

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

SUBJECT: ADVISORY BOARD MEETING

APRIL 2008

EXECUTIVE SUMMARY

- The BOA welcomed new Advisors Baum, Stottlemeyer and Vineyard.
- Advisors were thanked for their ideas and positive support. The Class of 2010 is shaping up as the best qualified ever and may be the largest. The key factor is competitive stipends funded in part by Advisors, but the successful “experiment” is financially unsustainable at current levels. TJ continues to focus on outreach to corporations, foundations and on innovative partnerships on campus.
- The first Trice Fellowship has been awarded to an incoming MPP. The target date for an undergraduate is Fall 2009.
- The Schroeder Health Care Center was commended as it grows in stature.
- A&S Dean (Strikwerda) reviewed recent BOV actions, state budget operational reductions, and President Reveley’s goals, including an interim strategic planning initiative. The Gateway program is now substantially funded through efforts of the BOV and private donors, including faculty and students. No presidential search is anticipated soon.
- A record number of Advisors (24/34) has committed for the current fiscal year, but the BOA is still short of the overall FY target.
- A free-for-all Advisor discussion identified a potential TJ public policy opportunity – “Green Audits”.
- **NEXT SESSION: Friday, Nov. 14, 2008 on Campus.** In contrast to previous years, there is NO football game the next day as the sole home game in November coincides with election week.

**Bob Fritts
BOA Executive Coordinator**

Attachments: As stated in the Summary Report

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W&M OFFICE – WASHINGTON D.C.

April 2008

SUMMARY REPORT

ADVISOR NOTES

The BOA welcomed new Advisors Deborah Baum, Todd Stottlemeyer plus Holly Vineyard and recognized the additions of Marshall Harris and Bobby Watson.

Advisor attendance (19) included Baum, Borrelli, Decker, Fritts, Gowing, Iovino, Macauley, Mann, Nash, Oxenford, Paladeau, Purdy, Rodenberg, Stottlemeyer, Trammell, Trice and Vineyard. Lawrence and Lyons attended the evening events.

A&S Dean Carl Strikwerda plus A&S Development officers Andrew Barry and Sue Warner attended from the College.

TJPPP participants included Director Eric Jensen, Assoc. Dir. Elaine McBeth, Graduate Coordinator John Gilmour, Schroeder Health Center for Health Care Policy Director Lou Rossiter and Sr. Fellow/BOA Exec Coordinator Bob Fritts.

OPENING

BOA President Nash and Fritts introduced and the BOA welcomed the new members who, unsurprisingly, expressed their pleasure and commitments to the Program and the College.

STATE(S) OF THE PROGRAM & THE COLLEGE

THE TJ PROGRAM

In reviewing recent TJ Program trends and accomplishments, TJ Director Jensen emphasized his appreciation and thanks to Advisors for their ideas, positive

support for innovation and, of course, their growing financial inputs that have been and will be increasingly essential to implement the Strategic Plan approved last fall. Enhanced Advisor financial support encouraged a TJ policy change that bids to markedly improve student quality. However, as will be discussed later, current resources cannot sustain the increased stipend levels.

Externally, Jensen has been focusing on outreach towards corporations, foundations and within the College seeking to generate and expand partnerships. As a small program, we must leverage our superior niche qualities and promote market forces. He reviewed initiatives with the Koch and Gates foundations, the W&M business and law schools, and VIMS. Outreach is a Strategic Vision goal that needs to move from the particular to critical mass. On the corporate side, the continuing issue is identifying and gaining access to selected targets. Several Advisors offered assistance. He noted recent W&M faculty additions enabling an expansion in public policy course options in the fields of regulation and environmental policy.

Internally, Assoc. Dir. McBeth reviewed the classes of 2008, 2009 and the incoming 2010 (see attachment). The 2008 graduating class of 24 is the largest in some time with two of our TJ-feature joint JD/MPP degrees. The 2009 class still needs more summer internships. The 2010 class is shaping up as our best ever with a major bump in graduate record exam (GRE) exam scores to the 90th percentile. At this point, the number of offer acceptances is notable for yield and size. The improvements meet priorities set in the Strategic Vision. Advisors complimented the progress, underlying hard work, and prospect for momentum.

The Whys. Jensen stated that the major factor was our ability to compete financially with our competitors for the best students by providing top applicants stipends of \$10k and full tuition (up from \$7500 and in-state tuition). W&M tuition rates and other tinkering combined with higher stipends enables TJ to provide a competitive package that argues for lower student debt upon graduation. Certainly, the declining state of the national economy is also a factor.

Another is the W&M TJ reputation. We continue to work on the professional linkages (conferences and publications) and program visibility (speakers and book promotions) needed to enhance our status. Tonight's reception and talk by Sen. Carper is a case in point as are the now 250 TJ graduates now moving up the income stream. Moreover, Google helps us by generating website hits by savvy prospective students who quickly screen the MPP graduate school spectrum and compare.

