

Institutional Advancement Committee Agenda

- I. Opening Remarks
- II. Marketing Update: Virtual Tour & Other Initiatives
- III. Government Relations Update
- IV. Closed Session (if necessary)
- V. Discussion
- VI. Adjourn

Marketing Update: Virtual Tour & Other Initiatives

JUSTIN SCHOONMAKER

Marketing & Branding Squad

within Unified Communications Team (UCT)

- UCT Phase 1 (March – June 2020): Enrollment Marketing Squad
- UCT Phase 2 (July 2020 – Present): Marketing & Branding Squad
- 20 Squad members coming together from across the university:
 - University Communications: **5**
 - Advancement: **7**
 - Student Affairs: **1**
 - Athletics: **1**
 - Undergraduate Admission: **4**
 - Business School: **2**

Five Major Projects

and a Series of UCT Support Projects

- Digital Days for Admitted Students (April 2020)
- Digital Marketing at W&M
- Marquee Print Publications
- University Brand Platform Development
- Three-phase Virtual Tour
- UCT support projects, including:
 - Conception and design of campus-wide COVID-19 signage
 - Establishing bridges and leveraging student talent for ideation and feedback at the Entrepreneurship Hub

Digital Days for Admitted Students

- April 2020: decision month
- “Swag” mailing



Digital Marketing at W&M

- For the first time, coordinating a centralized approach to this for the university
- April 2020:
 - Facebook/Instagram ad targeting admitted students with specific calls to action (DDFAS, Tour, Apply)
 - LinkedIn ad targeting parents of admitted students with brand awareness and video ads highlighting the value proposition of W&M from the perspective of prominent alumni

Digital Marketing at W&M

- **Ongoing:**
 - Digital Marketing Working Group exploring and establishing legal and internal ground rules for prudent boundaries in marketing
 - Evaluating analytics and ROI for digital marketing efforts to determine reasonable spend
 - Exploring opportunities to divert current spend on traditional marketing to digital tactic
 - Looking at ways to piggyback on current spending happening at the Business School and the School of Education

Marquee Print Publications

- Campus Guide (August) – copies distributed at the September BOV meeting



Marquee Print Publications

- Ampersandbox evolution (February/March; formerly in August)



Marquee Print Publications

- Life cycle of prospect marketing now includes two marquee print publications instead of one:
 - Feb/March mailing to juniors
 - August mailing to that same cohort as they are rising seniors

University Brand Platform Development

- SimpsonScarborough contracted to facilitate positioning study (presented to BOV Feb 2020)
- SimpsonScarborough contracted to begin the development of the university's data-informed brand platform (Spring 2020)
- Emerging brand platform work handed off to the Marketing & Branding Squad to further develop (late summer – ongoing)
- Currently developing the messaging and creative for the brand platform (late summer – ongoing)
 - We're already connecting the dots between this and other major projects on campus

University Brand Platform Development

- Beginning to define the university's first comprehensive set of brand guidelines: what will be an authoritative, broad, university-wide visual and verbal marketing and communications system, including:
 - Official taglines or mantras
 - Message map with guidance for adjusted or pivoted emphasis based on audience (grad vs. undergrad, alumni vs. prospective students, etc.)
 - A creative theme or concept that will carry the articulation of the university's brand in the short- and medium-term (ideally for at least 5-10 years)
 - A full visual system with specified photographic style, graphics/iconography to supplement our current visuals
- Moving away from mere “do not” guidance to “do” guidance: brand.wm.edu

Three-phase Virtual Tour

- Phase 1 (April 2020): A video series featuring 14 tours guided by Henry Blackburn '20

Three-phase Virtual Tour

- Phase 2 (imminent launch; in final testing): The beta version of YouVisit, EAB's virtual tour product purchased by a collaborative pooling of resources from central administrative funds, SOB, SOE, Law, VIMS and Athletics
 - Includes 70 different tour stops with full screen photos of each stop and a ~100 word accompanying transcript at each stop
 - Fully ADA-compliant and allows us to track analytics and interest in various campus locations
 - Mobile version included

Three-phase Virtual Tour

- Phase 3 (Winter 2020/21): The full bells-and-whistles version of YouVisit, including:
 - Immersive, 360-degree photographs
 - Interactive “hot spots” within each scene to pull up supporting content
 - Audio voiceover
 - Language translation into Spanish, Arabic and Mandarin Chinese
- Tour will continue to be maintained and updated:
 - Post-vaccine and/or post-mask-and-distancing protocol
 - As new facilities are completed (e.g. Arts Complex, Kaplan Arena, etc.)

