



September
2010

BOV-SA Public Affairs Presentation

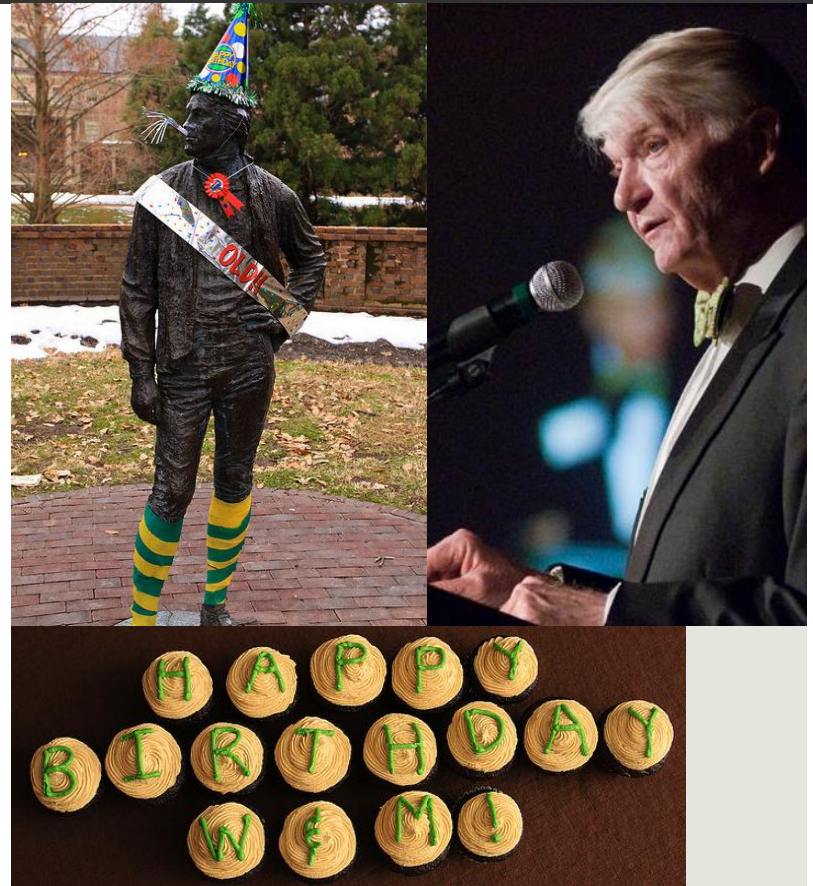
Natty Montoya, '11
Jake Nelson, '11

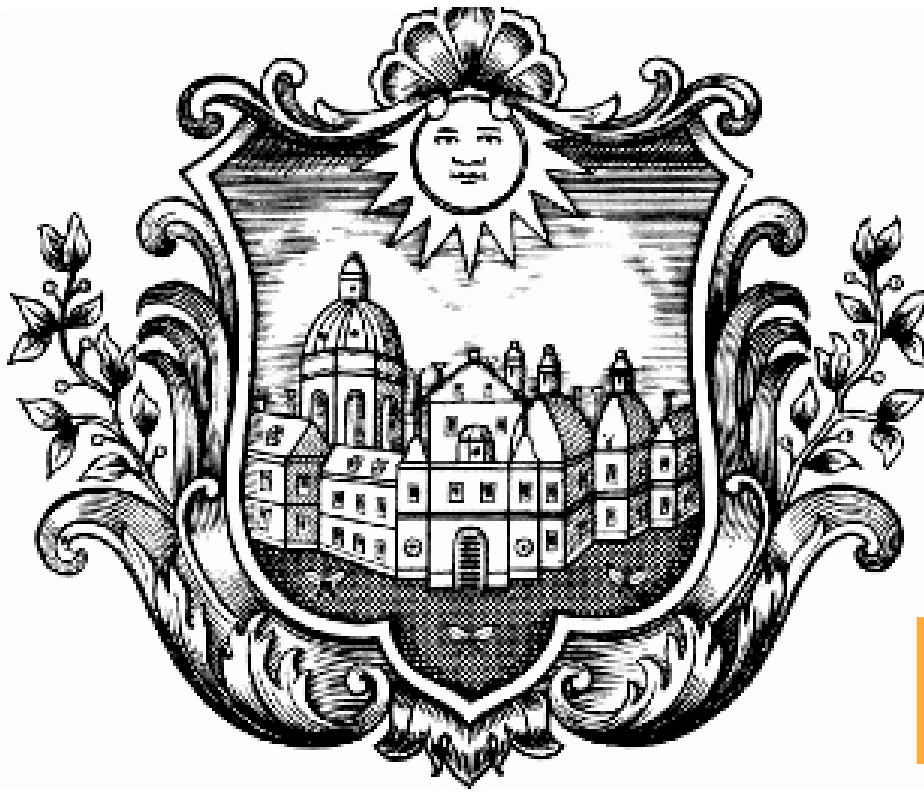
Charter Day 2011

Presented by Brian Focarino ('11) and Brittany Fallon ('11)

- The Administration and Students are pairing up to increase the excitement for Charter Day weekend

- Alma Mater Productions have received money to put on a large concert



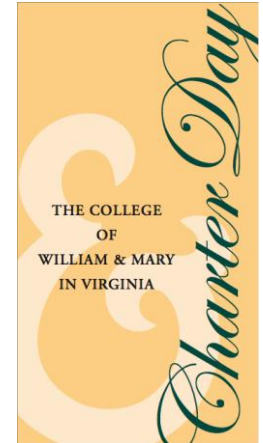


...let's make
[charter day]
something
worth
celebrating.

what charter day needs
is a renewed sense of purpose that
[**honors our great inheritance**]
by bringing our entire family together
in celebration...



in 2010 we realized Charter Day
[**does not accomplish**]
what other traditions at the College do.



thus we banded together to
[**change the dialogue**].



Last February we presented new ways to
celebrate our 317th birthday...





..the [re-chartering] succeeded at:

Launching a [dining hall dinner] for all students

Initiating [tribe pride friday] to foster wearing green & gold

[student art made into banners] adorning lampposts

Tethering [social media] to foster participation

The [decoration of statues] to increase festivity

[a comprehensive communications strategy] being created

Realizing Charter Day as [the College's birthday]

We solicited online **[birthday wishes]** and got over 100 responses such as:

“Happy birthday W&M. You changed my life immeasurably” - James Ambrose ‘07

”William and Mary, you are the love of my life.” - Stephanie

“W&M has educated three presidents and dates from the 17th century. If only the bricks and ivy could talk. Some of the best moments in my life took place here. I received a first class education on this campus, got married in the Wren Chapel and had a personal encounter with Margaret Thatcher. The list goes on. Now, years later I still have Tribe Pride! I wonder what the future will bring.” - Linda

