



WILLIAM & MARY
CHARTERED 1693

Joint Meeting

February 4, 2016

4:15 – 5:30 p.m.

Dogwood Room – School of Education

COMMITTEE ON ATHLETICS

H. Thomas Watkins III, Chair

DeRonda M. Short, Vice Chair

W&M FOUNDATION ATHLETIC SUB-COMMITTEE

Craig P. Staub, Chair

Maryellen F. Feeley, Vice Chair

Agenda

- I. Introductory Remarks – Mr. Watkins and Mr. Staub
- II. Approval of Minutes
 - A. CWM Foundation Athletics Sub-committee – October 22, 2015
 - B. BOV Committee on Athletics – November 19, 2015
- III. Closed Session
- IV. Update on Summits – Plan for Each Sport
- V. Tribe Club Survey
 - A. Review of Survey Results
 - B. Implications from Data
- VI. Women in Action
 - A. Update: Newsletter, Events
- VII. Other Business
- VIII. Adjourn



Summits

Sport	Date	Event	Staff Liaison
Men's Gymnastics	March 19, 2016	Alumni Reunion/ summit	Al
Women's Gymnastics	March 19, 2016	Alumni Weekend/ summit	Carey
Men's Tennis	March 19, 2016	Alumni Tournament/ summit	Nick
Women's Tennis	March 19, 2016	Alumni Weekend/ summit	Bobby
Men's Track & Field/XC	April 2, 2016	Colonial Relays/ summit	Nick
Women's Track & Field/XC	April 2, 2016	Colonial Relays/ summit	Nick
Women's Basketball	April 9, 2016	Summit	Al
Field Hockey	April 9, 2016	Alumni Weekend/ summit	Carey
Women's Lacrosse	April 9, 2016	Alumni Weekend/ summit	Carey
Men's Soccer	April 9, 2016	Alumni Weekend/ summit	Al
Women's Soccer	April 9, 2016	Alumni Weekend/ summit	Carey
Swimming	April 9, 2016	Alumni Weekend/ summit	Bobby
Volleyball	April 9, 2016	Alumni Weekend/ summit	Carey
Baseball	April 30, 2016	Alumni weekend/summit	Nick
Men's Basketball	June 1, 2016	Summit in VA Beach	Bobby
Football	June 25, 2016	Football Alumni Reunion/ summit	Bobby
Men's Golf	September 17, 2016	Golf Summit Weekend	Al
Women's Golf	September 17, 2016	Golf Summit Weekend	Al



Tribe Athletics Survey Results

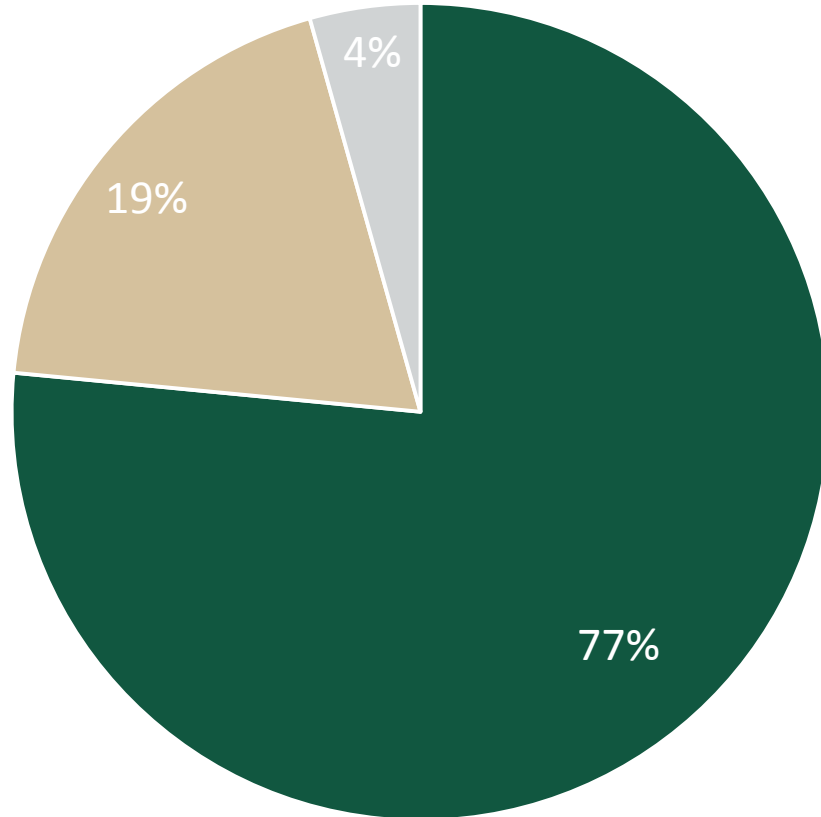
Recommendations:

