

# Institutional Advancement Committee Agenda

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- 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

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JUSTIN SCHOONMAKER

# Marketing & Branding Squad

within Unified Communications Team (UCT)

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- 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

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- 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

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- April 2020: decision month
- “Swag” mailing





# Digital Marketing at W&M

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- 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

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- 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

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



# Marquee Print Publications

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- 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

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- 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

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- 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](http://brand.wm.edu)



# Three-phase Virtual Tour

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- Phase 1 (April 2020): A video series featuring 14 tours guided by Henry Blackburn '20

# Three-phase Virtual Tour

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- 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

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- 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

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- 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

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- 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

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COLIN SMOLINKSY

# Government Relations Under Pandemic

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# Discussion Outline

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- 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

RACE	INCUMBENT	CHALLENGER
Senate	Mark Warner (D)	Daniel Gade (R)
VA – 01	Rob Wittman (R)	Qasim Rashid (D)
VA – 02	Elaine Luria (D)	Scott Taylor (R)
VA – 03	Bobby Scott (D)	John Collick (R)
VA – 04	Donald McEachin (D)	Leon Benjamin (R)
VA – 05	Bob Good (R)	Cameron Webb (D)
VA – 06	Ben Cline (R)	Nicholas Betts (D)
VA – 07	Abigail Spanberger (D)	Nick Freitas (R)
VA – 08	Don Beyer (D)	Jeff Jordan (R)
VA – 09	Morgan Griffith (R)	—
VA – 10	Jennifer Wexton (D)	Aliscia Andrews (R)
VA – 11	Gerry Connolly (D)	Manga Anantatmula (R)

# Impacts of a New Administration

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- 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?

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



# Budget Actions

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- \$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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SOURCE	PURPOSE	AMOUNT
CARES Act HEERF	Direct institutional support	~\$2M
CARES Act HEERF	Direct aid to students	~\$2M
Distribution of CRF I	COVID-related expenses	\$635K
CARES Act GEERF	Student financial aid	~\$100K
Distribution of CRF II	COVID-related expenses	\$5M
State General Fund	Maintain Affordable Access	\$3.5M



# Criminal Justice Reform

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- 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

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

# 2021 Elections

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- Governor's race
- Lieutenant Governor's race
- Attorney General race
- All House seats



Questions?