

**THE THOMAS JEFFERSON PROGRAM IN PUBLIC POLICY
THE COLLEGE OF WILLIAM & MARY
WILLIAMSBURG, VA
November 2009**

TO: MEMBERS TJPPP ADVISORY BOARD (BOA)

SUBJ: SUMMARY REPORT: ADVISORY BOARD MEETING (ON CAMPUS)

EXECUTIVE SUMMARY

o **Next Session** - The next BOA Session will be held on **Wed. April 28, 2010 in D.C**, possibly on the Hill.

o **The College and Public Policy (Provost)** - New W&M Provost Halleran evidenced his knowledge of the College traditions and values and his affinities with public policy as an innovative discipline. He also stressed the challenges of severe budgetary constraints (the College “must” adopt a new financial model) and his responsibility to “crystallize” the Strategic Plan. Among his themes was “active engagement” – with and by faculty, students, administrators and alumni. Advisors were pleased to conclude that the TJ Program is “engaged” and, indeed, in front of the curve in some cited areas such as joint degrees, cross-disciplinary cooperation, undergraduate and graduate blending (Trice Fellows), research-based teaching, and major policy issues (environment, energy and health). He termed TJ “Right on the money”. Only there isn’t any...

o **State of the Program** - Dir. Jensen and colleagues reviewed the State of the Program and its successful raison d’etre – to attract and hone quality employable students. He outlined planned innovations toward environment and energy regulatory policies, health policies, undergraduate studies, and potential executive education. Our quality growth and what an Advisor termed “critical mass success” are only possible because of Advisor support.

o **TJ Development** - Chair Paul Decker will soon be in touch. However, Advisor checks for CY2009/FY 2010 should be made payable to “The College of William & Mary Foundation” with the phrase “TJPPP Support Fund (#2918) on the memo line. The mailing address is Arts & Sciences Development Office, The College of William & Mary, James Blair Hall, POB 8795, Williamsburg VA. 23187. Donations may also be made on-line at <http://www.wm.edu/as/publicpolicy/giving/index.php> **Hint:** Dec. 31 is close.

o **Officers (2010-2011)** – Bob Trice ‘68, was elected President. The complete list of the 2010-11 Executive Committee including committee Chairs and pending committee appointments will be sent separately.

**THE THOMAS JEFFERSON PROGRAM IN PUBLIC POLICY
THE COLLEGE OF WILLIAM & MARY
WILLIAMSBURG, VA**

**November 2008
On-Campus**

SUBJECT: SUMMARY REPORT: ADVISORY BOARD MEETING

ADVISOR NOTES

The BOA welcomed new Advisors Mary Doswell, Paul Reagan and Theresa Whelan. Reappointments included Advisors Blair, Fritts, Leone, Macauley, Normand, Trammell and Verkuil. Retirements included Davis, Gray, Mann, Thompson, Kemper and Wheary. Paul Decker succeeded Doug Cook as Chair of the Development Committee.

The weather-affected attendance of sixteen Advisors included Blair, Borrelli, Brown, Doswell, Fritts, Hartwick, Iovino, Leone, Macauley, Nash, Oxenford, Paladeau, Reagan, Verkuil, Vineyard and Whelan.

Completing two terms as BOA president, Joe Nash received a BOA certificate and engraved Jefferson Cup. After 18 years with TJ and on the BOA since its inception, Bob Fritts on “retiring” as TJ Senior Fellow received a W&M Chair with testamentary plaque. Founding TJ Dir. David Finifter received a BOA Certificate commemorating his 2009 retirement from the College.

W&M new Provost Michael Halleran participated. Also attending at various times were two new Development officers, Neysa Rosario, Associate VP and Annie Davis, Dir. for Corporate Relations and Foundations plus A&S Development Dir. Andrew Barry and Lisa Starbuck.

TJPPP participants included Director Jensen, Assoc. Dir. McBeth, Schroeder Center for Health Policy Director Mellor, Coordinator Graduate Studies Stafford, BOA Exec. Coordinator Fritts, and senior secretary Correll.

THE COLLEGE & PUBLIC POLICY

New Provost Halleran noted his affinity with the Program through his friendship last year with Verkuil who was acting Law School Dean at the University of Miami where Halleran was the A&S dean. He outlined his understanding of and commitments to the College’s academic excellence, traditions, size, focus and values. He was pleased on arrival to find a “realistic” Strategic Plan that he would seek to “crystallize”.

Change would be needed; “statism” is unacceptable. As a classicist, he favors the “uni” in “university” and thus the value of interdisciplinary programs that use the “one” to find opportunities to bridge divides in the pursuit of academic excellence. “Engagement” will be his theme – innovative, yet also “practical” -- as applied within and among departments, schools, centers and programs, undergraduate and graduate studies, interdisciplinary approaches (including team teaching), researched-based teaching on campus and on its impact on national, state and local policies. The College “rewards system” will be re-directed to foment new values and induce positive change. His focus is to make it “easy” for faculty to adjust and to find “sweet spots” to blend disciplines, pursue joint degrees, and meld undergraduate and graduate studies e.g. VIMS (and our Trice Fellowships –Ed.).

Without going into details (we know he knows them), he termed the TJ Program “Right on the money”.

The money...

He outlined starkly (as did President Reveley the next morning at the Council of Chairs session) current and future issues facing the College, not only major cuts in real terms over the past decade, but a 32% cut in state operational funding over the past 18 months. We must be “honest” and recognize that the traditional W&M financial model of even dwindling state operational support has “... failed and won’t ever recover.” The new model must be along the lines of a private university – higher tuitions, special philanthropies, and broad alumni support (currently minimal in scope). There will be serious Richmond political blowback, but the financial status quo or worse is unsustainable. For example, the current differential between in and out-of-state tuition is about \$20,000. That can’t continue. While in “... bad times, people look inward, (my) job is to shift their focus to the bigger picture and to face the challenges.”

