

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

Washington, D.C.

William & Mary Washington Center

April 21, 2016

Executive Summary

Next Board Meeting: Friday, November 18, 2016, 10:00am, William and Mary.

Committee Updates: Development Committee believes funding is on track, however it encourages continued giving by board members. Nominations Committee is seeking nominations for new members, and encourages members who are nearing the end of their term to seek reappointment as desired. Alumni Committee is in the works of planning events for alumni and current program members to enjoy during the summer intern season.

State of the Undergraduate Program: The program is continuing to grow in popularity and size.

State of the Graduate Program: Continuing new recruitment and rebranding efforts to strengthen the program through admissions. The program is set to expand by offering the new international development track in Fall 2016.

International Development and Policy Track: First year curriculum for the new international track has been written and approved.

Summary Report

Members in Attendance: Katherine Drake Schmitt, Samuel Feder, Charles Ford, Alison Fortier, Katherine French, John Grantier, Rosemary Harold, Christian Klein, Brett Levanto, Elaine McBeth, Jodi Scarlata, Sarah Stafford, Robert Trice Jr., Ray Warner, Rebecca Wescott, Theresa Whelan, Shannon White.

2:30pm - 2:45pm: Welcome and Remarks

- Appointments, Reappointments, and Retirements
 - New Appointments: Welcome new board members
 - Retirements: Scott McCleskey
- State of the Board
 - In good shape. Currently have 33-34 board members + friends of the board, and emeritus.

2:45pm - 3:15pm: BOA Business and Reports

Moderator- Bob Trice, President; Development- Paul Decker, Chair; Nominations- Christian Klein, Chair; Alumni Association- Shannon White

- Development (Bob Trice and Sarah Stafford)
 - Board of Advisor Contributions:
 - This fiscal year, twenty members have contributed and raised about \$75,000. This puts our development on track.
 - Encouraged board members who have not donated to try and donate before the end of the fiscal year, before One Tribe One Day.
 - Discussion of the board focusing contributions over the next year or two towards picking something to name in honor of the board in Tyler.
 - Fritts Fellowship:
 - Scholarship created in Bob Fritts' name, it is not an endowment.
 - Met goal of raising \$10,000, but plans on continuing to raise funds for the scholarship.
 - The fall class will have their first Fritts Fellow.
 - General William and Mary Development:
 - The school is currently doing a national search for a person who will be in charge of advancement of arts and sciences. If anyone on the board knows anyone please pass their name along.
- Move to Tyler
 - The Public Policy Program is transitioning from Morton to Tyler Hall in July 2016.
 - Tyler Hall is directly off of the Sunken Garden on Old Campus.
 - Public Policy will have two classrooms on the second floor, allowing the program to have all of our classes in the same building.
 - This will help foster the execution of the new two track system by allowing two classes on the same subject to occur at the same time and not create scheduling issues. (Example: international political environment meeting at the same time as the United States political environment.)
 - Classrooms will hold 24-25 students.
 - Classrooms will be equipped with whiteboards, two projector screens, and a system that allows files to be shared across computers.
 - Faculty offices will be divided between the second and fourth floor.
 - Total faculty in the building will be close to 65.
 - AidData will not be in the building.
 - Main conference space for all programs in the building will be on the third floor.

- Public Policy headquarters will be on the fourth floor.
 - Space used to be an attic, so the program has put in a series of skylights.
 - Graduate students will have their own spaces on the fourth floor.
 - One space will be a quiet study space with desks and chairs.
 - The MPR (formally multipurpose room in Morton) will have an attached kitchenette, mailboxes, and lockers for student use. This area is designed to be a social meeting area.
 - There will be lockable spaces and workrooms for the graduate groups (example: The Policy Review.)
 - The program holds an honest belief that the new facilities will make a big difference in enticing prospective students.
- Nominations (Christian Klein, Chair)
 - 16 board members expire this year, if members do not wish for their tenure to expire they can request to be reappointed.
 - Continuing to look for new candidates, especially people with international backgrounds or who can contribute to the diversity of the board.
- Alumni Association (Shannon White)
 - Summer intern season:
 - the alumni are planning to do biweekly happy hour events with alumni and the interns.
 - Considering doing an alumni/intern kickball or softball summer league.
 - State of the Alumni Association:
 - Around 350 members.
 - 2/3rd of members live in the DC/Richmond area.
 - Working to actively engage more members across the spectrum of the years, as active members tend to drop off as they get older.

