



Institutional Advancement Committee

Board of Visitors | December 17, 2024

WILLIAM & MARY

University Advancement Mission & Goals

Mission

We create the conditions for opportunity — human, financial & experiential — by garnering and stewarding the resources that advance William & Mary.

FY25 Goals

- Build radical connections
- Fuel operational excellence of the Advancement enterprise
- Inspire investment to propel university strategic priorities



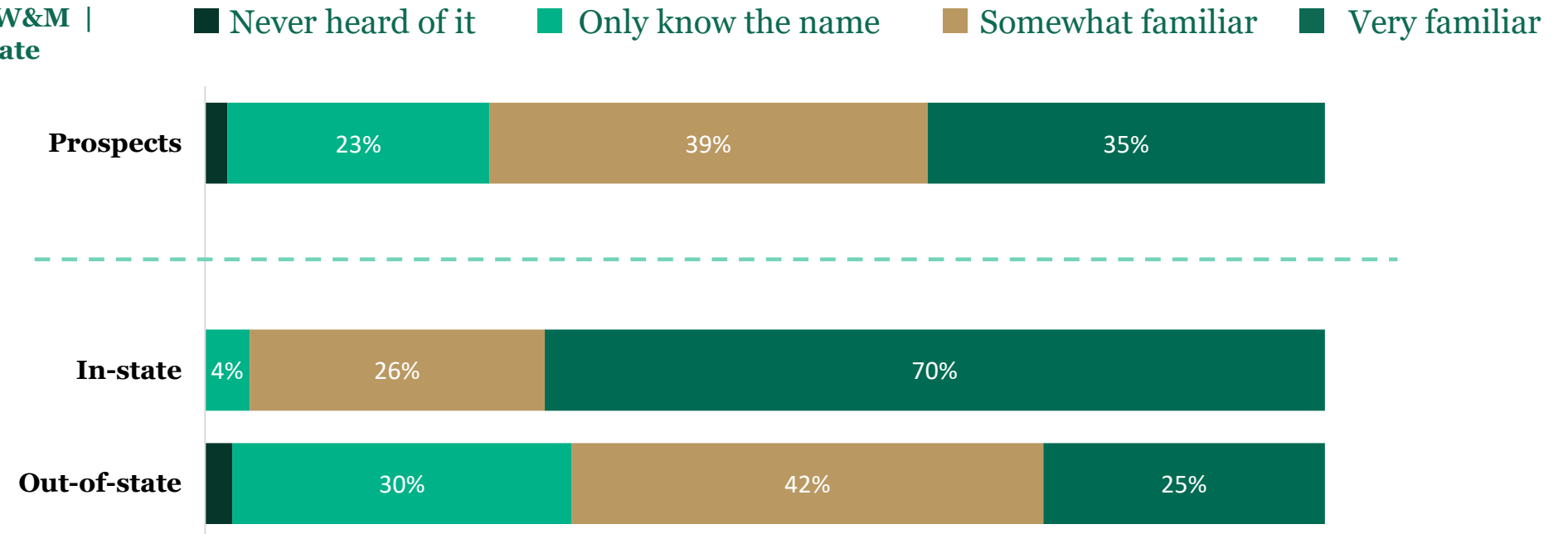


W&M Positioning

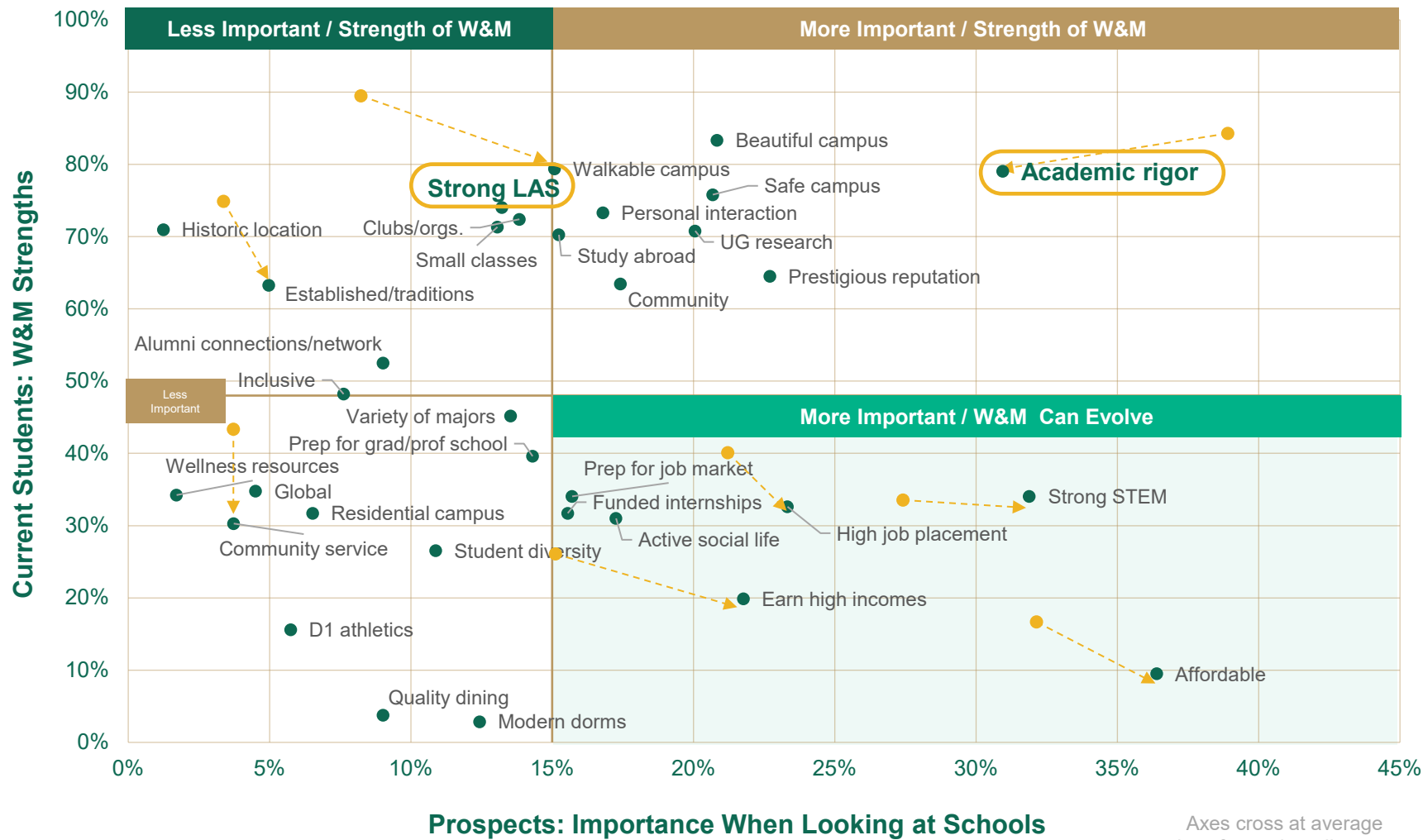
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Positioning Study 2019 — Familiarity with W&M

Level of Familiarity With W&M | Secondary by In/Out-of-state



Perceptions of W&M / Strengths vs. Importance — 2019 vs. 2023



Axes cross at average values for each audience.

SURVEY QUESTION:

Which **FIVE** of the following are the **MOST IMPORTANT** (PS) attributes you look for in schools? (select up to 5) / (CS) Which of the following are strengths of William & Mary? (select all that apply).



Simple Strategy Mapping

A strategy map shows “the processes by which intangible assets become tangible outcomes.”

– Robert S. Kaplan and David P. Norton.