- 1) The overwhelming majority of respondents are familiar with the Tribe Club name. We will continue to use and market this brand.
- 2) We will continue to reinforce the availability of live-streaming and HD quality of our sporting events online.
 - Market video stream with game day tweets and email
 - Constantly reinforce how people can view streaming
 - Develop a plan to generate revenue by selling ads on streaming
- 3) The Tribe Club will put a stronger emphasis in their communication to inform donors that donating to a particular sport ensures that 100% of their money will go to the sport of their choice.
 - Testimonials from coaches and student-athletes (emails, interviews on streaming). (check with Compliance)
 - Require coaches to explain to members of their team and ask that athletes inform their parents. Have coaches communicate directly with parents; meetings, emails.
 - Email to all donors, parents, former athletes from members of survey committee reinforcing that gifts go only where they are designated. Specific email to young former athletes from Ryan and Lindsay (2005-2015).
- 4) Push information to donors/prospects.
 - Clarify what Tribe Club is and what it does.
 - Remind donors about giving appreciated stock.
 - Send a letter similar to WIA to all donors and former athletes twice a year.
 - Schedule “teasers”.
 - “Did you Know?” once a month (schedule of streaming; gifts go only where they are designated; etc.)
 - Recurring message. Repurpose content.
- 5) Schedule for release of survey results:
 - January 8 – Survey Committee
 - February 4 – Athletic Sub-committee
 - February 20 – Tribe Club Board
 - March 1 – Everyone who responded to the survey
- 6) Coaches
 - Need more support from coaches
 - Instruction on how to communicate needs to individuals and groups
 - Testimonials
 - Thank donors

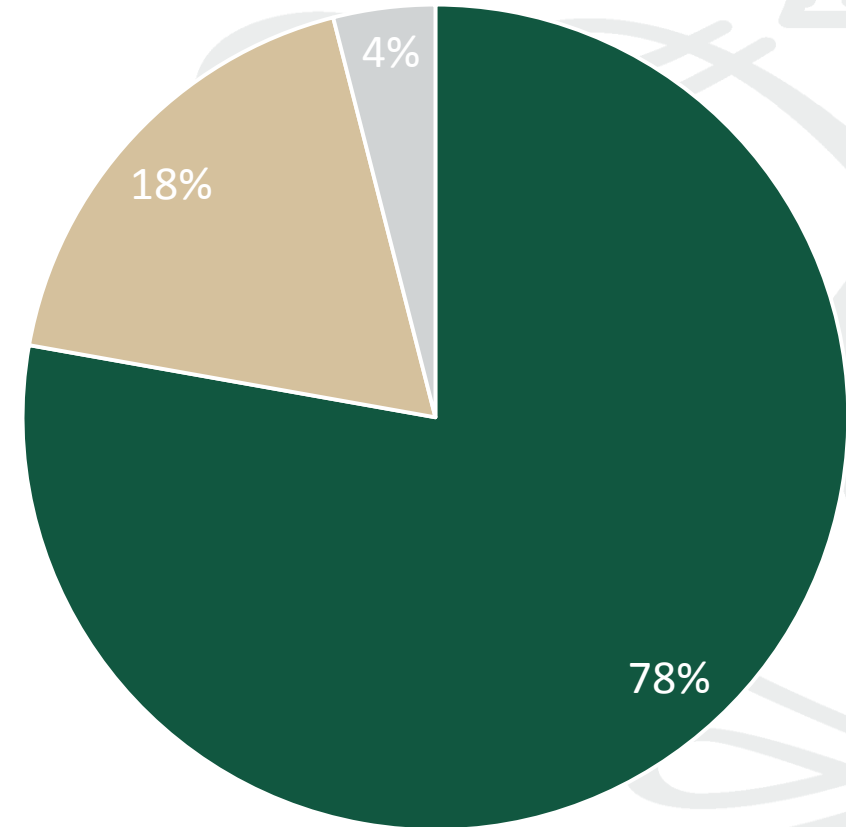
Preference of Tribe Club name:

