

**College of William and Mary Program in Public Policy
Fall 2016 Board of Advisors Meeting**

*Williamsburg, Virginia
William & Mary Tyler Hall
November 18-19, 2016*

Executive Summary

Next Board Meeting: Friday, April 28, 2017, 2:00pm, Wilkinson Barker Knauer LLP.

Committee Updates: Development is in good standing of reaching goal of \$100,000 annually. Two new board members have been inducted. Alumni Association has been assisting with admissions and held a successful event in the fall.

State of the Undergraduate Program: Over 100 undergraduates have declared public policy as their major. Developing new curriculum to fit within the COLL system including a public policy capstone.

State of the Graduate Program: 20 new MPP candidates, with 8 pursuing the new IDP track. Application deadline has been pushed forward to January. Program has already received more applications than normal at this time. Starting to see results from our new advertising and brand development.

Summary Report

Members in Attendance: David Bulova, Katherine Darke Schmitt, Paul Decker, Brian Diffell, Samuel Feder, Katherine French, Thomas Gates, John Grantier, Rosemary Harold, Charlie Iovino, Christian Klein, Brett Levanto, Chris Marquez, Elaine McBeth, David Oxenford, Earl Pinto, Natalie Rogers, Charles Samuels, Jodi Scarlata, Sarah Stafford, Robert Trice Jr., Ray Warner, Rebecca Wescott, Shannon White.

10:00am: Hospitality, Coffee & Tours of Tyler

10:45am: Welcome

- Moment of silence for Molly Macauley
- Congratulations to new members:
 - Natalie Rogers ('03) and Thomas Gates ('05.)
- Announced reappointments
- Announced pending retirements

11:15am – 12:30pm: General Program Update

- Moved into Tyler
- Public Policy Director
 - Sarah Stafford will be stepping down and going on leave.
 - John Gilmour the new director.
- MPP update
 - Class of 2016
 - 20 new alums
 - 4 JD/MPP, 2 MBA/MPP, 1 MS/MPP, 4 BA/MPP.
 - All secured jobs or are continuing education.
 - Class of 2017
 - All secured internships. Mix of federal, international, non-profit, and state and local.
 - Class of 2018
 - 20 new MPP candidates
 - 5 BA/MPP, 1 MS/MPP, 1 JD/MPP, 12 PPA, 8 IDP
 - First class of IDP track.
 - Concerns about upcoming job market challenges given administrative change may result in more aggressive pursuits.
 - Policy Dialogues
 - Introduction of Alexandra Joosse, public policy faculty that has taken over policy dialogues.
 - Subjects so far:
 - Black Lives Matter
 - 2016 Election in Richmond
 - Upcoming subjects:
 - Environmental policy
 - International policy
 - PRS
 - Team based projects, normally with teams of three to four so that a team dynamic can be reached in the fall semester.
 - Students are given a list of available projects with short descriptions and give preference to their top three before being assigned.
 - BOA happy with the set up of the PRS program, especially it being in the fall so that students can discuss it in interviews.
 - Helps MPPs learn client management, employee management, and presentation skills.
 - MPPs can employ undergraduate research assistants if necessary.
 - Results in high quality outputs.
 - Encouraging board members to submit projects for the next round.
 - Mentorship Program