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Example: Vision 2026

2021 Snapshot in Time



Assumption

W&M's principal assets as an organization derive from undergraduate education



W&M's "customer value" proposition

High quality, customer intimacy, a long-term investment that compounds over time



Vision 2026 Approach

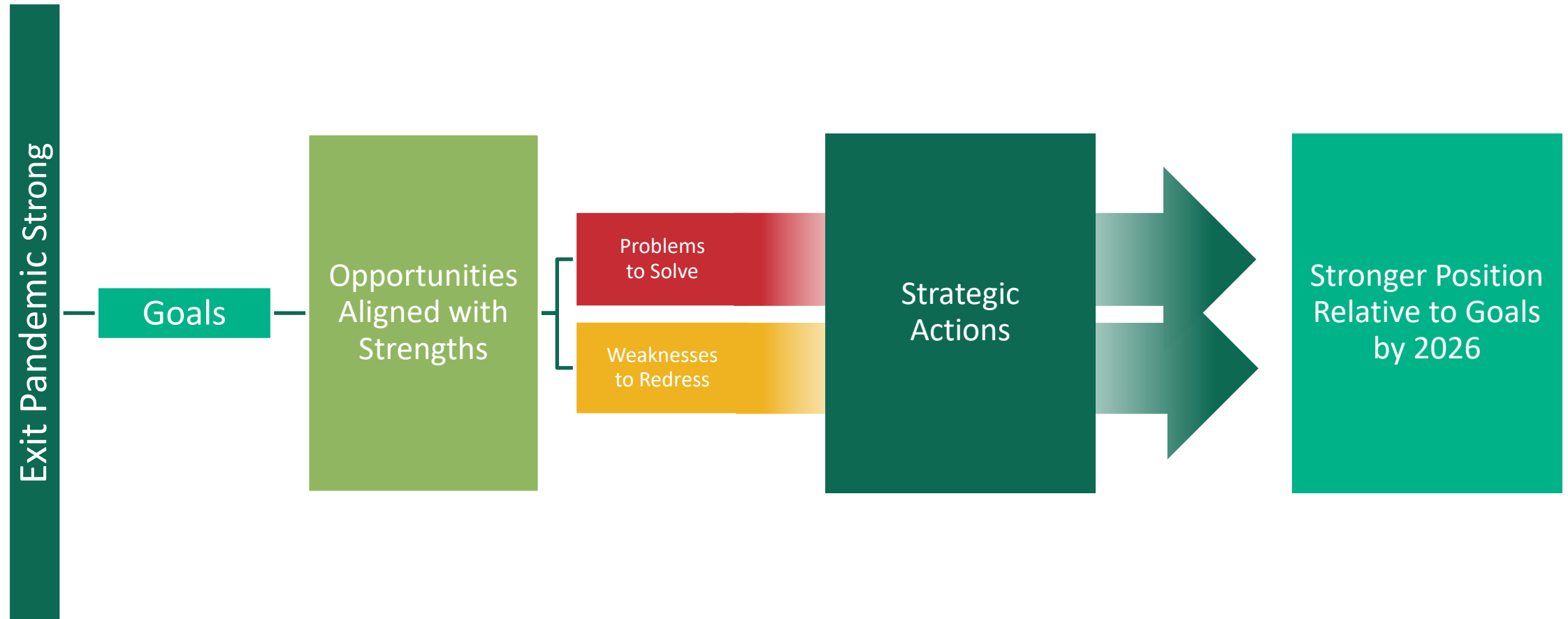
Set near term goals



Vision 2026 Goals