Three-phase Virtual Tour

- Wins to celebrate:
 - Unforeseen level of collaboration across units
 - Contributions to full enrollment for Fall 2020
 - Financial savings in the six figures due to a unified approach in adopting a university-wide marketing tool

Three-phase Virtual Tour

- Wins to celebrate:
 - First-time digital experience that will serve the university during and after the pandemic
 - Meaningfully addressing accessibility and equity with an immersive digital experience of our campus for...
 - ◆ International and/or geographically distant students
 - ◆ Prospective student families hindered by language barrier
 - ◆ Economically disadvantaged students who cannot afford college visits
 - ◆ Students who cannot match visit schedules with an available campus tour guide
 - ◆ When you can't offer an on-campus program

Discussion & Questions

Government Relations Update

COLIN SMOLINKSY

Government Relations Under Pandemic



Discussion Outline

- 1 General election takeaways for Virginia and W&M
- 2 Overview of General Assembly special session
- 3 Looking ahead to 2021 General Assembly session
- 4 Virginia's political landscape moving forward
- 5 Questions

General Election Takeaways for Virginia and W&M

Stability in the Delegation

RACE	INCUMBENT	CHALLENGER
Senate	Mark Warner (D)	Daniel Gade (R)
VA - 01	Rob Wittman (R)	Qasim Rashid (D)
VA - 02	Elaine Luria (D)	Scott Taylor (R)
VA - 03	Bobby Scott (D)	John Collick (R)
VA - 04	Donald McEachin (D)	Leon Benjamin (R)
VA - 05	Bob Good (R)	Cameron Webb (D)
VA - 06	Ben Cline (R)	Nicholas Betts (D)
VA - 07	Abigail Spanberger (D)	Nick Freitas (R)
VA - 08	Don Beyer (D)	Jeff Jordan (R)
VA - 09	Morgan Griffith (R)	—
VA - 10	Jennifer Wexton (D)	Alisia Andrews (R)
VA - 11	Gerry Connolly (D)	Manga Anantatmula (R)

Impacts of a New Administration

- Regulatory relief for immigrant and nonimmigrant students
- New investments in federal research
- General support and commitment to science
- Investments to improve affordability and educational attainment
- Greater scrutiny of the for-profit industry

Overview of General Assembly Special Session

Why the Special Session?

- Amend the biennial budget in light of COVID-19
- Tackle criminal justice reform

Budget Actions

- \$60 million in new funding for IHEs to maintain affordable access (\$3.5 million for W&M)
- Allocation of \$120 million of federal CARES Act funds to IHEs (~\$5 million for W&M)
- Short-term flexibility for use of fund balances for auxiliary enterprise programs

W&M Relief Funds

SOURCE	PURPOSE	AMOUNT
CARES Act HEERF	Direct institutional support	~\$2M
CARES Act HEERF	Direct aid to students	~\$2M
Distribution of CRF I	COVID-related expenses	\$635K
CARES Act GEERF	Student financial aid	~\$100K
Distribution of CRF II	COVID-related expenses	\$5M
State General Fund	Maintain Affordable Access	\$3.5M

Criminal Justice Reform

- Empowering civilian review boards
- Ban of no-knock warrants
- Creation of mental-health crisis response teams
- Statewide code of conduct for police

Looking Ahead to the 2021 GA Session

What to expect in 2021

- Positioning for Gov., Lt. Gov., AG and House races
- Allocation of additional federal COVID relief funds
- Investments in higher education affordability
- Voter registration reform
- Additional criminal justice reform

Virginia's Political Landscape Moving Forward

Key Factors

- What a Biden administration means for statewide races
- The new redistricting process
- Statewide candidates

2021 Elections

- Governor's race
- Lieutenant Governor's race
- Attorney General race
- All House seats

Questions?