

**THE THOMAS JEFFERSON PROGRAM IN PUBLIC POLICY  
THE COLLEGE OF WILLIAM & MARY  
November 2011**

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

**EXECUTIVE SUMMARY**

**NEXT BOA SESSION - Will be held on Sat. April 14, 2012 ON CAMPUS to celebrate the 25th Anniversary of the Jefferson Program. STAY TUNED!**

**NEW ADVISORS & OFFICERS - Welcomed five new and three reappointed Advisors; thanked three retiring Advisors, including Founding Advisor Bob Blair'68. For the term 2012-13, reelected Bob Trice'68 President, David Oxenford'77 1<sup>st</sup> VP and Bob Fritts 2<sup>nd</sup> VP.**

**JEFFERSON PROGRAM (JP) CAPSULE – No longer a regional fledgling, the JP is now an established peer competitor nationally and is also financially sound. A key to both is Board generosity. The enhanced JP status and interested faculty support enable innovative MPP curriculum changes academically (including international) and in practical relevance. Similarly, JP now has an active and innovative campaign to excite and tap into an “explosion” of undergraduate interest in public policy. The Schroeder Center for Health Policy has increased staff plus funding. JP Director Jensen’s final term expires in 2012. A successor has yet to be named.**

**W&M Guests – The new Vice Provost for international affairs and concurrent Reves Center Director (Hanson) plus the relatively new Associate Vice President for Development (Granger) outlined current challenges and plans. He coined a new term for Commonwealth support – “state located!” The JP Alumni Assn. conducted a first-ever survey of JP alumni with intriguing results.**

**JP Development – The BOA fund set a de facto record of \$96k in FY 2011. President Trice extended to April 21, 2012 his earlier \$100k challenge match for Advisor gifts above \$1500. He and Susan will also fund a second Trice Fellow and markedly augment faculty support.**

**Substantive Focus – The prime discussion theme was student mentoring in various forms and intensity e.g. the Advisor career panel was well attended with positive student feedback. Advisors are enthused about increasing feasible ways to add their professional smarts to the knowledge and marketability of JP students, particularly in these difficult job times. President Trice called for an Advisor dialogue about core BOA goals.**

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

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

**November 2011  
On-Campus**

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

**ADVISOR NOTES**

The BOA welcomed attending new Advisors Tom Jensen'85 (Vice President UPS DC Office), Christian Klein'92 (Partner, Obadai, Filler, MacLeod & Klein P.L.C.), Jodi Scarlata'83 (Deputy Division Chief, IMF), Carolyn Walkup'82 MAEd (Program Manager, USAID) & Ray Warner'63 (Partner, Smith Dawson & Andrews SDA). Reappointments included Advisors Cook, Hartwick & Iovino. Retirements included Pommerenning, Stottlemeyer and Founding Advisor Blair. Eighteen (18) Advisors attended: Blair, Darke Schmitt, Decker, Fritts, Hartwick, Iovino, Jensen, Klein, Littel, Macauley, McFadden, Oxenford, Paladeau, Scarlata, Trice, Vineyard, Walkup & Whelan plus JP Alumni Assn. President Levanto.

Jefferson Program participants included Director Jensen, McBeth, Stafford, Manna, Boyer (new) & Correll plus Schroeder Center for Health Policy Director Mellor. For the College, Vice Provost for International Affairs and Director of the Reves Center, Steve Hanson (new) and Development Associate Vice President Earl Granger'92 & MAEd'98.

Founding Advisor Bob Blair was lauded for his fifteen years of sterling service, including the recruitment of Board colleagues of whom a cadre of five were/are from the W&M Class of 1968, who shared and share his intellect, energy and deep commitment. He was also instrumental, as Development Chair and when not, in enabling the Program to withstand financial handicaps, particularly in its early years. In response, Blair gave a heartfelt review of the ups and downs of sustaining the then-new Program, the many gratifications and occasional disappointments, the "fun" involved, and his belief and on-going counsel that effective networking by an active and focused board is the proven key to Program success. He also promotes the networking theme with students. He received sustained applause.

**OPENINGS**

President Trice and Director Jensen stressed the importance of BOA Board policy (April 2011) to enhance Advisor mentoring as per the recent mock interviews

on campus by an Advisor team and the 3-day career exposure Washington Program seminar in DC in which Advisors participate. The current BOA session features four such opportunities -- an assigned table lunch, the newly popular and real world Public Policy Research Project “Road Show” and the JP evening reception preceded by the new BOA “Professional Panel” of Advisor career search tips. All four were successful as evidenced by appreciative feedback from Advisors and students.