Exit pandemic strong, improving student experiences and outcomes

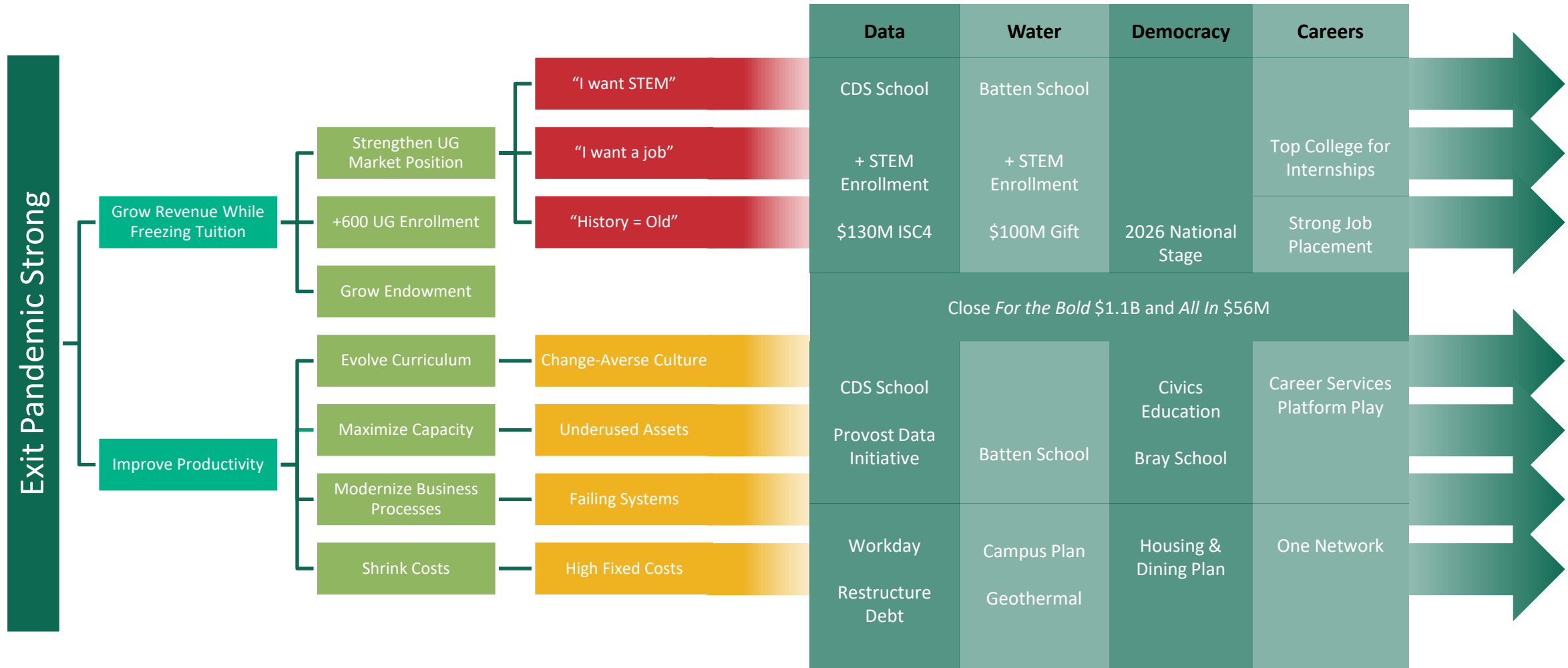
Vision 2026 Basic Logic



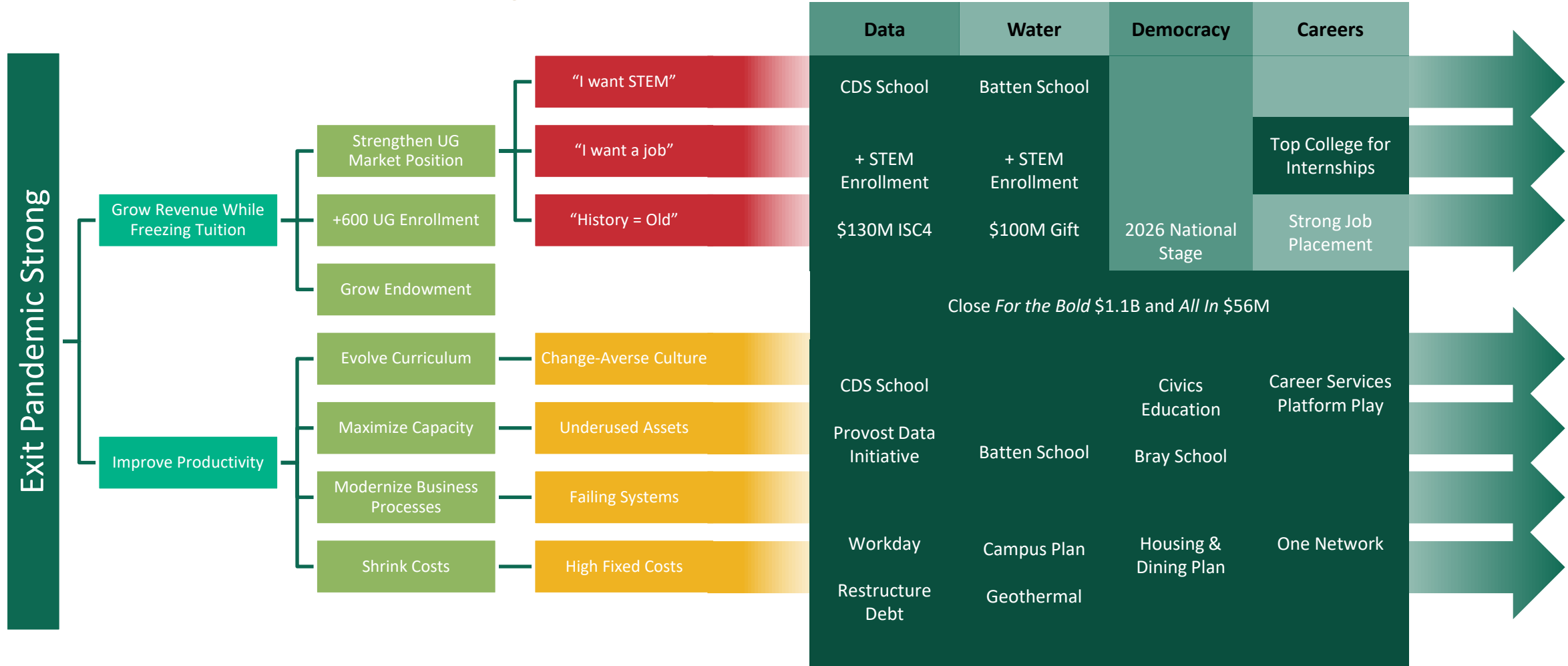
W&M Position 2021



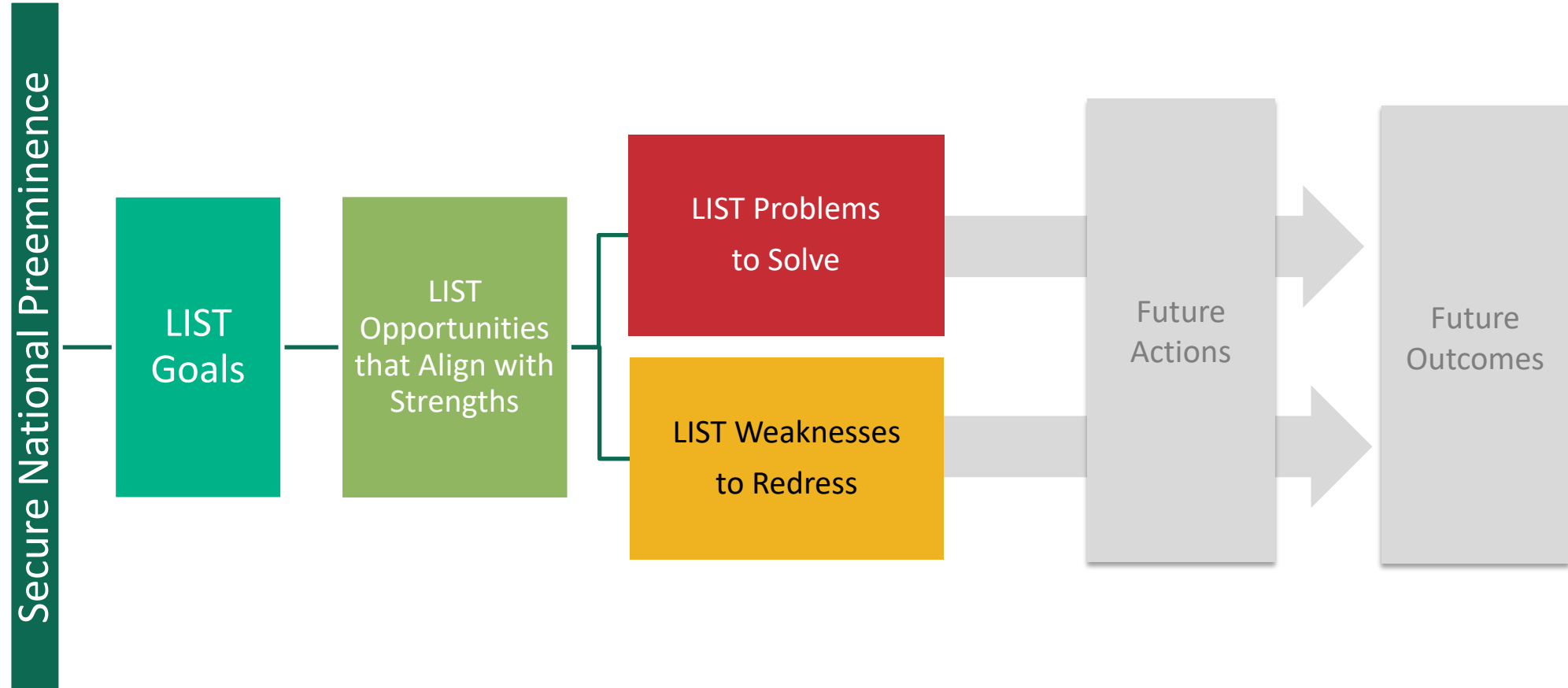