Male

■ Tribe Club ■ W&M Athletic Educational Foundation ■ Suggestions (Please explain below)



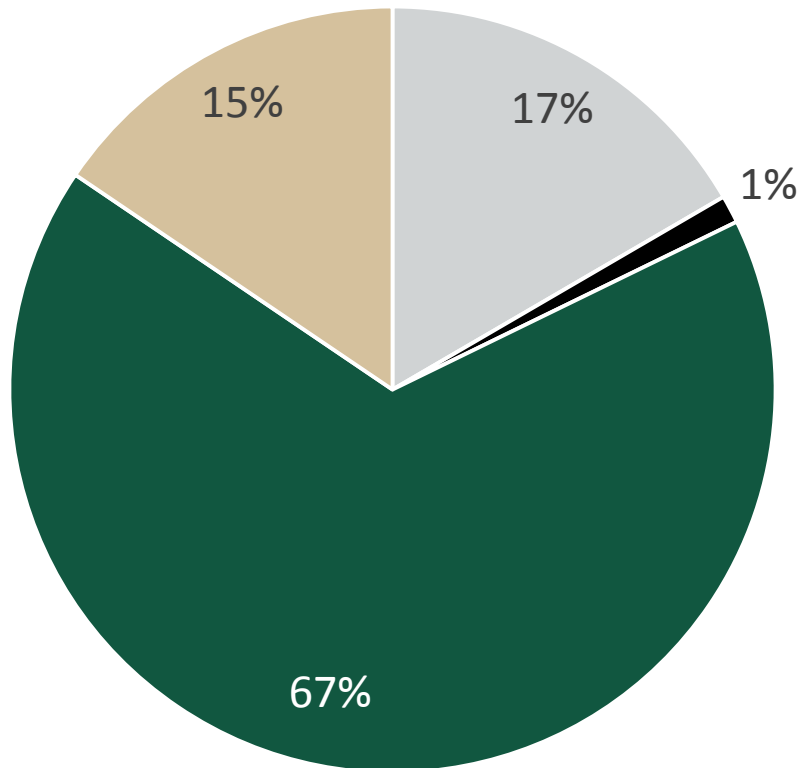
Female



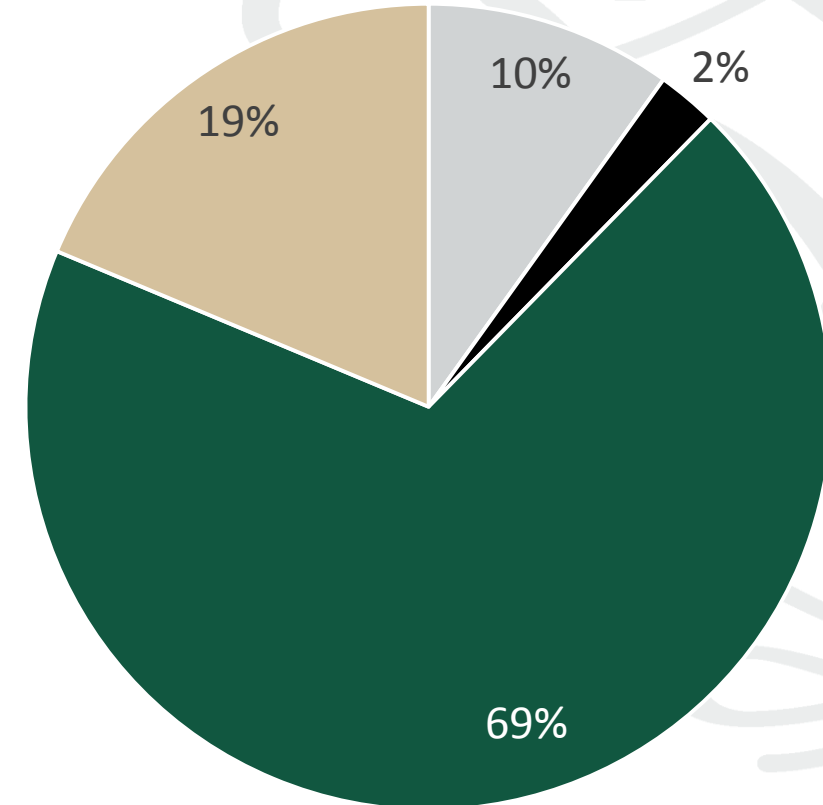
The Tribe Club is:

Male

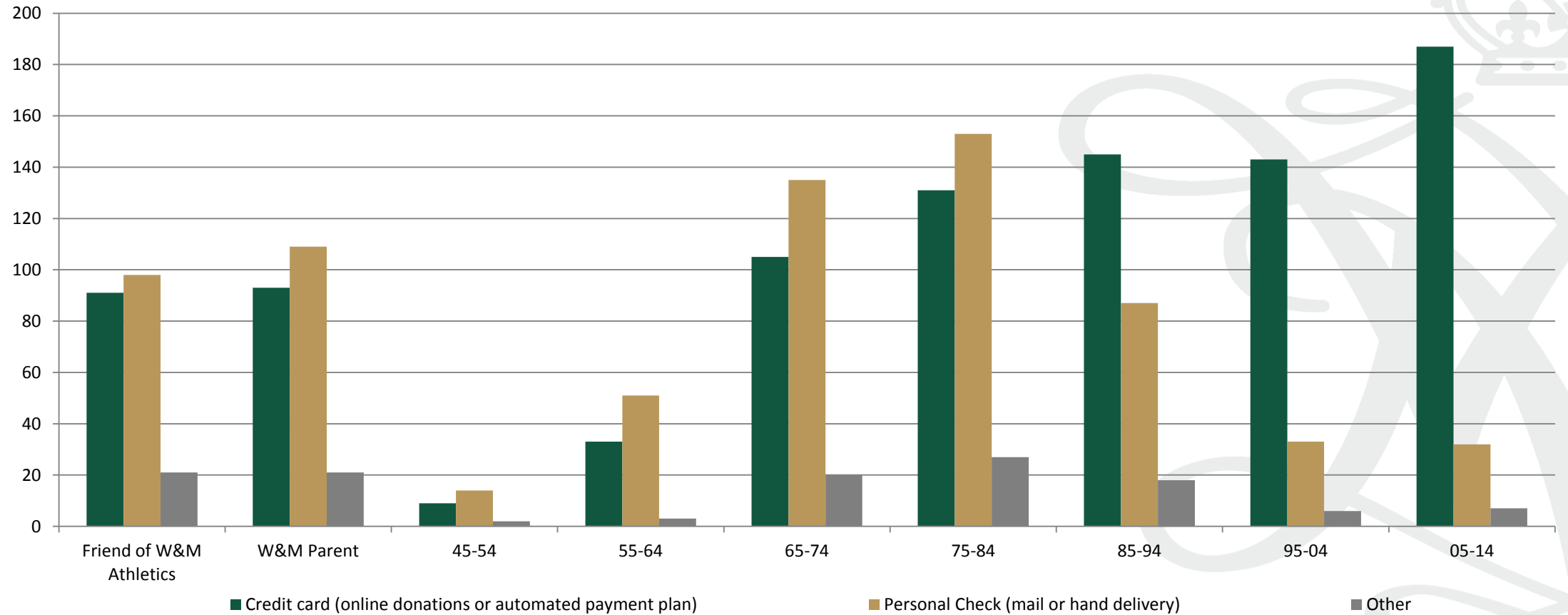
■ The familiar name ■ Sponsor of special events ■ All of the above ■ I am unsure