25<sup>th</sup> Anniversary Celebration – JP Director Jensen announced that JP would celebrate its 25<sup>th</sup> Anniversary at the BOA Session on April 14, 2012. The meeting will probably be a half-day followed by a major dinner event off-campus, hopefully with a prestigious speaker. Any Advisor ideas or links to such speakers are welcome. New Chancellor Bob Gates will probably not be available.

### PROGAM REVIEWS & DISCUSSION

Jensen high-lighted his upbeat Annual Report. Lamentably, it will be his final one as his appointment as Director expires in July 2012. His successor is not yet finalized.

Jensen noted these are challenging times on and off campus, but the Program, once a regional fledgling, has become an established, respected and national peer competitor for outstanding MPP degree students. Indeed, the current entering class of twenty two (22) has an average GRE Quant of 699, up 100 pts. from ten years ago. Equally key is that our offer yield is excellent (64% for the top tier) because of generous Advisor support that enables us to “sign” whom we really want. In addition, Brafferton support is strong and pending new hires in Economics, Government and Philosophy have arrived with public policy course commitments as conditions of employment. Thus, we can now branch out to revise, expand and modernize curricula, graduate and under-graduate. Job placements this past year were good, but searches were extended. That’s why, in part, we’ve begun an intensive job search training program dating from entry to graduation – and after.

Jensen’s 2011 Annual Report, including a concise financial overview, will be emailed to all Advisors.

Associate Director McBeth presented her vaunted 1-page “snapshot” review of graduate students: the origins of the new Class of 2013, the internships achieved by the Class of 2012, and job placements for the recently graduated Class of 2011. (Advisors are always curious about those “spreads” – to be emailed.)

Graduate Coordinator Stafford summarized significant curriculum changes that provide needed and student requested changes in degree flexibility, content, options, roadmaps, and practical analysis tools, such as the GIS – geographic information system). And in response to student interest and Advisor encouragement, JP has buttressed its international track into an identifiable core of new and revised course options and electives. The twice-a-semester “Policy

Dialogues” in DC are higher quality thanks to Advisors’ networking help and direct participation. The recently instituted (2010) “Policy Review” (read Law Review equivalent), now on Vol. III, involves almost half our cohort in some way.

Similarly, Undergraduate Coordinator Manna reported welcome progress on the goal of enticing undergrads into public policy majors and reducing the gulf between them and the MPP candidates. Initiatives include a freshman survey course in public policy (featuring a “Parade of Stars’ of public policy guest speakers), replacing haphazard undergrad selection of fragmented courses with coherent but flexible tracks, revising courses, integrating selected undergrads into MPP Policy Research Project teams, and midwifing a new Public Policy Club. These initiatives tap into and channel what Manna termed an “explosion” of W&M undergrad interest in public policy.

Schroeder Center for Health Policy Mellor recapped its “catalytic” roles as summarized in the Fall 2011 Newsletter (previously emailed to Advisors). Increased funding by the Schroeders plus foundation awards have permitted an increase in staff and the acquisition of key major databases, marketing, presentations and a series of new research briefs in addition to its ongoing faculty support and fellowships. Most undergraduates pursuing health policy research have other majors.

## W&M GUESTS

New Vice Provost for International Affairs and concurrent Director of the Reves Center Steve Hanson discussed the growing discordance between the growing imperative to prepare students for globalization and the growing dearth of financial resources to do so, not only at the College but nationwide. Major Federal funding for languages, area studies and other fields date to Sputnik and are falling prey (40%) to the current budget crunch, despite newer challenges to national security. He termed the College a “sweet spot” for international affairs given its history, size, student backgrounds, proximity to Washington and on-going exchange programs. About 50% of W&M students study abroad and this year about 6% of the undergrad student body is foreign, including major contingents from China, India and South Korea. Given the vagaries of foreign policy issues and events, it’s important to maintain national diversity. The Reves current overseas focus is on strengthening major evolving ties with China, India and the UK (St. Andrews). A new and welcome entrant is Oman, whose Sultan recently bestowed \$3 million for Middle East studies.