Ah, the Cost. But improved stipends are key. Jensen distributed a cash-flow analysis (attached) that highlights the inability of TJ to support the current level of stipends without major income from donors and other sources, including TJ-generated contract overhead (now primarily via the Schroeder Center). In FY 2009, the deficit would be about \$50k and grow to a "steady state" unacceptable deficit of over \$200K without outside support. Indeed, this year's level of stipends can only

be termed a markedly successful “experiment” achievable only by the major bump in Advisor support. We are close, but not yet quite able to support two classes at the level we’ve committed to the entering class.

Trice Fellows. Prof. Gilmour outlined progress and remaining steps to implement the Trice Fellowships academically. The program will enable selected W&M undergraduates with an international slant to gain BA/MPP degrees in only five years. **The first Trice Fellowship has been awarded to an entering MPP.** The target date for the **first undergraduate is Fall 2009.** Trice emphasized the need to begin with a few “really good people who can progressively become a draw for a critical mass.”

Schroeder Center for Healthcare Policy. Jensen and Advisors complimented Dir. Rossiter on the quantity, quality and scale of its contracts, publications and visibility, including his memberships on prominent national health care boards and committees. Rossiter distributed a concise “Year-in-Review” memo (attached).

THE CAMPUS

A&S Dean Carl Strikwerda thanked Advisors for their enhanced support. The College faces financial and other challenges that it will overcome as in the past. The College remains committed to achieving high-profile goals, such as the **Gateway Program**, whose funding has been strengthened by BOV commitments, private donors, and faculty and students.

He reviewed the BOV action not to renew former President Nichol’s contract and to appoint Taylor Reveley as interim president. He emphasized that the College is doing well in managing the **current budget cuts** and that President Reveley has been very active in working with the legislature, meeting alumni, and beginning a strategic planning initiative. (The College subsequently announced the **legislature has funded over \$39M** to the capital account, including construction of the new School of Education.

Advisor (and BOV member) Trammell commented that the Dean “has said it well”. Reveley is fully and energetically **engaged**. His emphases are on policy continuation, merging organization and policy, and capitalizing on what the College does well or “should do well.”

During discussion, Advisors expressed pleasure in the continuing emphasis on key initiatives, such as the Gateway Program, and their full confidence in interim President Reveley. In that regard, they inquired about the prospects for a **presidential search**. Trammell stated that the BOV sees “no need to rush”. Advisors appeared to concur, several noting the importance of being able to attract the best future candidates.

BOARD BUSINESS

Development. Cttee Chair Gowing noted (with mischief) that the discussions about the TJ Program and the College reflected the adage “It’s all about the money”. In that regard, she drew attention to her committee report (attached) and complimented the board for its **doubled participation** at or above the \$1500 level -- 24/34. Even so, we’re **still about \$60k short** of our ambitious FY2008 goal, but June 30 is still two months away (**a pledge form is attached**).

She praised those who had stepped up to the new “**Leadership Circle**” with pledges of \$10k, preferably over a multiple of three years, and recognized the major program gifts by Bob and Susan Trice and Judith Rodin (Verkuil).

Free-for-All. With the meeting concluded and spare time remaining before the reception, Trice noted he has been “stunned” by the scope and intensity of **corporate America interest** in becoming environmentally “**Green**”. Aside from any innate instincts, the attitude recognizes that all three presidential candidates are Green oriented as will probably be the next Congress. Companies are thus gearing up “Green Audits”. Other Advisors confirmed the trend, including a focus on supply chains of even small items, such as pens and pencils. Trice suggested that the topic could be a potential “sweet spot”, given TJ expertise. The discussion reviewed the potential and constraints for TJ “Green” outreach re consulting, contracting, regulation, partnerships (on and off campus), municipal as well as corporate clients, international aspects, internships and student recruitment.

Jensen commented the topic was “a natural”, particularly carbon cap and trade aspects. TJ is also growing its expertise via a Virginia “Go-Green” initiative. More broadly would be a W&M team of TJ, Business, Law and VIMS. Part of any approach would be to find out “Who are the Green Guys”, such as electric utilities, and whittle the concept down to the doable. He’s engaged in discussions on a possibly related project with General Electric and has been seeking a meeting on something similar with Virginia Marine Terminals.

NEXT SESSION – NOV. 14, 2008 – ON CAMPUS

The **next BOA session** will be held on **campus Fri. Nov. 14**. In contrast to recent years, there is no football game the next day nor conflict with Homecoming as the football team’s sole home November game conflicts with election week. Lodging should thus be easier for those who arrive the night before and/or stay over. We’re looking into an alternative event.

TJPPP ALUMNI ASSN. HOSTED EVENT

Thanks again to the financial support of Lockheed Martin (Bob Trice), the

TJPPP Alumni Assn. hosted its Fifth Annual “Topics in Public Policy Forum”. reception in honor of TJPPP alumni, the BOA, public policy colleagues and friends. The featured speaker was Senator Thomas R. Carper (D-DE) on “Public Service and Bipartisanship”. His timely talk of policy input and anecdotal incident belied his self-described role as a junior senator from a small state.

Attachments: As stated