Vision 2026 Build Out



Vision 2026 Today



What a 2025 Strategy Map Could Look Like





Committee Tasks

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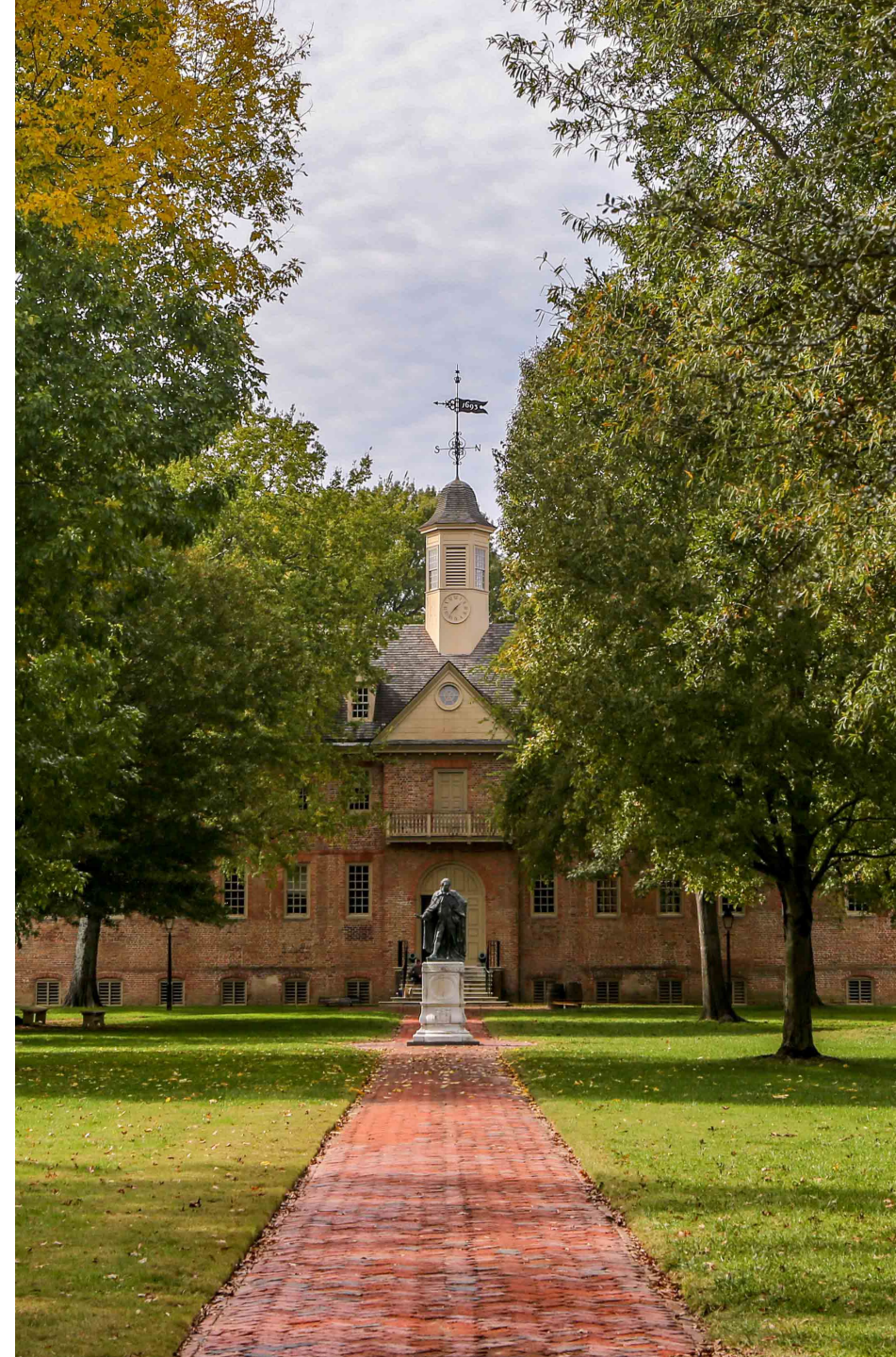
Committee Task 1