While noting constraints, Hanson laid out a three year plan beginning with focusing internally on international affairs, including the high priority of ensuring security for W&M students while overseas and in crisis response. The second year will be to strengthen and expand overseas relationships, and the third will focus on opportunities related to the 20<sup>th</sup> Anniversary of the Reves Center in 2014.

Hanson is the first holder of either title (Vice Provost or Reves Director) with prior experience. He held similar posts at the University of Washington before being recruited to the College in July (2011). He finds the new dual role “rational and comfortable”.

Associate Vice President for Development Earl Granger added a new sound bite for Advisor use – he noted that the College relationship with the Commonwealth is no longer the historic “state supported” nor the more recent “state assisted”, but is now “state located” as Commonwealth operational support continues to fall, now down to 12%. The new focus on broad alumni giving is increasingly successful and is now also a constant theme from freshman orientation through graduation. The W&M endowment, although recovering better than its peers, is down to \$624M after a 14.6% hit due to the recession. Not surprisingly, a so-called three year “silent phase” of a new W&M development campaign is underway with an initial goal of \$350M. The overall campaign will be \$640M. There was some thought of a nice round \$1B --maybe next time.

## BOA REPORTS

BOA Officer Elections (2012-13) – Conducted as per Bylaws Art. VI A2, the incumbents were unanimously reelected. Bob Trice, President, David Oxenford 1<sup>st</sup> VP, and Bob Fritts 2<sup>nd</sup> VP.

JP Alumni Assn. - President Brett Levanto was eager to discuss his recent unveiled “Alumni Development Survey” (forwarded Nov. 10 to all Advisors) and a lively dialogue ensued. The Alumni Assn. base line initiative was widely praised and queried for its relevance for JP course content, placement success, Advisor roles and closer interaction between the two groups, including development resources.

Financial Scope - Director Jensen provided a concise special “Financial Statement” (to be forwarded as part of his Annual Report)with an informal audit display. It shows a small current surplus (\$60,000) and net assets of \$551,000. The table shows in graphic form the “enormously important role of generous Board giving”. Essentially, BOA generosity as a whole has enabled, as previously noted, JP to attain its now top tier rank as a national competitor for top students. He also thanked the Trice’s for their “transformative” impact through high level endowments, the 5-yr Trice Fellow(s), and flexibility for JP priorities. In that regard, Trice stated he would extend to April 21, 2012 his 100% match of Advisor donations in excess of \$1500 up to the remaining \$37k of the original \$100k challenge. This fall, he and Susan provided a \$1m gift to fund a second Trice Fellow and incentives for faculty support.

BOA Development – Chair Paul Decker praised the BOA for setting a de facto annual record of \$96k in FY 2011 (last June 30) even in difficult times. He

called for similar success in the current FY2012 by moderate “non-burdensome” increases. His summary table will be emailed.

In that regard, JP now has direct responsibility for tracking Advisor donations. Thus, please **DO NOT** send JP donations directly to W&M Development. Instead, send to the Jefferson Program in Public Policy at the address below. **BE SURE** to cite Acct. # 2918 on the memo line.

Thomas Jefferson Program in Public Policy  
The College of William & Mary  
POB 8795  
Williamsburg, VA 23187-8795

Decker called for “new ideas” on fundraising. Might it, for example, be feasible to leverage individual contributions with other types of fundraising?

### CLOSING DISCUSSION

Looking Forward – President Trice opened by agreeing with Blair’s retirement comment that being on the BOA should also be fun. He and Susan have been gratified by their JP association.

He noted the BOA had approved substantive revisions to the By-Laws last spring that provide its “essence” and he encouraged all Advisors to familiarize themselves with them.

In addition, he would like to have an ongoing dialogue among the Advisors concerning what the core goals of the BOA should be. In his view, there are at least four:

- Help identify resources that can enhance the Program’s stature and funding.
- Assist the Program in fund-raising.
- Provide career advice and assistance to Program students.
- Act as goodwill ambassadors for the Program, both externally and internally.

Advisors thought the current size (about 30) is OK. On mentoring, the Advisors expressed interest in – even enthusiasm for – more direct professional and social contact with students on campus and in DC as per the expansion underway. They welcomed the new emphasis on student contact and professional inputs. As for longer term individual relationships, there were questions on feasibility. JP Alumni Assn. President Levanto suggested the topic might well also be explored with his group. It has an interest in being a “voice to the Board”.

Time precluded further discussion.

