

**THE THOMAS JEFFERSON PROGRAM IN PUBLIC POLICY  
ADVISORY BOARD MEETING**

April 2011

**EXECUTIVE SUMMARY**

- **NEXT SESSION: FRI-SAT, NOV. 11-12, 2011 ON CAMPUS.** BOA Session Friday. President's Brunch & W&M vs. ODU football on Saturday.
- **PRIORITY INITIATIVE:** President Trice challenged the BOA to consider "Why Are We Here?" He urged a spirit of activity and personal reward to pursue JP success at the "next level". Discussions focused on combining creative ideas with pragmatic realities. A specific initiative was Advisor-student mentoring in DC and on-campus. He wished to "move on this" and called for ideas to be sent to him (and Eric) – [trice.robert.h@gmail.com](mailto:trice.robert.h@gmail.com) & [erjens@wm.edu](mailto:erjens@wm.edu)
- **JP DOCKET:** The Jefferson Program will inject more flexibility and real-world relevance into the curriculum through modular courses, branch out its student policy research seminars, and work with Advisors to design and implement a continuous program of student job search preparation. Currently, only two of the 2011 graduating class have contracts. The incoming 2013 class is strong, but for the first time in several years, JP is losing top applicants to better financial offers from peer competitors.
- **DEVELOPMENT:** Thus a good thing that Advisors have already exceeded the \$100k goal for FY 2011 (June 30). The Trice \$100k matching grant is well over half-filled. He announced any post-FY 2011 residual would be carried over into FY 2012 i.e. there's still time. An easy donor online option is on the JP home page at [www.wm.edu/publicpolicy/](http://www.wm.edu/publicpolicy/) Use designator 2918.
- **BY-LAWS:** The BOA approved revisions to expand and clarify criteria and procedures for Advisor appointments, activities, reappointments and retirements.
- **ANNUAL EVENT:** The 7<sup>th</sup> Annual Speaker event hosted by the TJ Alumni Assn. featured Washington Post syndicated columnist E.J. Dionne.

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

W&M OFFICE – WASHINGTON D.C.

April 2011

SUMMARY REPORT

ADVISOR NOTES

Advisor Attendance (17): Carter, Curry Brown (*ex officio*), Darke-Schmitt, Decker, Fortier, Fritts, Hartwick, McFadden, Oxenford, Paladeau, Reagan, Robb, Trice, Trammell (event only), Verkuil, Vineyard & Whelan.

For the College: Development - Starbuck. DC Office - Anthony. TJ Alumni Assn. - Levanto & Hugeback.

JP Participants: Director Jensen plus McBeth, Gilmour & Stafford.

President Bob Trice introduced new Advisor Alison Fortier W&M '68, VP Missile Defense and Strategic Programs, Lockheed Martin. He later presented retiring Advisor Chuck Robb with a Jefferson Cup in appreciation of his service. Sen. (ret.) Robb noted that of the university public policy boards on which he has served, the Jefferson Program (JP) is the "most conscientious". Advisor and BOV Member Jeff Trammel is the new W&M Rector. Long time JP Office Manager Dottie Grosse has retired; succeeded by Barbara Boyer.

STATE OF THE BOARD -- "WHITHER THE BOA"

As presaged at the Fall 2010 session and his subsequent email to Advisors, President Bob Trice challenged Advisors to consider "Why A BOA & Why Are We Here?" While the overall goal is a competitive and successful public policy program, personal fulfillment is key. Examples include engagement with important policy issues, interaction with students, faculty and colleagues, and demonstrating commitment to the College and the Jefferson Program (JP). In that regard, financial support, if possible, is a key quality ingredient for student fellowships, summer internships and faculty incentives, such as collaborating across department boundaries. BOA Advisors are diverse in profession and background with much to offer. Above all, BOA service should be enjoyable, stimulating and active, not a burden.

He challenged the BOA for “creative ideas”. And there are precedents. The 5-yr. MPP option for W&M undergraduates strengthened the applicant pool and is a cost-saving boon for parents, the College Strategic Plan and the Program were strengthened by Advisor advocacy (with others) for globalization, for more interdisciplinary opportunities, including short courses, and for more cooperation with policy oriented groups such as The Nature Conservancy (Virginia). Some Advisors are active in providing internships, facilitating job placements, and speaking at JP events in DC, such as the annual Washington Program and the periodic Policy Dialogues in DC. An Advisor now teaches a short course (for the College) at the DC Office and there may be more such opportunities. He urged Advisors to consider what roles each could play individually. He stressed a “spirit of continuous improvement” as essential to JP success.

**Mentoring** – Already on the scope, as discussed last fall, is a BOA interest on career mentoring. The issue has become potentially more important and became the focal point of discussion. W&M DC Office Director Adam Anthony reviewed his expanded DC programs, curriculae and activities (about 225 students overall, most in summer) and how the Program and the DC office might cooperate on Advisor mentoring in the Washington area.