W&M Mission

A preeminent, public research university, grounded in the liberal arts and sciences since 1693, William & Mary is a vibrant and inclusive community. Through close mentoring and collaboration, we inspire lifelong learning, generate new knowledge, and expand understanding. We cultivate creative thinkers, principled leaders, and compassionate global citizens equipped for lives of meaning and distinction. William & Mary convenes great minds and hearts to meet the most pressing needs of our time.

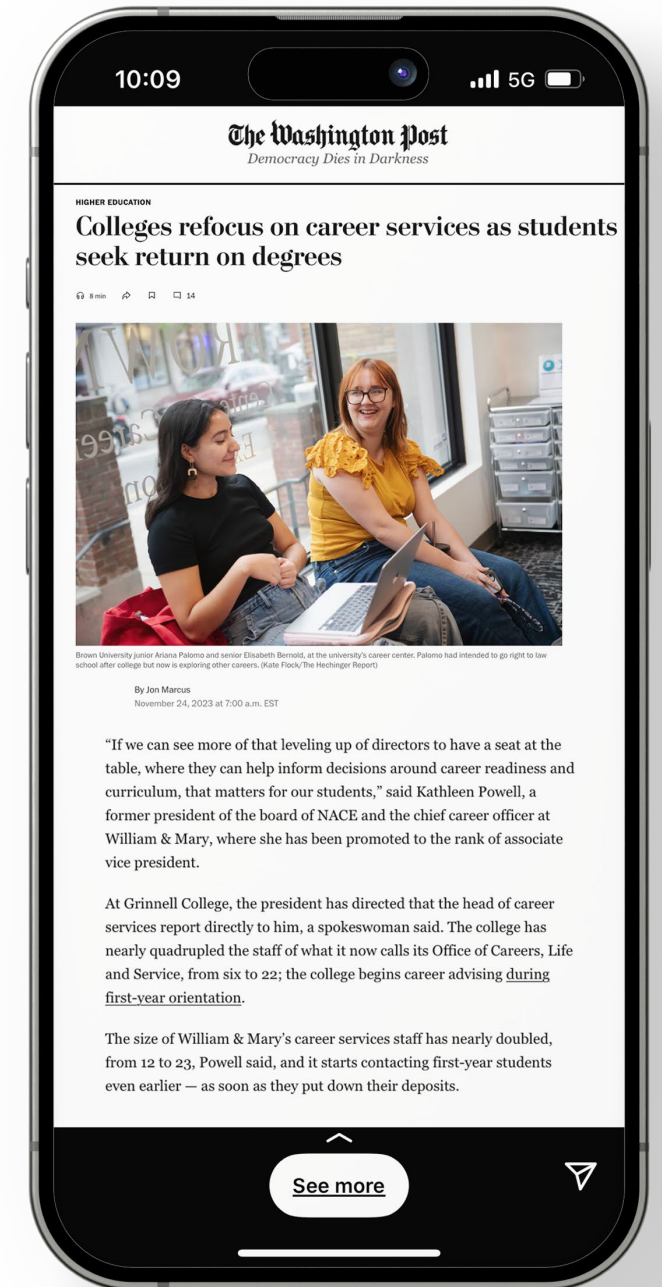
What do you think of when you think of “National Preeminence?”

Please reflect in advance and come to the BOV meeting prepared to share.



Committee Questions — Institutional Advancement

1. How might we undertake an objective reputational assessment with peer institutions?
2. How might we influence perceptions of W&M inside and outside the university community?
3. What strategies should we undertake for each of the primary audiences identified?
4. How might we better engage with employers to enhance awareness of the value of a W&M degree?



Committee Task 2

Please fill out this simple SWOT analysis in advance of the Board meeting and come prepared to share.





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