

Twelfth Annual

Joint Board Meeting

Introductory Remarks

John E. Littel P '22

University Advancement Update

Matthew T. Lambert '99

Strategic Plan Overview & Framework

Katherine A. Rowe

Strategic Plan Priorities

Peggy Agouris; Derek Aday; Steve Hanson; Kathleen Powell

Other Business & Adjournment

John E. Littel P '22

Alumni Association Board of Directors

Annual Giving Board of Directors

Board of Visitors

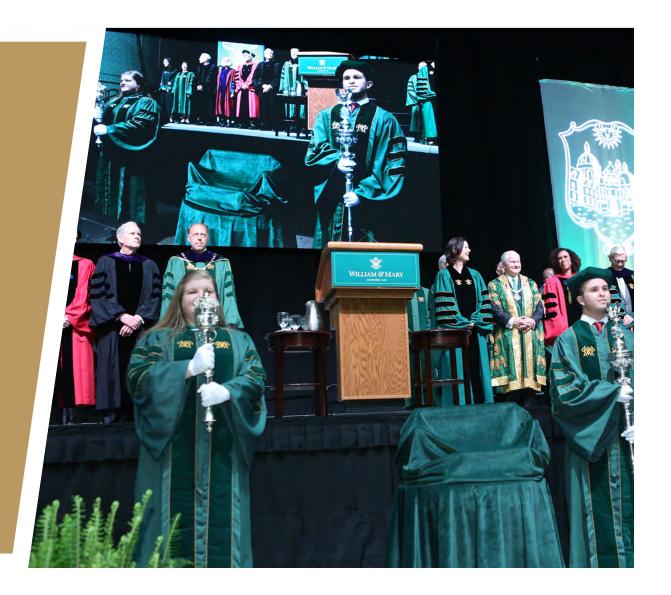
W&M Foundation Board of Trustees



Happy Charter Day!



Engagement



University Marketing Expanding W&M's Reach

- Enrollment Preparing for the 2026 Cliff
- Advancement Building a Bolder Campaign
- Institutional Reputation Raising Brand Awareness



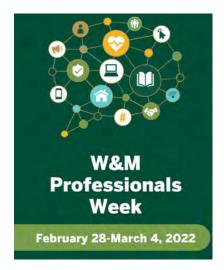
Alumni Engagement Strategy

- Responding to pandemic fatigue:
 - FY21 17% Increase in Events, 67% Increase in Registrations, 41% Increase in Racial & Ethnic Diversity
 - FY22 40% Decrease in Events and 80% Decrease in Registrations
- Adapting to a digital world by generating engaging, interactive content
- **Convening strategic visioning** sessions to reimagine the engagement landscape

William & Mary: A Lifelong Career Partner

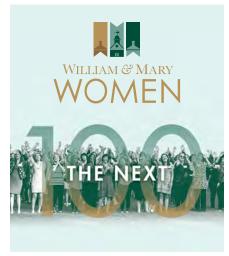
Redefining the W&M Value Proposition

- Aligned Career Engagement & Professional Development with University Advancement
- Elevating talent pathways through experiential learning, engagement and credentialing
- Increasing access to the W&M network through investment in technology
- Enhancing alumni engagement support in key markets through **Regional Industry Networks**
- Expanding alumni career and professional programs









Professionals Week

Feb 28-Mar 4

- Rethinking Your Relationship with Work
- Building Workplace Community

Traditions Weekend

April 22-24

- Celebrate three 50th Reunion Classes
- Robert Boyle Legacy Society
- Olde Guarde

Black Alumni Reunion

May 6-8

- Being Black at W&M panel moderated by President Rowe
- Donning of the Kente Ceremony
- Dedication of the Hearth

W&M Women's Weekend

September 16-18

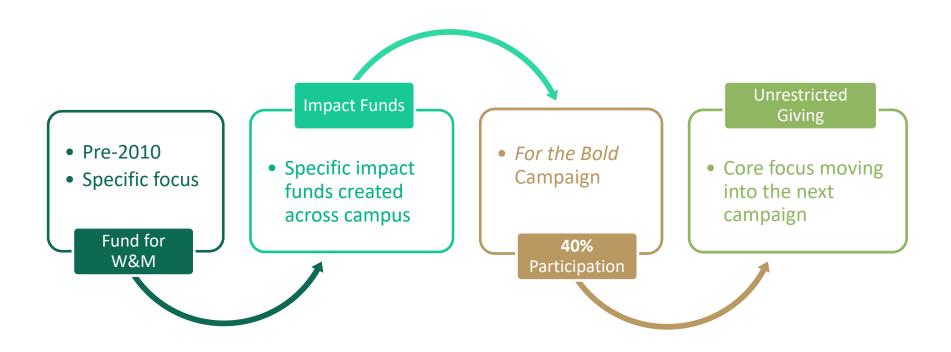
- Theme: The Next 100
- Keynote: Author Isabel Wilkerson
- Seeking Mary Talk applicants



