

# BOV INSTITUTIONAL ADVANCEMENT FY25

**Kendrick F. Ashton, Jr., Chair; AnnaMaria DeSalva, Vice Chair; John Brownlee, Jennifer T. Mackesy; Jill Holtzman Vogel**

## **Bylaws of the Board of Visitors Committee on Institutional Advancement:**

**The Committee on Institutional Advancement consults with the President to promote William & Mary and foster the relationship between the University and its communities and friends. The Committee considers and makes recommendations on policies fostering lifelong relationships and connections between William & Mary and its alumni and fundraising, as well as legislative affairs, marketing, branding and communications. A representative of the Alumni Association and a representative of the William & Mary Foundation may meet with the Committee during Board meetings. The Rector may appoint a faculty member and student, as detailed in Section V.B.5. and 6., to the positions of non-voting faculty and student committee representatives. The Senior Vice President for University Advancement staffs the Committee.**

### **September:**

Primary Focus:

- University Advancement Overview (101 - explanation of foundations and the landscape of our portfolio)
- Lay out 3 overarching goals for the year
- Careers Cornerstone
- Engagement plans for the year

Additional topics to cover:

- Closed session as needed

### **November:**

Primary Focus:

- Endowment 101, overview of all endowments and BoV endowment (in coordination with financial affairs)
- Closed session as needed

Additional topics to cover:

- Homecoming review

### **February (Joint Board Meeting):**

Primary Focus:

- Closed session as needed

### **April:**

Primary Focus:

- Reputation including marketing/PR efforts

Additional topics to cover:

- Government relations update
- One Tribe One Day
- Traditions Weekend
- Day For Admitted Students