In a lively discussion, Advisors “advised” with suggestions and confirmations from their experience in the private, public and not-for-profit sectors. Verkuil usefully reviewed his goals as W&M President in creating the TJ Program, that it has now reached “critical mass”, and is “creating value” in the innovative areas cited by the Provost.

PROGRAM REVIEW & DISCUSSION

Assoc. Dir. McBeth highlighted a summary of TJ entering Classes 2009, 2010 & 2011. Of the sixteen MPPs minted last spring, ten have jobs – attesting to MPP credibility over MPAs/MBA degrees (further confirmed by several Advisors who recruit and employ them). Class of 2010 internships last summer were spread among all our target sectors – private, state/local, non-profit, Federal and international. The Class of 2011 stems from quality universities, has two international students (Lithuania and Switzerland), and our first W&M Trice Fellow undergraduate. Their GER scores and our yields continue to move up as we

now are able to “skim the cream” with the best of our peers. Frankly, we could not do so without Advisor support on internships, job placement, “Policy Dialogues”, and funding for competitive assistantships. We continue to adjust recruiting techniques to the market, including a possible forthcoming video starring selected TJ student and faculty testimonials.

Graduate Coordinator Stafford has upgraded the Washington “Policy Dialogues” to focus on policy issues linked to MPP career profiles and enlisted student input and design thus increasing participation, interdisciplinary themes and linked modules for follow-up academic credit. She’s on the hunt for Advisor ideas, participation and speaker access. Advisors responded positively. There was a short discussion on the importance and utility of developing the skill of tight, concise one-page Policy Briefs.

Schroeder Health Policy Center (new) Dir. Mellor reviewed the revamped and renamed (“Health Policy” vice “Healthcare Policy”) since taking on the Center last July. Her focus is on funding research and building capacity, guiding a new undergraduate research program, applying for external grants, soliciting contracts (\$70,000-\$90,000), and outreach via peer-review pubs and local media, conferences and a new website (www.wm.edu/schroeder).

TJ Dir Eric Jensen’s concise Annual Report (attached) is a handy primer as it’s based on briefers for the new Provost and responds to Advisor interest in financials along with programs and policy. (Because of weather, Development Chair Decker was unable to attend, but will provide a Development Report to the BOA separately in December.) Jensen’s report emphasizes the daunting financial challenges facing the College and TJ consequent reliance on and appreciation for the Advisor support that is so critical to achieve our goals. For example, during the period 2004-2009, the BOA received nearly \$1M in named endowments (Trice and Rodin/Verkuil). Support from the multi-member \$30,000 Leadership Circle group and other Advisors over the period added about \$500K in expendable contributions. As noted in his attached report, “... the Board’s contributions have allowed the Program to complete for the very best applicants.” It’s truly “Bang for the Buck”. Thank you!

Substantively, Jensen outlined several pending initiatives to increase TJ “engagement” on policy e.g. a proposed Center for Energy and the Environment Policy and to explore the feasibility of executive educations with single course modules. Both approaches could also provide revenue.

In view of the rapid rise in undergraduate interest in public policy, Jensen announced the appointment of Govt. Prof. Paul Manna as Undergraduate Coordinator.

POLICY RESEARCH PROJECTS

Policy Research Presentations (PRS) – As usual, the student research presentations on projects contracted by “real world” clients showcased the TJ MPP “product”. And as always, Advisors were impressed with the talent, while critiquing constructively.

In that regard, Advisors observed only two PRS presentations. Actually, there are a record nine PRS projects underway. The current list of clients and topics reflects scope and relevance to what public policy is about. The eminently successful miner of the client field for project nuggets is Dr. David Finifter, retired TJ Director and Economics Professor. The complete list of projects is being forwarded to all Advisors for your curiosity. And more importantly, if you have ideas for next year, let Finifter know at dhfini@wm.edu

BOARD COMMITTEE REPORTS

TJ Alumni Assn – President Amanda Curry Brown announced that the Seventh Annual Speaker Event will be held following the April 28, 2010 BOA session in Washington D.C. Current plans are to hold the BOA session and the Speaker Event on the Hill in order to attract a Congressional figure as speaker.

TJ alumni now number over 300 with about 2/3 working in the DC area. The TJ Alumni Assn. hopes to expand membership as it enhances its reputation as a professional network, in part through the annual Speaker Event supported by Advisors in person and in coin (Lockheed Martin and Bob Trice -- so far).

As MPPs continue to rise professionally in their fields, Curry Brown plans to elicit broader TJ Alumni financial support for the Program.

DEVELOPMENT

See Director’s Annual Report and a forthcoming report from Chair Paul Decker. However, at about \$92,000, the BOA fell a bit short for FY 2009 (July 1) in general donations. We’re now into W&M FY 2010 and the IRS CY 2009 window is about to close.

BOA ELECTIONS

Following procedures, the BOA elected for the 2010-2011 term as President – Bob Trice, 1st VP David Oxenford, and 2nd VP Bob Fritts. In reviewing the nominees, Advisor Blair ’68 extolled the “incestuous influence” of his ’68 class as again evidenced in its successful coup to install Bob Trice as president. More seriously, he expressed pride in W&M ’68 friends, such as Trice, who never say “No” when asked to support the College, including the TJ Program.

Bob Fritts
BOA 2nd Vice President

