

**College of William and Mary Program in Public Policy
Spring 2017 Board of Advisors Meeting**

Washington, D.C.

William & Mary Washington Center

April 28, 2017

Executive Summary

Next Board Meeting: Friday, November 10, 2017, 10:00am, William and Mary.

Committee Updates: Development Committee has received funds for a new endowment for students pursuing international internships or research. 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 Program: Sarah Stafford is stepping down as Director, and will be replaced by John Gilmore. In admission, there is a focus on maintaining the same quality of students as the program continues to grow. The number of admitted students expected to matriculate into the MPP program is less than anticipated.

Summary Report

Attendees

Members in Attendance: Gerald Bullock, David Bulova, Brian Diffell, Samuel Feder, Charles Ford, Katherine French, Rosemary Harold, Charlie Iovino, Jeff Jaeckel, Christian Klein, Brett Levanto, Chris Marquez, Elaine McBeth, Earl Pinto, Paul Reagan, Katherine Drake Schmitt, Sarah Stafford, Robert Trice Jr., Rebecca Wescott, Theresa Whelan, Shannon White, and Andrew Willison.

2:30pm – 2:45pm: Welcome and Remarks

- Public Policy Director
 - Sarah Stafford is stepping down as Director of the Program. Proclamation thanking Sarah Stafford for her leadership and service while serving as Director.
 - John Gilmore starts as the new Director on July 1, 2017.
- Appointments, Reappointments, and Retirements
 - New Appointments: David Limbrick
 - Robert (Bob) Trice wishes to serve as President for another year to assist in the transition of Gilmore to Director. After which he will be stepping down.

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

- Development (Paul Decker, Chair)
 - General William and Mary Development (Gerald Bullock speaking):
 - June 30th will be the end of the fiscal year.
 - For the Bold Campaign is going well, the current goal of raising \$700 million was achieved.
 - One Tribe One Day was a large success. 63% of the Board participated, the largest participation of the Board for One Tribe One Day yet.
 - Over \$50,000 has been raised for the Molly Macauley Conference Room. \$100,000 will need to be raised in total, and it is anticipated that the remaining \$50,000 will be raised within the next six months.
 - Board of Advisor Contributions:
 - (Sarah Stafford speaking:) Bob and Susan Trice have donated \$1 million dollars for the creation of a new need based endowment for students who will be doing their internships or research abroad. This endowment is expected to be able to pay for eight students each summer. The endowment will give first priority to MPP students but will also be available to undergraduates.
 - The total Program endowment is currently \$4.5 million. This produces \$202,000 in funds annually. The Board's contribution of \$100,000 annually continues to keep the endowment in healthy shape.
 - Encouraged board members who have not donated to try and donate before the end of the fiscal year.
 - Discussion of the Board focusing on low levels of state funding, around 12% for William and Mary, and what the future looks like in terms of spending per student. Discussed because US News and World Report takes this into consideration when determining rankings.

- Nominations (Christian Klein, Chair)
 - Request for members to let Christian Klein or Bob Trice know if they are interest in serving as President when Bob Trice steps down.
 - Several 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, President)
 - In December the Alumni Association organized an alumni group to help lay wreaths at Arlington Cemetery.

- Currently have been helping the Program push perspective students who have not committed.
- Summer Intern Season:
 - Planning on scheduling a welcome event for the new interns and graduates in the DC area in the near future.
 - Planning on continuing the tradition of conducting networking happy hours and other events with alumni and interns over the summer.
- State of the Alumni Association:
 - Around 400 members.
 - Working on starting to match alumni who don't live in the D.C. area with graduating students who will not be living in the D.C. area.