3:15 - 5:00pm: State of the Program and Discussion

- Graduation
 - It will take place on May 14th, 2016 and Monty Mason will be the graduation speaker.
 - The ceremonies have been realigned. The main ceremony will occur on Saturday morning, with the individual program graduation occurring later on Saturday.
 - The program may need to change its graduation venue for next year due to the program's increase in size.
- Class Update
 - Undergraduate
 - 43 undergraduate students will be graduating from public policy this spring, putting the program solidly in the midsized department

- range. A lot are going into consulting, a few are continuing on with the program for graduate school, and others are pursuing other graduate school programs.
- Popularity for the program at the undergraduate level is continuing to grow, 86 sophomores and juniors have currently declared their majors as public policy.
 - Interest in the BA/MPP remains constant. 6 have applied, and 5 have been accepted.
- Graduate Class of 2016
 - 20 graduate students will be graduating with their MPPs this spring.
 - 2/3rds are employed; the others are in good standing to be employed by the September 1st deadline. So the program is inline to have full employment for our students.
 - Most are staying in the mid-Atlantic region post graduation. 10-15% are going to the West Coast, and about 8% are going international.
 - Graduate Class of 2017
 - Started the year with 16 students, now down to 15.
 - Everyone has secured an internship for the summer at a plethora of places.
 - Graduate Class of 2018
 - Trying to move forward the mentoring program so that graduate students can possibly meet their mentors during the DC Program. As such, seeking mentors currently.
- Admissions (Katherine French)
 - Current Application Cycle
 - The deadline for applications was moved up to January 15th, but the program is still receiving applications and sending them forward to the application committee.
 - Moving the deadline to January 15th has helped us become a more competitive option for students applying to multiple schools.
 - Numbers are on an upward trend, with the goal of hitting where Fall 2013 was. After the next year we will have a better idea of what the new normal is given the economy.
 - Currently, once students submit their applications each member of the admissions committee reads through the application and assigns a number of points. Then the entire committee meets to decide who will be admitted, and award aid. The admissions committee is made up of 2 econ faculty, 2 government faculty, Elaine McBeth, Sarah Stafford, and Katherine French.
 - The current students that have been accepted are comparable to other years with 1/3rd coming straight from undergrad and receiving a wide geographic pool of applicants.

- 45% of those accepted have chosen to pursue the new international track, with 55% staying in the traditional public policy track.
 - Not as many international students were accepted as expected, most had TOELF scores that were far too low.
 - Outreach Efforts:
 - Had a small open house for admitted students, 8 came and spent the entire day on campus. Most are matriculating.
 - Traveled to graduate school fairs in DC, Philadelphia, and Boston.
 - Purchased new relationship management software that will allow the program to track who calls regarding admissions, when people apply, how they heard about the program, etc. This will ideally help shape how efforts to attract good candidates can be maximized moving forward.
 - Rebranding
 - The program has overhauled its website, which now promotes a strong message and will hopefully help in future application pools.
 - Created specialized brochures inline with the new website, with the goal of creating a new consistent look across all marketing materials.
 - The program hopes to hire a professional photographer to come and take photos once the program has moved into Tyler for marketing the intimate nature of the program.
- International Development Policy and Public Policy Tracks
 - Fall 2016 will be the first time the program offers both tracks.
 - Classes are now paired across the tracks so that students take one class or the other (example: comparative political environment vs. political environment.) This will allow students more flexibility to switch the track they are pursuing later and still graduate.
 - All IDP first year classes have been developed and approved. Further, faculty members have committed to teaching these courses.
 - The program is actively working to increase the number of international based electives available by next year.
 - The program is rethinking the requirement on students pursuing the IDP track to complete an international project for PRS. But the current plan is to pull a few projects each year from AidData and the Diplomacy Program.
 - Since the program will now have two stand alone tracks, it is pursuing an APSIA affiliation (international relations group.) While the program already belongs to APPAM (MPP and think tanks) and NASPAA (public policy and public administration,) the program believes APSIA will provide a seal of approval on our new international track. APSIA is a good group of members and likely to help foster opportunities for students pursuing our IDP track. The program has been invited, after two years of negotiations, to submit a preapplication. The actual application will be the

program's June project. Further, this will help strengthen the relationship between public policy and the International Reves School.

- Hiring of Faculty
 - The program has hired two new faculty members with plans to hire a third next year.
 - The program will hire a tenure track person in government to contribute to the program.
 - The program has requested to bring in a lecturer in public policy for the fall of 2018; this would allow the undergraduate program to create a public policy capstone. A lecturer would teach some of these interdisciplinary capstone courses, but would also free up the schedules of other faculty members to teach capstones as well. The program hopes to gain approval during 2016.
- Graduate Presentations
 - A lot of students presented at the Graduate Symposium. One of our students won for the second year in a row.
 - Christian Klein was very impressed by the students who worked on his companies PRS project. They were able to quantify the industry and able to talk about it in a press conference format. Their project has been presented to many people, and it is being received very well in the industry.
 - The Oysters PRS group did a presentation at the Virginia State Oyster Symposium as well.
 - Still looking for PRS projects for the next school year. Any ideas need to be sent to Stafford by July.
- Budget
 - The Provost has approved the expansion. Given the new cost model, and new financial aid options the program feels comfortable financially.
 - The program still has some accidental money set aside in case Tyler needs something. But, while the program has paid for some upgrades most of the renovations are being considered general building expenses.
 - The new college curriculum is starting this year, causing funding to be tight. This is due to having to run both the old curriculum and the new curriculum for students began before the transition.

Meeting adjourned. Reception followed.