

**College of William and Mary Program in Public Policy  
Spring 2015 Board of Advisors Meeting**

*Washington, DC*

*Mathematica Office: 1100 1st Street, NE, 12th Floor*

April 16, 2015

Executive Summary

Next Board Meeting: Friday, November 13, 2015 in Williamsburg; President's reception and football game following on Saturday, November 14, 2015.

Committee Updates: Development Committee – \$100,000 goal for this year, \$73,000 given so far. Nominations Committee – Actively looking for new nominations. Recommendations for candidates should be submitted by late summer/early fall. Alumni Committee – Alumni newsletter restarted. Welcome events to be planned in DC and Richmond.

Undergraduate Program Status: Number of students declaring and graduating with the public policy major continues to grow. Increased excitement and energy about the program at the admitted student level. New curriculum will begin with the entering freshman class.

Graduate Program Status: Decreased number of applications this year due to better economic conditions. 16 current acceptances. New partnership between TRADOC and the policy program starting in Fall 2015.

External Program Review: Mandatory review occurred in April 2015. Final report to be presented at Fall 2015 meeting.

Tyler Hall Renovation: Renovation on schedule to be completed in March 2016.

Graduate Program Expansion – International Relations Track: Budget for IR expansion approved. First entering class to begin in Fall 2016. Recent fundraising efforts will be used for new program development. Board agrees that successful branding is essential for continued long-term growth and immediate fundraising efforts. Board comes to a consensus that the program should be renamed to “William and Mary Public Policy.”

Giving Incentives: Bob and Susan Trice have created a \$50,000 match challenge designed to help fund the new international relations track. The Trice's will match any Board of Advisor's gift of \$2,500 or more through the end of the 2015 calendar year.

One-Tribe/One-Day Pledge: Second annual giving day (April 21<sup>st</sup>) aiming to receive donations from at least 2,100 donors. Board encouraged to promote public policy in this giving effort.

DC Office Expansion: Move this summer from the 8<sup>th</sup> floor to a larger space on the 7<sup>th</sup> floor.

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Summary Report

Members in attendance: Alice Borrelli, Katherine Darke-Schmidt, Paul Decker, Brian Diffell, Virginia Elwell, Charles Ford, Alison Fortier, Marshall Harris, Christian Klein, Elaine McBeth, David Oxenford, Louis Paladeau, Jr., Sara Scharff, Sarah Stafford, Robert Trice, Jr., Ernest Warner, Sue Warner, Theresa Whelan, Shannon White, Andrew Willison

2:00 – 2:30 pm: Welcome and introductions

2:30 pm: Committee Updates from Development, Nominations, and Alumni Committees

- Development Committee (Paul Decker)
  - Reminder about ongoing giving. Giving has been slower than usual so far this year. Encouragement for all members to get their final contributions in by the end of June. Emphasis on providing students with financial support in order to attract the best students to the program.
  - Improvements are being made to the online giving site to make it easier to give to public policy specifically.
- Nominations Committee (Christian Klein)
  - Kickoff of the recruitment cycle. Will be reaching out to all Board members whose terms are expiring.
- Alumni Committee (Shannon White)
  - Alumni successfully reached out to admitted students.
  - Restart of alumni newsletter. Going to be published bi-annually. Trying to involve alumni outside of the Virginia and DC areas. Next issue due out after graduation.
  - Plan to put together regional resource guides for graduating students. Welcome events to be planned to bring together alumni, newly-graduated students, and interns in DC and Richmond this summer.

3:00 pm: Undergraduate and Graduate Programs (Elaine McBeth and Sarah Stafford)

- Graduate Program
  - 18 graduates this year. More than half have job placements.
  - Majority of first-year students have internships set for the summer.
  - Incoming class of 2017: 16 acceptances, 7 offers have not responded. Second round offers to be made to another 5 or 6 students. Goal of 20 people in the class.
  - Applications for policy programs are down nationwide. As the economy gets better, number of applications usually goes down. Increasing interest in joint degree programs.

