

**THE THOMAS JEFFERSON PROGRAM IN PUBLIC POLICY  
THE COLLEGE OF WILLIAM & MARY  
WILLIAMSBURG, VA  
November 2010**

**SUBJ: SUMMARY REPORT: ADVISORY BOARD FALL SESSION 2010**

**EXECUTIVE SUMMARY**

- o **NEXT SESSION** - The next BOA Session will be held on **Wed. April 27, 2011 in Washington D.C.** (Changed to Thurs. April 28, 2011).
  
- o **NEW ADVISORS** - Welcomed new Advisors Georgia Carter, Katherine Darke Schmitt, John Littel & Howard McFadden. Reappointments and retirements were also announced.
  
- o **KEY DISCUSSIONS** – In departures from the agenda, the Advisors raised and repeatedly discussed a series of spontaneous topics. With President Trice as catalyst, they coalesced into a theme of BOA “Expectations”. As the Program is on the cusp of further achievement and the Board has evolved in composition and expertise, the questions are -- What should the BOA expect of itself and do? What should the Jefferson Program expect from the BOA and help create? Identified issues included modifying criteria for Advisor selection and retention, forms of Advisor participation, enhanced international coverage, and sustainable financial development. (In a post-meeting memo to all Advisors, President Trice outlined his perspectives and requested feedback).
  
- o **THE COLLEGE** – As per A&S Dean Strikwerda, the College is straitened, but “not hunkered down”. In 2012, Federal stimulus funds will expire and state support may drop from 15% to 12%.
  
- o **STATE OF THE JEFFERSON PROGRAM** – Currently a virtual “full house” of 44 MPP candidates and a growing number (50) of undergrad majors. Job placements are surprisingly high as the somewhat rare MPP degree is increasingly recognized as true value added. Private sector firms are beginning again to recruit on campus. An in-depth review of JP curriculum form, content, relevance and sustainable commitment is underway. Advisors enjoyed their professional critiques of the Public Policy Research Projects “Road Shows” of poster presentations and dialogue.
  
- o **DEVELOPMENT** – For two consecutive years, Advisors have fallen short of their collective target. President Trice announced a new incentive.

**Bob Fritts, 2<sup>nd</sup> Vice President**

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**November 2010  
On-Campus**

**SUBJECT: SUMMARY REPORT: ADVISORY BOARD MEETING**

**ADVISOR NOTES**

The BOA welcomed attending new Advisors Katherine Darke Schmitt (W&M BA '91, MPP '93) and Howard McFadden (W&M BA'79, M.ED '94) plus absent new Advisors Georgia Carter (W&M BA'79, JD'82) and John Littel. Reappointments included Advisors Borrelli, Carpenter, Decker, Harris, Oxenford, Paladeau, Trice and Vineyard. Retirements included Leone, Nash and Rodenberg. Attending Advisors included Cook, Curry Brown, Darke Schmitt, Decker, Fritts, Hartwick, McFadden, Oxenford, Paladeau, Trice and Whelan.

Jefferson Program participants included Director Jensen, McBeth, Gilmour, Manna, Stafford, Grosse and Correll plus Schroeder Center for Health Policy Director Mellor. For the College, A&S Dean Carl Strikwerda plus Development officers Annie Davis, Suzanne Armstrong (new) and Lisa Starbuck.

**THE COLLEGE**

A&S Dean Carl Strikwerda praised the BOA and similar boards for their commitment, expertise and knowledge. He described the straitened finances of the College as per the recent email to boards by President Reveley. By stern efforts, Federal stimulus funds and a laudatory record increase in private and alumni donations, the College continues to avoid layoffs and sustain faculty quality, including selected new hires. The College has refused to “hunker down” and remains on the core path of its Strategic Vision looking forward to eventual better times. In 2012 Federal stimulus funds will expire and state assistance may drop from 15% to 12%. Since 2008, the College has lost \$17M to state budget cuts. He described pending international initiatives with India and China. He confirmed that our JP under Strategic Plan requires “gradual investment”.

W&M Development Executive Director for Corporate and Foundation Relations Annie Davis introduced her new and experienced colleague, Suzanne Armstrong. Davis discussed and responded to queries on the principles of effective fund-raising with corporations and foundations. In regard to the JP, it was important to determine the product, select target groups, identify priority programs, and analyze the best possible case.

