

# WILLIAM & MARY

BOARD OF VISITORS  
COMMITTEE ON INSTITUTIONAL ADVANCEMENT  
**DRAFT** MINUTES  
SEPTEMBER 23, 2021  
ALUMNI HOUSE – HUNTER HALL

## **COMMITTEE MEMBERS PRESENT**

Ms. Sue H. Gerdelman, Chair  
Mr. J.E. Lincoln Saunders, Vice Chair  
Hon. Mari Carmen Aponte  
Mr. Victor K. Branch

Mr. S. Douglas Bunch  
Dr. Lisa Landino, Faculty Representative  
Mr. Emmanuel Murphy, Student Representative

## **COMMITTEE MEMBERS ABSENT**

Ms. Anne Leigh Kerr

## **OTHER BOARD MEMBERS PRESENT**

Mr. James A. Hixon  
Ms. Cynthia E. Hudson  
Ms. Barbara L. Johnson  
Mr. John E. Littel, Rector  
Mr. William H. Payne II  
Hon. Charles E. Poston  
Mr. John P. Rathbone

Ms. Lisa E. Roday  
Dr. Karen Kennedy Schultz  
Ms. Ardine Williams  
Mr. Brian P. Woolfolk  
Ms. Meghana Boojala, Student Representative  
Dr. Thomas J. Ward, Faculty Representative  
Dr. Shannon H. White, Staff Liaison

## **OTHERS PRESENT**

Dr. Katherine A. Rowe, President  
Dr. Peggy Agouris, Provost  
Ms. Amy S. Sebring, Chief Operations Officer  
Ms. Carrie S. Nee, University Counsel  
Dr. Matthew T. Lambert, Vice President for University Advancement  
Ms. Heather E. Golden, Chief Marketing Officer  
Dr. Jeremy P. Martin, Chief of Staff  
Ms. Anna D. Hatfield, President of William & Mary Alumni Association Board of Directors  
Mr. Brian D. Mann, Director of Athletics  
Mr. Brian W. Whitson, Chief Communications Officer  
Ms. Jennifer J. Morgan, Executive Assistant to the Vice President for University Advancement  
Mr. Michael J. Fox, Secretary to the Board of Visitors  
Ms. Jessica L. Walton, Deputy Secretary to the Board of Visitors  
Members of the President's Cabinet  
W&M Staff and Faculty

## **CALL TO ORDER**

Ms. Sue H. Gerdelman, Chair, called the Committee on Institutional Advancement to order at 1:15 p.m. Ms. Gerdelman welcomed Ms. Mari Carmen Aponte to the committee along with Dr. Lisa Landino, Faculty Representative and Mr. Emmanuel Murphy, Student Representative. She also introduced Ms. Anna D. Hatfield, President of William & Mary Alumni Association Board of Directors.

### **APPROVAL OF MINUTES**

Recognizing that a quorum was present, Ms. Gerdelman asked for a motion to adopt the minutes of the February 26, 2021 meeting. Motion was made by Mr. Victor K. Branch, seconded by Mr. J.E. Lincoln Saunders and passed unanimously by voice vote.

### **FOR THE BOLD CAMPAIGN REVIEW**

Dr. Matthew T. Lambert, Vice President for University Advancement, reported on the assessment of the *For the Bold* campaign and stated it was a success in almost every way. Some of the strategic findings *For the Bold*: created a new culture of philanthropy; leadership made a difference; and volunteers excelled. Principal gifts made the \$1B goal possible and women's philanthropy emerged in a strong fashion. Dr. Lambert suggested bold goals inspire engagement and support, particularly among alumni, and investments in Advancement staffing and programming resulted in strong returns on investment.

President Katherine A. Rowe acknowledged the need to celebrate the success of *For the Bold* and noted that will be done during Charter Day 2022.

### **ALL IN CAMPAIGN UPDATE**

Dr. Lambert thanked Dr. Jeremy P. Martin, Chief of Staff, for his commitment to athletics and for recruiting Mr. Brian D. Mann, Director of Athletics. He applauded both of them for their support of the *All In* Campaign. Dr. Lambert reminded the committee that the overarching goal of the campaign is to increase annual giving and raise \$55M to enable W&M Athletics to develop a sustainable and equitable path forward.

Mr. John E. Littel, thanked Ms. Gerdelman for her leadership as Chair of the *All In* campaign.

### **UNIVERSITY MARKETING OVERVIEW**

President Rowe introduced Ms. Heather E. Golden, Chief Marketing Officer. Ms. Golden highlighted several priorities of University Marketing: enrollment, advancement – fundraising & engagement, and institutional reputation. Ms. Golden provided additional details on each priority. She also discussed the partnership between marketing and enrollment, and shared recent successes of the partnership such as the availability of virtual campus tours.

A discussion ensued regarding the power of marketing and how it can help change perception and improve the brand of William & Mary.

### **ADJOURNMENT**

There being no further business, Ms. Gerdelman adjourned the meeting at 2:01 p.m.