The topic elicited a vibrant discussion then and later in the day on how to design, leverage and implement an effective group and/or one-on-one (1:1) mentoring programs on campus for all MPP students and in Washington for the usual dozen or so JP students there on summer internships. The TJ Alumni Assn. guests were enthusiastically supportive as they recalled “How much we didn’t know”.

In summation, Trice noted how important it was at key career points to ask questions of someone “Not your boss”. He wanted to “move on this” and called for mentoring ideas to be sent to him, relating both to DC and on campus.

## **DEVELOPMENT**

Chair Paul Decker thanked Advisors for their generosity so far this fiscal year (June 30, 2011). The target of \$100k has already been exceeded as new Advisors arrive and others have topped off their donations, in part through the Susan and Bob Trice FY 2011 \$100k matching challenge. The challenge so far is well over 50% filled. If not completed by June 30, Trice said he would extend any residual into FY 2012. He was thanked for his stimulative and generous initiative. JP Director Jensen and other faculty expressed at several points their appreciation of the donor funding so vital for JP success and successful peer competition. Even so, given the reduced state of W&M finances, both the College and the Program are underfunded. Indeed, for the first time in several years, JP is losing students to public policy programs with better financial offers. At Advisor suggestion,

Development will look into adding JP as a potential designation in the Combined Federal Campaign.

### **BY-LAWS REVISIONS**

The BOA approved as presented the proposed revisions to the By-Laws discussed at the Fall 2010 BOA session. Substantively, the changes expand and clarify criteria and procedures for Advisor appointment, participation, reappointment and retirement. There were also minor housekeeping adjustments.

### **STATE OF THE PROGRAM – IDEAS & REALITIES**

JP Director Eric Jensen and Graduate Coordinator John Gilmour expanded on the theme of creative change via a concluded MPP curriculum review that will combine and streamline required courses in order to free up credit space for short-course elective modules such as Political Polling, Education Policy and Geographic Information Systems. Contrary to past experience, faculty are enthusiastic, in part because of a very modest (a la W&M) \$500 stipend. Gilmour thanked Advisors for their support in gaining an additional Government faculty position (international) that will also benefit JP.

Changes are underway with the real-world Policy Research Seminars, moving in part to a “big tent” approach, possibly in a project with the Nature Conservancy. Trice thought it “a natural” for JP and NGO cooperation.

#### **The Students**

Associate Director Elaine McBeth reviewed a snapshot status of the Classes of 2011, 2012 & 2013. Including 4 joint degrees, 18 MPPs will be added to our alumni base. The 2012 internship postings are almost complete with a cluster around non-profits and far fewer Federal postings than usual due to budget disruptions. The anticipated class of 2013 is on course with about fifteen commitments, regional diversification, and excellent GRE scores higher than our already fine 5 -year averages. The yield is also high, but for the first time in recent years, we’re losing top MPP applicants to peer competitors, including UVA and its new \$180M Batten School of Public Policy. Among the fifteen are the Advisor Fellowships of Trice (3) plus Blair, Verkuil (Finifter) and the BOA as an entity.

Undergraduate public policy image and substance continue to be enhanced, including a newly formed and College-recognized Public Policy Club. The curriculum also now has expanded options on ethics. In keeping with the W&M focus on undergraduate research, an interdisciplinary faculty group (Economics, Government & Sociology) will develop a research seminar opportunity similar to the graduate Policy Research Projects.

**Job Placement Reality** - In contrast to previous years, McBeth expressed concern that so far only two soon-to-be minted MPPs have firm job commitments. In part, it reflects the economy. However, as Jensen and other faculty analyzed, it's also a "warning sign" that rests with JP and the students themselves. He criticized inadequate JP efforts to induce and track students on job placement, while students tend not to be overly-concerned until prior to graduation and typically don't avail themselves much of career services. Over the summer, JP will devise a handbook with deliverables and deadlines to induce and track student skills and activities from JP entry to graduation. Jensen emphasized a high rate of job placement is a key factor in MPP recruitment yield and Program reputation.

The earlier discussion on Advisor mentoring was again relevant and rehashed from supplementary perspectives. Sharing faculty concerns and drawing on their organizational expertise, Advisors suggested remedial approaches, including executive data sets, mock interviews, "How to's", "Life Skills Training", match-ups, two year "Waterfall" timelines and 1:1 mentoring (but probably not "heavy-lifting"). The topic will be on the agenda at the BOA session in November.

**Summation** – Trice renewed his charge of creative ideas leavened by realistic advice and expectations. Generalities should be aligned to specific feasibilities. Taken together, the BOA can help take the Program to the "next level" and "have fun" in doing so.

#### **JP ALUMNI ASSN. HOSTED EVENT**

The JP Alumni Assn. hosted its Seventh "Topics in Public Policy Forum" and reception in honor of JP alumni, the BOA, public policy colleagues and friends, featuring syndicated Washington Post political columnist E.J. Dionne. Over 80 attended.

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