The TJ Graduate Policy Association (Richelle Russell & Katie Ballard) outlined efforts to improve the academic, professional and social experience of MPP students plus improve alumni relationships. It recruited and sponsored the recent on-campus talk of DNC Chairman and former Virginia Governor, Tim Kaine. Advisors received “Vol. 1, Issue 1” of its new professional journal, the impressive “Policy Review”.

### PROGRAM REVIEWS & DISCUSSION

JP Director Jensen intervened frequently throughout the wide-ranging discussions. His brief but comprehensive 2010 Annual Report will be sent to all Advisors. The section on the Jefferson Program Budget outlines concisely the complexity of academic private-public finance and its relevance to student quality and success. The bottom line is the Program’s critical dependence upon private funding, mostly raised by the Program and the Advisors. Our demonstrable public policy success reflects the generosity and commitment of the Advisor donors.

JP Associate Dir. & Coordinators McBeth, Gilmour, Stafford & Manna discussed various aspects of the MPP Program, its increasing popular BA degree, and the new innovative 5-yr. combined degree. Incoming JP student quality is excellent and job placements successful. Although most current placements are in the public or not-for-profit sectors, private recruiters are beginning to return to campus. Gilmour may initiate a pilot program of public policy courses for the U.S. Army at nearby Ft. Lee and, possibly, the U.S. Coast Guard Training Center. Pending curriculum revisions will focus on innovative flexibility, less atomization in electives, use of new technology (GIS), potential “short courses”, effective integration of some MPP and BA aspects, and more intensive student preparation upon arrival at campus. Manna discussed the undergrad public policy major and its potential for enhanced and integrated MPP research projects.

Schroeder Center for Health Policy Mellor recapped its “catalytic” role in discovering and supporting innovative health policy research, particularly scholar research and publication, the latter often a roadblock to effective impact. A pending staff increase will assist.

### KEY DISCUSSION ISSUES

As previously noted (Executive Summary) and as later amplified in a post-session memo from President Trice, the following issues were discussed looking toward new levels of BOA and JP interaction and support.

Advisor Appointments & Retention – The BOA By-Laws will be revised to expand and further define criteria for Advisor appointments. The current By-Laws also have no provision covering reappointments and retirements. Proposed language will provide specific criteria and a transparent process.

Proposed changes will be considered for adoption at the April 27, 2011 BOA meeting.

**Forms of Advisor Participation** – Given the current JP faculty interest on innovative curriculum changes and selective integration of MPP and BA public policy, there may be opportunities for effective Advisor roles and interaction, including mentoring of students and involvement in short courses.

**Internationalization** – The JP currently handles international content by traditional courses covering international trade and finance, “spillover” into public policy fields related to core interests of energy, health and the environment, plus comparative project research data e.g. migrations. But much is ad hoc. Should and can more be done to add international dimensions? If so, are there effective roles for Advisors to contribute their knowledge and experience?

**Development** – Overall, Advisors are not meeting the BOA collective target (see Development Committee report below). However, JP success has proven to be critically dependent upon private donor support that can be leveraged and multiplied. Current JP success owes a great deal to Advisor generosity.

## **PUBLIC POLICY “ROADSHOWS”**

In a new effort to enhance Advisor-MPP student professional interaction, four Policy Research Survey (PRS) projects this year were presented in the poster form commonly used at client presentations and conventions. The attending research teams explained, defended or improved their findings amid Advisor queries and critiques. The new approach was welcomed.

## **BOA COMMITTEE REPORTS**

### **Nominations Committee** – No Report

**TJ Alumni Association** – President Curry-Brown noted organizational growth, increased networking utility, and role in the annual joint event with the BOA next spring in Washington D.C.

**Development** – Chair Paul Decker presented a six year chart of total Advisors donations to the TJPPP Support Fund (#2918). The FY 2010 total of \$85K failed to meet the \$100K target. It also declined slightly from FY 2009. Decker re-set the FY 2011 target again at \$100K. He’ll issue tracking reports as the year proceeds. Trice observed there was “room to grow” and stated he would seek to “jack up” Advisor financial support. (His subsequent memo to Advisors set up a \$100K matching grant).

**NEXT MEETING** The BOA Spring Session will be held in Washington D.C. on Wed., April 27, 2011. (Changed to Thursday, April 28, 2011).

**Bob Fritts**  
**2<sup>nd</sup> Vice President**