- Developed based lightly on the program from USAID and is about counseling the mentee.
 - There is a contract both the mentor and mentee sign, but the program does not enforce it much.
 - At the midpoint both parties can reassess and terminate.
 - The mentorship program can be completed from anywhere with little time.
 - Assignments have been made for this year, but there will be more assignments each year.
- Undergraduate update
 - There are over 45 undergraduate majors.
 - Over 100 students have declared public policy as their major.
 - No clear consensus on career outcomes, Cohen Career Center does this.
- Schroeder Center
 - New dedicated space in Tyler.
 - Schroeder Center – Brock Institute (SC-BI) Summer Fellowship Program
 - Intensive seven-week summer research projects on health policy and health services research.
 - Joint venture with the Eastern Virginia Medical School (EVMS.)
 - W&M will have three fellows.
 - Sentara has funded the next three summers.
 - Still looking for external grant support however.
 - The program will provide a structured opportunity for students to learn Stata and participate in weekly brown bags.
 - Will provide intensive quant based projects with hospital discharge data.
 - Applying for AHRQ grants related to Medicaid and Medicare
 - Project with the World Health Foundation
 - They collected data to see how well SHIP is working to combat childhood obesity.
 - \$50k grant for surveys by students
 - MPPs can be involved in the program evaluation.
 - Physicians access in Virginia
 - Looking at primary care physicians.
 - Examining differentials across the state based on insurance.

12:30pm – 1:30pm: Lunch with Undergraduate Public Policy Majors

1:30pm – 2:00pm: Campaign Update & Development Efforts

- “For the Bold” Campaign (Gerald Bullock)
 - Three general goals:
 - Strengthen alumni engagement:
 - 93% of alumni describe their student experience as good or great. 97% promote W&M to others.
 - 2018-2019 will be the “Year of Women” in honor of the 100th anniversary of women at W&M. There will be regional women based programming to celebrate. Working towards a goal of having 50% of alumnae leadership boards positions in the hands of women.
 - Unite W&M alumni by industry and workplace affinity through career and networking opportunities.
 - Generate volunteer engagement with alumni.
 - W&M Weekend May 18-21, 2017 NY, NY.
 - Last June was first W&M weekend and 1800 people participated.
 - Achieve 40% alumni participation
 - Hardest goal for W&M to achieve. The university adds 1,500 alumni annually and national participation is on a steady decline.
 - Currently around 29% participate and participation is on an upward trend.
 - Participation is defined as any donating, even a dollar.
 - 65-70% of the senior class normally participates
 - 1 Tribe 1 Day will occur on March 28th, 2017 with a goal of having 11,000 donors.
 - Raise \$1 billion
 - Currently at \$624 million from 2011-2020 including cash gives, estate provisions, pledges, etc.
 - 1st time that there has been more philanthropy than state funding. State funding will be cut by 7% again, or around \$5 million.
 - Arts & Science goal of \$140 million, and is on track to meet this.
 - Numbers are updated each quarter.
 - First time in college history of multiple years in a row with fund raising over \$100 million.
 - Three Components of “For the Bold”
 - Where Great Minds Meet
 - Seeks to do what is necessary to bring great people to W&M.

- \$350 million for scholarships, \$200 million for teaching excellence, \$30 million for alumni engagement.
- Making the Remarkable
 - Seeks to determine what to do with great minds once we get them on campus.
 - Engaged learning, \$220 million for innovation and collaboration projects, \$100 million for renovations of buildings and facilities (specifically the arts quarter and PBK building.)
- Passion for Impact
 - Seeks to determine what we want those great minds to do when they leave W&M.
 - Leadership, William & Mary in the World, civic engagement.
- Molly Macauley Fund
 - Two classmates, Sarah Stafford, and the Campaign sent letters to every member of the Class of '79. Gifts are coming in, and we are on a good path.
 - This is not a specific fund; it is just a public policy allocation.
 - Plan to wrap this fund up this year.

2:00pm – 2:30pm: BOA Business & Reports

- Development
 - The financial assistance gained from the BOA is directly correlated to the quality of the graduate student successes and sustainability.
 - Goal is to raise \$100,000 annually, which puts us in the top 1-3 boards at W&M. Don't want the BOA to feel like its only purpose is to generate money however.
 - Aiming to rejuvenate the board with more young people as the alumni of the program continue to become more senior in their career.
- Nominations
 - The BOA size has stayed relatively the same
 - New additions: Natalie Rogers ('03) and Thomas Gates ('05.)
 - Always looking for new additions to help diversify the BOA.
 - Several positions will expire over the course of 2017, the BOA will reach out to these individuals throughout the year to see if they would like to continue in their positions.
- Alumni Association (Shannon White)
 - October alumni event at the DC Program had a great turnout.
 - The Alumni Association has been helping Katherine French with recruiting by meeting with students who are interested in the program.
 - Planning a family friendly event laying wreaths at Arlington Cemetery on December 17th.