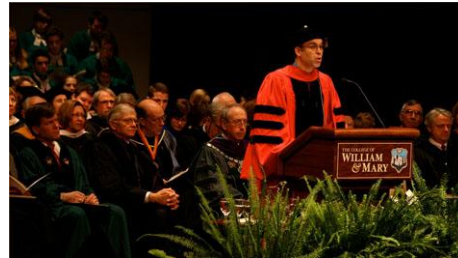
”Happy Birthday William & Mary! I’m so excited to be joining your student body next year! Your campus has over 300 years of memories to celebrate, and in the next few years I hope to incorporate some of mine!” - Mattie Hyler

“I always feel like part of me is coming home whenever I step onto campus” - Barbara Brown

”Happy Birthday, William & Mary! Hopefully next year I’ll officially be a part of the W&M family and celebrate with you” - Sara

”Happy Birthday to our beautiful College! I’m so blessed to have had the privilege of spending four years at W&M... and now, no excuse is too small to revisit the ‘Burg!” - Lynn Cole

“Happy Birthday, William & Mary! You gave me so much: a sharper way to think, my wonderful wife and the best friends in the world!” - Jim



our focus has expanded
to include the **[ceremony]** itself:

how to include more students;
organization and content;
the awards given out;
time of the event;
the appropriateness of honorary degrees;
and speaker notoriety

Historically classes were released on whatever day February 8th fell on so students and faculty could attend the Charter Day convocation.

[Friday]

Board Meetings
Ceremony - 4 pm
Student Dinner - 5:30 pm
Lord Botetourt Auction - 6:30 pm
Bone Marrow Gala for students - 7 pm

[Saturday]

Alumni Medallion Ceremony - 10 am
Charter Day Dinner - 6 pm
Charter Day Concert for students - 9 pm

Canceling remaining classes and placing the ceremony on Friday would foster greater student attendance; it would also allow for them to move seamlessly through the evening. A new concert on Saturday evening would be introduced to foster a 'celebratory' air.