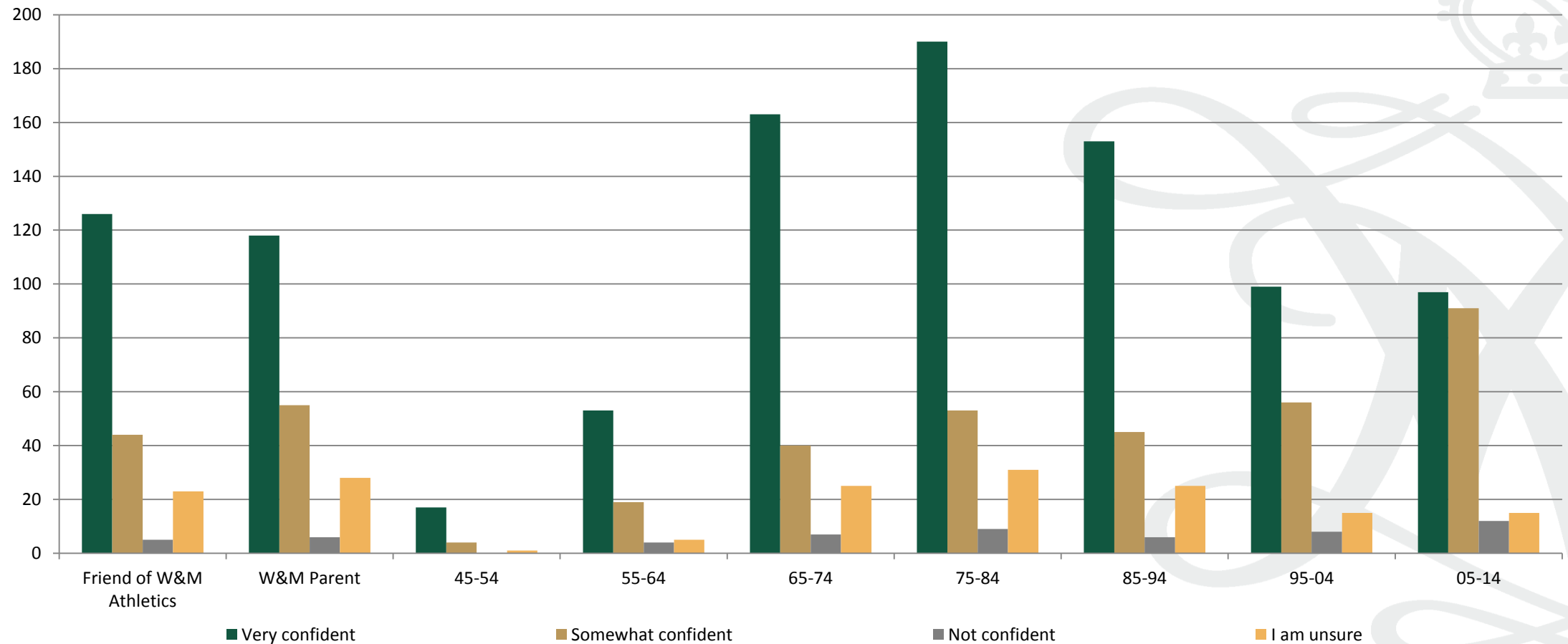
Female



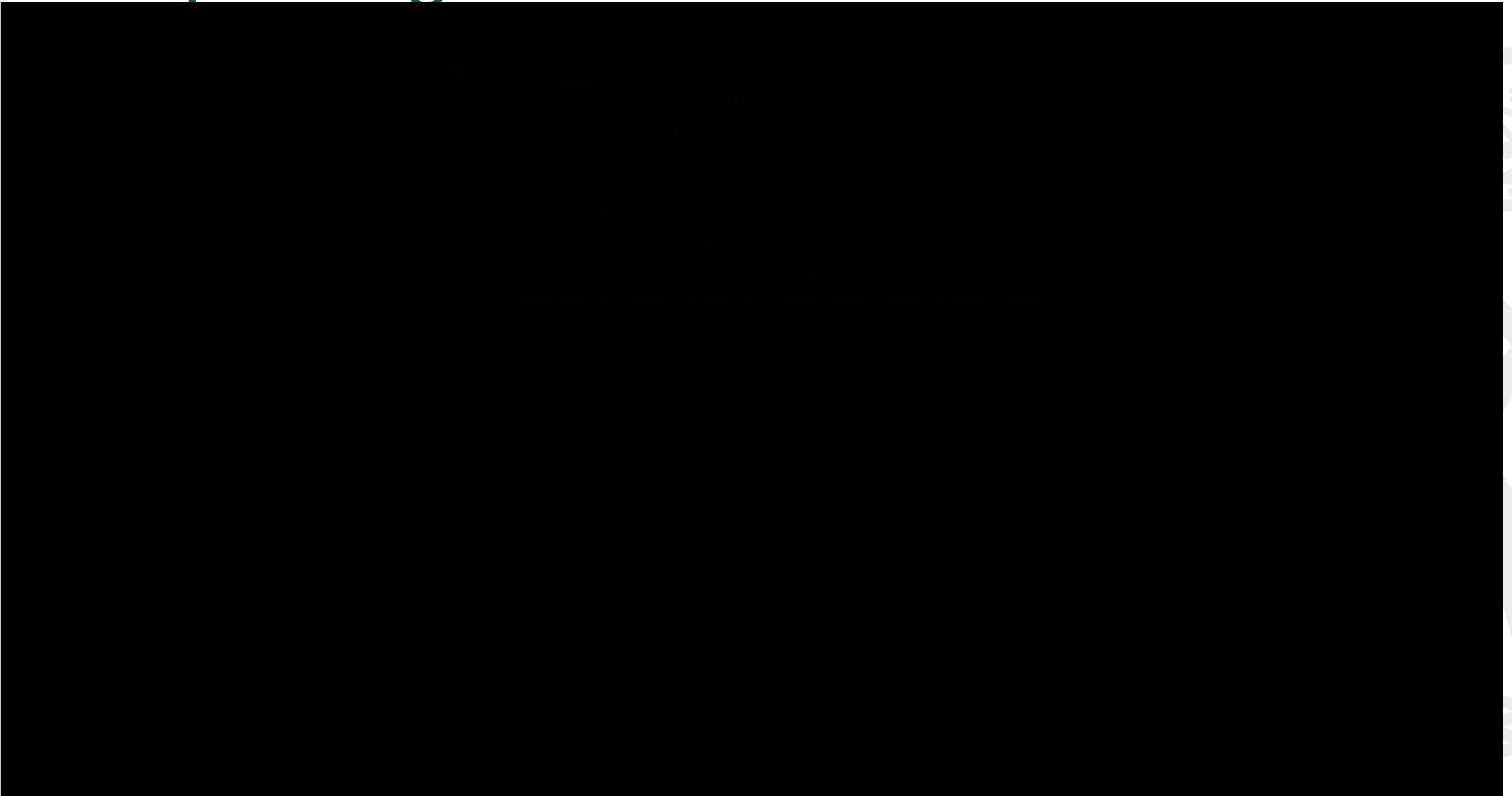
Preference of how to make a contribution:



Confidence that gift goes directly to designated sport:



Improving Communication to Donors





FANTASTIC FALL GIVES WAY TO WINTER

Dear Fellow Tribe Alumna,

I write to tell you that great things are happening around campus and in Tribe Athletics!

In September we celebrated the Wom-

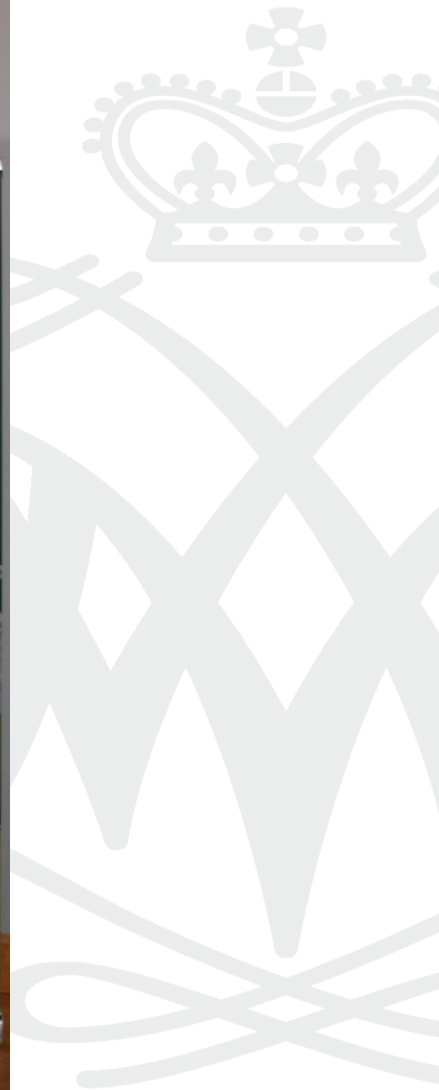
Thank you for all of your support! Talk to Carey about setting up an event in YOUR area!

November was filled with CAA and NCAA post-season travel – nothing beats watching the NCAA selection show and having the

the Athletics Hall of Fame induction. It's an Athletics Homecoming! You can [RSVP HERE](#) for the CWA.

See our beautiful new website and be sure to take advantage of our FREE HD on-

Celebration of Women's Athletics



Celebration of Women's Athletics



Celebration of Women's Athletics



Celebration of Women's Athletics