Participation



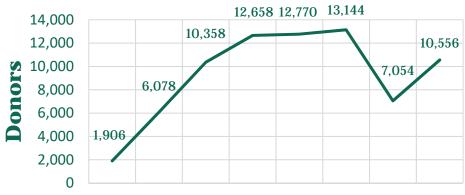
Evolution of Annual Giving







April 12, 2022



2014 2015 2016 2017 2018 2019 2020 2021

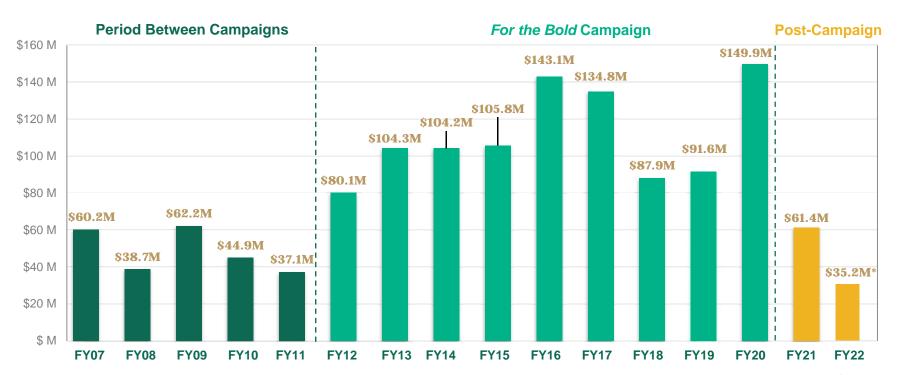
\$16.4M Dollars Raised over 9 Years



Philanthropy



New Gifts and Commitments



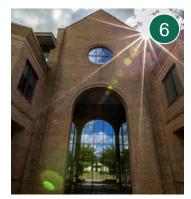
FY22 Fundraising Goals & Progress as of 2/9/22

Re-establishing a culture of engagement & philanthropy

FY22 Goals	FY22 Progress YTD
\$65M overall	\$35.2M
\$27.6M Scholarships	\$13M
\$5M Fund for William & Mary	\$1,931,016
3,300 Donor Visits (<i>virtual and in person</i>)	1,062 Donor Visits (<i>virtual and in person</i>)













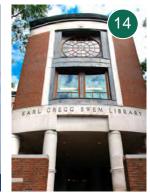






















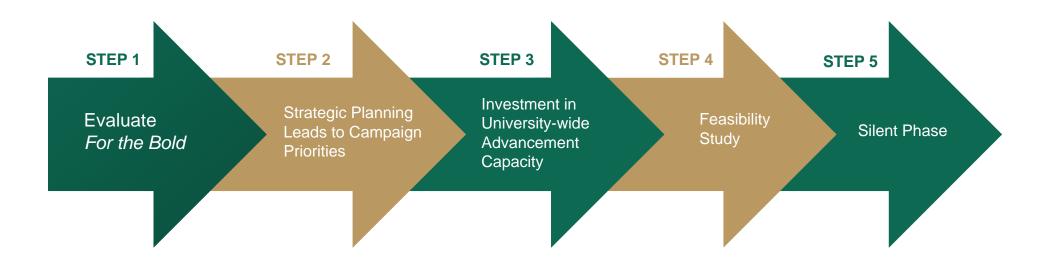




William & Mary Campaigns



Path Forward Toward Next Campaign





Priorities of All W&M Coaches

- 1. Sports Performance Center
 - Benefits all teams, addresses the primary bottlenecks to player development → winning
 - Aids recruitment
- 2. Locker Room Renovations
 - Improves the student-athletes' experience, advances equity
 - Aids recruitment
- 3. Arena Improvements (video scoreboards, lighting, etc.)
 - Improves the fan experience by creating more impactful moments (starting lineups, etc.)
- 4. Office Space Improvements
- **5. Arena Renovations** (seating bowl, entrance, etc.)



Campaign timeline: July 1, 2020 – June 30, 2023

All In launch: March 24, 2021

Campaign Goal: \$55,000,000

Total Raised: \$31,868,625 as of 2/2/22

Remaining to Raise: \$23,131,375





Growth in Consolidated W&M Endowment