- Even as a small player in the market, our program has the same hiring rates because our skill sets are comparable to all other policy programs.
- Fall 2015 PRS projects set with community partners: Old Towne Medical Center, Associated Equipment Distributors, and the Virginia Coastal Policy Clinic
  - More projects still needed, any project ideas from Board members to be submitted by mid-August. Projects to be completed by students between September 1<sup>st</sup> and December 15<sup>th</sup>.
- TRADOC partnership
  - 3-year partnership in which an army fellow (active duty officer) will spend a year on campus. Fellow will audit classes and complete a project under Stafford's supervision. A second fellow will be added if the program proves to be successful.
  - An invitation for this program has been extended to a potential Fulbright scholar who is studying the US military. Unknown if the student has in fact been awarded the Fulbright or not.
- Undergraduate Program
  - 40 students graduating in May. More than the 35 students the previous year.
  - 79 students declared as public policy majors. More than the 69 students the previous year.
  - Paul Manna will become the chair of the government department in Fall 2016, so a replacement is needed for his undergraduate position.
- External Program Review
  - Two-day review of the policy program occurred in April 2015. Requirement for continued program accreditation. 10-year review cycle, last review took place over 20 years ago. Review included student interviews, faculty interviews, and curriculum review.
  - Reviewers: Craig Volden from UVA, Carolyn Hill from Georgetown, David Colander from Middleberry, and Charles Becker from Duke
  - Reviewers to write a formal report to give to the W&M dean and provost that should be completed by May 2015. Policy department will be able to respond to this report before the final report is issued.
- Tyler Hall Renovation
  - Renovation on schedule to be completed in March 2016. Move from Morton will occur after the Spring 2016 semester.
  - Building to be integrated and shared with the economics and government departments. About 75 offices available total.
  - Separate spaces set aside for graduate students for socializing and studying.
  - Numerous sponsorship opportunities available in the new space in Tyler, including conference rooms and offices. Five year pledges available.

- Graduate Program Expansion: International Relations Track
  - Provost has approved the expansion. School board to finalize the corresponding line item in the budget in April 2015. First entering class to begin in Fall 2016.
  - Immediate focuses for program development:
    - Launch the program, raise faculty and prospective student awareness about the new international track, create a cohesive brand
    - Hire the people to make the new program possible, first new hires are planned to start this summer and work under McBeth to focus on recruiting efforts
    - Develop the academic component of the program more fully
  - Money to fund the new international cohort will come from payments by graduate students, not undergraduates. List price for the program will increase from \$12,000 to \$24,000. The current \$12,000 price is dramatically lower than comparable public policy graduate programs. Program will continue to offer financial assistance in the forms of scholarships and graduate assistantships.
  - Fundraising efforts for the new program:
    - Matching donations from One Tribe, One Day campaign (4x actual donation)
    - Corporate outreach efforts increasing. Hope that an international relations expansion and focus will bring in new donors and businesses that would not previously have been interested.
    - Potential of working with AidData. Discussion of a potential part-time program for AidData employees, such as a 12 credit development policy practicum.
    - Brainstorming of either the Gates or Clinton Foundations as potential donors. Brainstorming of an executive leadership model with AidData that brings big names with big ideas to campus. Stafford emphasizes that the program needs to focus on its initial expansion first and that not enough people or resources are available to explore these kinds of large scale options at this time.
    - Board agrees that an emphasis should be placed on fully using AidData and its resources as a reputable, nationally-recognized organization
    - Money collected through fundraising will be placed in a “war chest” that will be spent per Stafford and McBeth’s discretion of what the program needs in terms of branding, promotion, etc.
  - Edited Program Branding
    - McBeth and Stafford report that there has been a successful transition from the Thomas Jefferson Program in Public Policy to just The Jefferson Program in Public Policy.
    - Logo redesign is being required by the university

- Board discusses the current name and decides that the reference to Thomas Jefferson (or simply “Jefferson”) does not add anything to the program’s brand, recognition, or notoriety.
- Board comes to a consensus that a simple re-branding is important and that the program should be renamed to “William and Mary Public Policy.”
- Methods of promotion of the new international track
  - Inclusion in the graduation newsletter
  - Get advice from public relations alumni
  - Substantial article in the alumni magazine
  - Overall focus on gaining momentum and getting people excited!

3:45 pm: Giving Incentives (Robert Trice)

- Bob and Susan Trice have created a \$50,000 match challenge designed to help fund the new international relations track. The Trices will match any Board of Advisor’s gift of more than \$2,500 through the end of the 2015 calendar year.

4:00 pm: One-Tribe/One-Day Pledge Drive (Sue Warner)

- April 21<sup>st</sup>, designated second annual giving day
- Goal: participation from at least 2,100 donors
- Want to promote a 40% regular giving rate. Currently just under 25% participation.
- Push to create presence of this day on social media
- Request for Board members to all participate in giving any amount on this day and to spread the word on social media.
- Lists of potential donors given to Board members to reach out to by phone.

4:15 pm: Expansion of the DC office

- Move this summer from the 8<sup>th</sup> floor to a larger space on the 7<sup>th</sup> floor that includes two classrooms and more office space.
- More permanent staff to be hired to work in the space.
- Continued effort to expand alumni offices to additional large cities across the country.

Meeting adjourned. Reception followed at Mathematica office.