2:30 – 3:15pm: MPP Expansion Efforts and New Initiatives

- Goal:
 - Have 42-45 students enrolled by the 2019-2020 school year. Provost is looking for us to do this, as one of the things he is investing in is the expansion of the public policy program.
- Incoming class this year:
 - 20 students: 12 PPA, 8 ID.
 - 50% in state, 50% out of state
 - 40% did W&M undergrad, this is not something we plan on continuing
 - 70 applications, 64 reviewed, 40ish admitted
- Advertising and recruiting efforts:
 - Great year of learning, with first full year of Katherine French.
 - Trying to advertise to both people who have worked before attending, and those wanting to come straight through.
 - Starting new partnership with AmericCorp
 - Marketing:
 - New marketing materials: including flyers, brochures, revamping website, and pens
 - Advertised in booklets: (1) with PPIA (underrepresented demographics) by going to grad fair and being in their pamphlet, (2) Peace Corp returning booklet, (3) National Model UN booklet.
 - Did a photo shoot; we will leverage those photos to market the new space in Tyler.
 - Attending more grad fairs, and starting to see results from those pools.
 - Attended the Idealist Fairs (Boston, Chicago, aimed at people working.)
 - This will be our first year of being able to track the response rates from attending events. We are waiting for the university to give us new software for tracking.
 - Hosted webinars so people who cant log in on live can watch it after because it is recorded.
 - Joint programs really help MPP attract people. MBA and JD both do well.
- Admissions for upcoming year:
 - Need to reach 400 perspective students, defined as someone who has given the program their information to receive more information. We are at about 310.
 - Have 15 applications so far, had 5 last year around this time.
 - Had 3 open houses: Capitol Hill, DuPont Circle, and Tysons Corner.

- Pushed application deadline back to January. This will make us more competitive as a lot of applications are due at that time.
- Partnering with the Reeves Center to continue to develop the international track.
- Will host an admitted student day in March on the same day as the Graduate Symposium.
- SeaLevel Rise
 - W&M has been approached about creating a center for excellence, funded partially from the state to help figure out how the military and state will function together moving forward and integrating efforts.
 - Trying to find contacts with the military.

3:15pm - 4:00pm: BA Program Changes and New Initiatives

- No longer under the GER system, now utilizing a new curriculum that integrates requirements throughout all four years. Not all aspects are fully developed, as this is only the second year since the transition.
 - COLL 100 & 150 – writing course, and freshman seminar that focus on an interesting idea and communications that are not written.
 - COLL 200 – trying to get at the breadth of liberal arts, but currently there are only three major values: communities, societies and individuals; natural and quantitative reasoning; ASI.
 - COLL 300 – developing a global understanding.
 - COLL 400 – capstone experience focusing on the students major
 - Public policy didn't have a capstone now we do. All public policy majors now have to take a capstone as a requirement of their major.
 - A few different options: honors thesis in public policy, research with a faculty member, undergraduate level of PRS project, upper level seminars.
 - Calling upon the dean to provide more resources to fulfill this requirement so that we can hire more people.

4:00 - 4:30pm: Looking Forward

- Roll out of "For the Bold" campaign will be April 27th from 6:30-10:00 pm at the National Portrait Gallery
- Next meeting will be April 28th 2:00-5:00pm
- New building means there are lots of naming opportunities, everything can be named.
- House and Senate are considering tax bills that will reduce the tax deductibility of tax donations, therefore it might be beneficial to donate now.

Meeting adjourned. Reception followed.