Institutional Advancement Committee Agenda

I. Opening Remarks
II. Marketing Update: Virtual Tour & Other Initiatives
III. Government Relations Update
IV. Closed Session (if necessary)
V. Discussion
VI. Adjourn
Marketing Update: Virtual Tour & Other Initiatives

Justin Schoonmaker
Marketing & Branding Squad
within Unified Communications Team (UCT)

- UCT Phase 1 (March – June 2020): Enrollment Marketing Squad
- UCT Phase 2 (July 2020 – Present): Marketing & Branding Squad
- 20 Squad members coming together from across the university:
  - University Communications: 5
  - Advancement: 7
  - Student Affairs: 1
  - Athletics: 1
  - Undergraduate Admission: 4
  - Business School: 2
Five Major Projects

and a Series of UCT Support Projects

- Digital Days for Admitted Students (April 2020)
- Digital Marketing at W&M
- Marquee Print Publications
- University Brand Platform Development
- Three-phase Virtual Tour
- UCT support projects, including:
  - Conception and design of campus-wide COVID-19 signage
  - Establishing bridges and leveraging student talent for ideation and feedback at the Entrepreneurship Hub
Digital Days for Admitted Students

- April 2020: decision month
- “Swag” mailing
Digital Marketing at W&M

- For the first time, coordinating a centralized approach to this for the university
- April 2020:
  - Facebook/Instagram ad targeting admitted students with specific calls to action (DDFAS, Tour, Apply)
  - LinkedIn ad targeting parents of admitted students with brand awareness and video ads highlighting the value proposition of W&M from the perspective of prominent alumni
Digital Marketing at W&M

- Ongoing:
  - Digital Marketing Working Group exploring and establishing legal and internal ground rules for prudent boundaries in marketing
  - Evaluating analytics and ROI for digital marketing efforts to determine reasonable spend
  - Exploring opportunities to divert current spend on traditional marketing to digital tactic
  - Looking at ways to piggyback on current spending happening at the Business School and the School of Education
Marquee Print Publications

- Campus Guide (August) – copies distributed at the September BOV meeting
Marquee Print Publications

- Ampersandbox evolution (February/March; formerly in August)
Marquee Print Publications

- Life cycle of prospect marketing now includes two marquee print publications instead of one:
  - Feb/March mailing to juniors
  - August mailing to that same cohort as they are rising seniors
University Brand Platform Development

- SimpsonScarborough contracted to facilitate positioning study (presented to BOV Feb 2020)
- SimpsonScarborough contracted to begin the development of the university’s data-informed brand platform (Spring 2020)
- Emerging brand platform work handed off to the Marketing & Branding Squad to further develop (late summer – ongoing)
- Currently developing the messaging and creative for the brand platform (late summer – ongoing)
  - We’re already connecting the dots between this and other major projects on campus
University Brand Platform Development

- Beginning to define the university’s first comprehensive set of brand guidelines: what will be an authoritative, broad, university-wide visual and verbal marketing and communications system, including:
  - Official taglines or mantras
  - Message map with guidance for adjusted or pivoted emphasis based on audience (grad vs. undergrad, alumni vs. prospective students, etc.)
  - A creative theme or concept that will carry the articulation of the university’s brand in the short- and medium-term (ideally for at least 5-10 years)
  - A full visual system with specified photographic style, graphics/iconography to supplement our current visuals

- Moving away from mere “do not” guidance to “do” guidance: brand.wm.edu
Three-phase Virtual Tour

- Phase 1 (April 2020): A video series featuring 14 tours guided by Henry Blackburn ’20
Three-phase Virtual Tour

- Phase 2 (imminent launch; in final testing): The beta version of YouVisit, EAB’s virtual tour product purchased by a collaborative pooling of resources from central administrative funds, SOB, SOE, Law, VIMS and Athletics
  - Includes 70 different tour stops with full screen photos of each stop and a ~100 word accompanying transcript at each stop
  - Fully ADA-compliant and allows us to track analytics and interest in various campus locations
  - Mobile version included
Three-phase Virtual Tour

- **Phase 3 (Winter 2020/21):** The full bells-and-whistles version of YouVisit, including:
  - Immersive, 360-degree photographs
  - Interactive “hot spots” within each scene to pull up supporting content
  - Audio voiceover
  - Language translation into Spanish, Arabic and Mandarin Chinese

- **Tour will continue to be maintained and updated:**
  - Post-vaccine and/or post-mask-and-distancing protocol
  - As new facilities are completed (e.g. Arts Complex, Kaplan Arena, etc.)
Three-phase Virtual Tour

- Wins to celebrate:
  - Unforeseen level of collaboration across units
  - Contributions to full enrollment for Fall 2020
  - Financial savings in the six figures due to a unified approach in adopting a university-wide marketing tool
Three-phase Virtual Tour

- Wins to celebrate:
  - First-time digital experience that will serve the university during and after the pandemic
  - Meaningfully addressing accessibility and equity with an immersive digital experience of our campus for...
    - International and/or geographically distant students
    - Prospective student families hindered by language barrier
    - Economically disadvantaged students who cannot afford college visits
    - Students who cannot match visit schedules with an available campus tour guide
    - When you can’t offer an on-campus program
Discussion & Questions
Government Relations Update

Colin Smolinksy
Government Relations Under Pandemic
Discussion Outline

1. General election takeaways for Virginia and W&M
2. Overview of General Assembly special session
3. Looking ahead to 2021 General Assembly session
4. Virginia’s political landscape moving forward
5. Questions
General Election Takeaways for Virginia and W&M
# Stability in the Delegation

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Impacts of a New Administration

- Regulatory relief for immigrant and nonimmigrant students
- New investments in federal research
- General support and commitment to science
- Investments to improve affordability and educational attainment
- Greater scrutiny of the for-profit industry
Overview of General Assembly Special Session
Why the Special Session?

- Amend the biennial budget in light of COVID-19
- Tackle criminal justice reform
Budget Actions

- $60 million in new funding for IHEs to maintain affordable access ($3.5 million for W&M)
- Allocation of $120 million of federal CARES Act funds to IHEs (~$5 million for W&M)
- Short-term flexibility for use of fund balances for auxiliary enterprise programs
# W&M Relief Funds

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<td>State General Fund</td>
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Criminal Justice Reform

- Empowering civilian review boards
- Ban of no-knock warrants
- Creation of mental-health crisis response teams
- Statewide code of conduct for police
Looking Ahead to the 2021 GA Session
What to expect in 2021

- Positioning for Gov., Lt. Gov., AG and House races
- Allocation of additional federal COVID relief funds
- Investments in higher education affordability
- Voter registration reform
- Additional criminal justice reform
Virginia’s Political Landscape
Moving Forward
Key Factors

- What a Biden administration means for statewide races
- The new redistricting process
- Statewide candidates
2021 Elections

- Governor’s race
- Lieutenant Governor’s race
- Attorney General race
- All House seats
Questions?