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

- Finances (Stafford speaking:)
 - Went over how money is allocated at William and Mary by reviewing the Financial Primer for the Public Policy Program Document.
 - William and Mary employs a centralized budget model, meaning that all money goes to the Provost and then is assigned to Deans. Deans then decide how much each program needs.
 - The Dean also decides what faculty lines the program needs. As such, the Director of Public Policy does not maintain any discretion on how many faculty lines the program uses.
 - This is relevant because this is why the expansion was risky, as the Provost had to allocate more resources so Public Policy could have more faculty lines. Currently the allocation is beneficial for the Provost as Public Policy generally runs at a small surplus. The Program can use this surplus, and the Director has a lot of flexibility regarding its use.
 - The Dean has informed the Program that next year we should expect to be able to hire another faculty member to help with the burden of offering a capstone experience to the undergraduates. Under the expansion, the program was able to hire a full-time government professor, a full-time economics professor, and a lecturer.
 - When the Program gets to a full 90 students in the pipeline funding will grow from \$370,000 to \$770,000.
- Graduation (McBeth Speaking:)
 - The Public Policy ceremony will take place on Sunday, May 14th at 10:00am on the Wren Lawn.
 - Theresa Whelan will be the commencement speaker.
- Class Update (McBeth Speaking:)

- Undergraduate
 - 45 undergraduate students will be graduating with a B.A. in Public Policy this spring.
- Graduate
 - Class of 2017:
 - 18 graduate students will be graduating with their MPPs this spring.
 - 60%, or 11 of the 18, are employed; the others are in good standing to be employed by the September 1st deadline. As such, the program is inline to have full employment for our students.
 - Class of 2018:
 - Almost all of the students have secured an internship, but some still need to find one.
 - The summer internship is a degree requirement.
- Admissions (Katherine French Speaking:)
 - Current Application Cycle:
 - Very much so still in the middle of the enrollment period. 53 students as of 4/24/2017 had been accepted but the Program is still receiving applications, sending files to committee, and enrolling.
 - Quality of applicants remains very high, and is more diverse this year than 2016: more joint degrees, military officers, athletes, international development track students, and less W&M undergraduate students.
 - Anticipating 22-23 admitted students to actually enroll. These students will be split between the two programs, with slightly more in the international development track. While these are not the numbers the Program had hoped for there are concerns that they represent a possible decrease in interest for MPPs because of the administration change.
 - Sarah Stafford supported this concern about a decrease in enthusiasm, even amongst current students.
 - Focusing on quality vs. quantity this admission cycle. An additional focus has been on trying to determine why people apply to the W&M program over other programs.
 - Advertising for the MPP program occurred at college level Model UN events, grad fairs, social media targeted ads, and returning Peace Corp and Americorp newsletters.
 - General Discussion:
 - Concerns about pipeline numbers. Original goal was to hit 80-90 students in the pipeline by 2018-2019. This goal has to be achieved to receive the extra funding from the Provost. However, this goal will now be delayed until 2019-2020. The

Board discussed the state of joint degree programs and how maybe more effort should be spent on attracting students from these programs.

- The Board also voiced concerns that the addition of the international development track did not achieve what was anticipated. The Board was under the impression that this new track would attract new students, not split students from the existing pool into two tracks. It was expected that each track would have between 22-23 students annually in order to hit our pipeline goal.
- General Update (Trice and Stafford speaking:)
 - Whole of Government Program:
 - This is a new program that is a joint military venture aimed at midlevel officers. The program is intending to help improve intergovernmental and interagency relations by improving interactions between military officers and other government employees. So far 2-3 people have applied, hoping to attract 5-10 people.
 - Move to Tyler:
 - The move to Tyler has gone well, and is a big improvement for the Program.
 - Slight growing pains have been felt. The way the Program and students interact is being reexamined to work through some of these. Example: before students had to walk by the command center of offices to get to classes. Now offices are on the fourth floor and classes are on the second floor, so students do not interact with the Program directly as much. This is changing how information needs to be disseminated.
 - Town Hall:
 - The Graduate Policy Association requested a town hall with Program officials to discuss student concerns. Stafford believes this event was extremely helpful to better understanding student concerns. It is her hope that this will become an annual event, as it will help the Program continue to develop and grow.
 - PRS:
 - Gilmore will be taking over PRS. 6-7 projects are needed. Stafford will start recruiting projects for fall of 2017 after graduation.
 - If the project is for the government or a nonprofit it is free. If it is for a private group there is a small fee.

Meeting adjourned. Reception followed honoring Sarah Stafford's work as Director.