A **[larger speaker]** addresses stark realities for Charter Day currently:

- (1) Lack of Interest
- (2) No campus/community presence
- (3) Ceremony ought to be the focal event
- (4) A lot of work currently goes into Charter Day weekend for limited benefit
- (5) Speakers of student relevance will reduce potential for protests

this [**new charter day**] will operate in a revitalized way that:

- ▣ Includes Alumni, Students, Faculty, Staff, and the Community
- ▣ Fulfills the much-loved requirements of a proper William and Mary tradition
- ▣ Is in line with the Strategic Plan of the College
- ▣ Honors our proud heritage

**Raise
the
Green
and
Gold**



a re-imagined
[ceremony] + [weekend]
means
[greater excitement & participation]
which generates
[bragging rights] + [collective identity]
that will foster natural and strong
[lifetime relationships to the college]
that will support
[greater giving and involvement]
and further
[the strategic plan]

what more could W&M want for it's birthday?

finally....
we have **BIG** news

on Tuesday [the student body]
allocated [\$60,000+] to fully fund a
[concert of huge proportions] in
[William & Mary Hall] for the Saturday
night of Charter Day weekend.

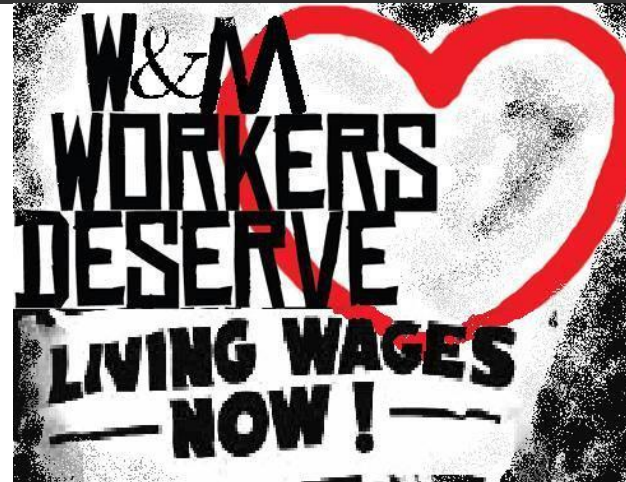
These are the things we've done.

what will **[you]** give
William and Mary
for its birthday?

Student Labor Activism

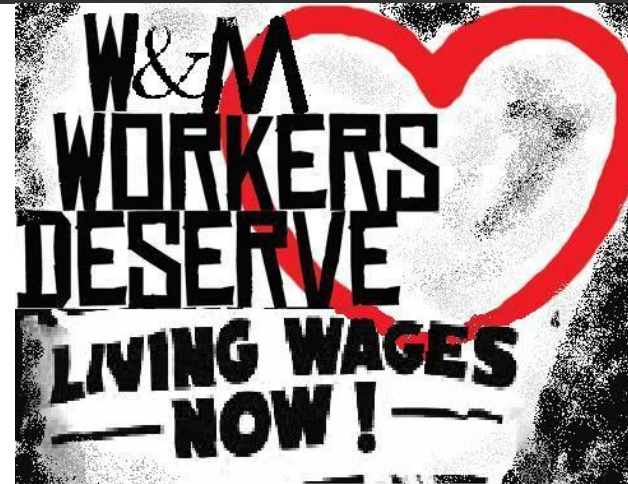
Led by Tidewater Labor Support Committee

- Students have come together to raise awareness about the low wages and long hours for the housekeeping staff
- The TLSC feels that the housekeeping staff should be a higher priority for the College
- Lack of salary Increases have made it difficult for the housekeeping staff to support their families



Student Labor Activism (cont.)

- Over 700 students have joined the Facebook group
- The group leaders met with VP Martin and VP Ambler to discuss the seven vacancies and the apparent longer hours that have affected the housekeeping staff
- The students and the administration have disagreed over the “facts”



Hot Topics

Parking Woes



Town-Gown Relations

Presented by Emily
Gottschalk-Marconi ('12)

Hot Topics

Student
Handbook
Changes



Trans-Inclusive
Non-Discrimination
Policy