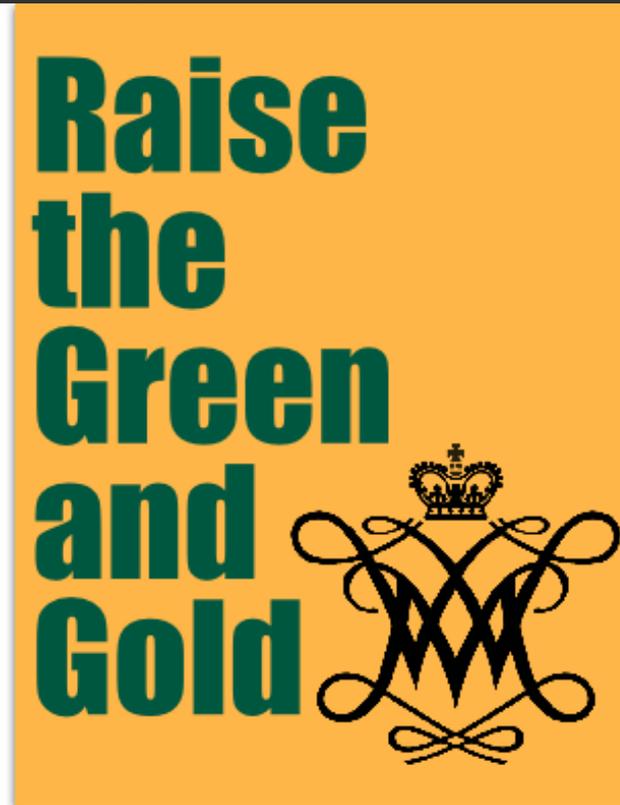
Canceling remaining classes and placing the ceremony on Friday would foster greater student attendance; it would also allow for them to move seamlessly through the evening. A new concert on Saturday evening would be introduced to foster a 'celebratory' air.

A [**larger speaker**] addresses stark realities for Charter Day currently:

- (1) Lack of Interest
- (2) No campus/community presence
- (3) Ceremony ought to be the focal event
- (4) A lot of work currently goes into Charter Day weekend for limited benefit
- (5) Speakers of student relevance will reduce potential for protests

this [**new charter day**] will operate in a revitalized way that:

- Includes Alumni, Students, Faculty, Staff, and the Community
- Fulfills the much-loved requirements of a proper William and Mary tradition
- Is in line with the Strategic Plan of the College
- Honors our proud heritage



*a re-imagined*

**[ceremony] + [weekend]**

*means*

**[greater excitement & participation]**

*which generates*

**[bragging rights] + [collective identity]**

*that will foster natural and strong*

**[lifetime relationships to the college]**

*that will support*

**[greater giving and involvement]**

*and further*

**[the strategic plan]**

what more could W&M want for it's birthday?

*finally....*  
we have **BIG** news

on Tuesday [the student body]  
allocated [\$60,000+] to fully fund a  
[concert of huge proportions] in  
[William & Mary Hall] for the Saturday  
night of Charter Day weekend.

These are the things we've done.

what will [you] give  
William and Mary  
for its birthday?

# Student Labor Activism

Led by Tidewater Labor Support Committee

-- Students have come together to raise awareness about the low wages and long hours for the housekeeping staff

-The TLSC feels that the housekeeping staff should be a higher priority for the College

-- Lack of salary Increases have made it difficult for the housekeeping staff to support their families



# Student Labor Activism (cont.)

- Over 700 students have joined the Facebook group
- The group leaders met with VP Martin and VP Ambler to discuss the seven vacancies and the apparent longer hours that have affected the housekeeping staff
- The students and the administration have disagreed over the “facts”



# Hot Topics

## Parking Woes



## Town-Gown Relations

Presented by Emily  
Gottschalk-Marconi ('12)

# Hot Topics

Student  
Handbook  
Changes



Trans-Inclusive  
Non-Discrimination  
Policy