

WILLIAM & MARY

BOARD OF VISITORS
COMMITTEE ON INSTITUTIONAL ADVANCEMENT
MINUTES
APRIL 20, 2023
ALAN B. MILLER HALL – BRINKLEY COMMONS

COMMITTEE MEMBERS PRESENT

Mr. S. Douglas Bunch, Chair
Mr. J.E. Lincoln Saunders, Vice Chair
Mr. Kendrick F. Ashton, Jr.
Ms. AnnaMaria DeSalva

Mr. Stephen J. Huebner
Ms. Anne Leigh Kerr
Mr. Brian P. Woolfolk
Ms. Jasmin Martinez, Student Representative

OTHER BOARD MEMBERS PRESENT

Mr. James A. Hixon
Ms. Barbara L. Johnson
Hon. John E. Littel
Mr. C. Michael Petters
Mr. Charles E. Poston, Rector
Dr. Karen Kennedy Schultz

Mr. John P. Rathbone
Ms. Laura K. Rigas
Ms. Ardine Williams
Mr. John I. Cho, Student Representative
Dr. David S. Armstrong, Faculty Representative
Mr. Marc D. Kelly, Staff Liaison

OTHERS PRESENT

Dr. Katherine A. Rowe, President
Dr. Peggy Agouris, Provost
Ms. Jackie Ferree, Interim Chief Operating Officer
Ms. Carrie S. Nee, University Counsel
Dr. Virginia M. Ambler, Vice President for Student Affairs
Dr. W. Fanchon Glover, Chief Diversity Officer
Ms. Heather E. Golden, Chief Marketing Officer
Dr. Matthew T. Lambert, Vice President for University Advancement
Mr. Brian Mann, Director of Athletics
Dr. Jeremy P. Martin, Vice President for Strategy & Innovation
Mr. Brian W. Whitson, Chief Communications Officer
Mr. Timothy A. Wolf, Associate Vice President for Enrollment & Dean of Admission
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

Mr. S. Douglas Bunch, Chair, called the Committee on Institutional Advancement to order at 3:30 p.m. Mr. Bunch reported on two recent Advancement events he sponsored and One Tribe One Day (OTOD). He noted that there was 100% participation among members of the Board of Visitors on OTOD. Mr. Bunch provided an overview of the agenda and introduced Dr. Jeremy P Martin, Vice President for Strategy & Innovation

ECONOMIC IMPACT REPORT

Dr. Martin reported on the FY20 Economic Impact Study generated by Lightcast and noted the economic impact William & Mary has on the Commonwealth of Virginia.

MARKETING/ENROLLMENT UPDATES

Dr. Martin highlighted activities currently underway to build the incoming class and future classes. He noted that William & Mary is as early as it's ever been in aligning offers of admissions and financial aid awards. Dr. Martin recognized Mr. Timothy A. Wolf, Associate Vice President for Enrollment & Dean of Admission, and Ms. Heather E. Golden, Chief Marketing Officer, and their respective teams for their work in yielding the incoming class.

Dr. Martin provided an overview of the matriculation of applied, admitted and enrolled students in Fall of 2022 for all applicants and then shared the numbers for in-state versus out-of-state. He also reported the history of yield rates since 2017, decision factors for in-state and out-of-state, and price point vs. chosen institution.

A discussion ensued regarding the definition of lower-ranked, as it was used in Dr. Martin's presentation, and decision factors.

UNIVERSITY ADVANCEMENT UPDATES

Dr. Matthew T. Lambert, Vice President for University Advancement, reported on the early results of OTOD,¹ and noted that over 11,000 donors participated and over \$3M was raised.

Dr. Lambert highlighted upcoming advancement events: Traditions Weekend, April 28-30; and W&M Weekend in San Francisco, June 1-4.

Dr. Lambert reported on the All In campaign, announced the amount raised to date (\$41.9M), the goal of the campaign, and the intended use of the funds. Lastly, he showed a video, featuring Mr. Brian Mann, Director of Athletics, that provided an overview of Phase One of the construction of the Mackesy Sports Performance Center, and the renovation of the lower level of Kaplan Arena and competition space.

CLOSED SESSION

Mr. Bunch moved the William & Mary Committee on Institutional Advancement convene into closed session pursuant to Va. Code §2.2-3711.A.9 for discussion of matters relating to fund-raising activities on behalf of the institution. The motion was seconded by Mr. Stephen J. Huebner and approved by roll call vote – 7-0 – conducted by Mr. Michael J. Fox, Secretary to the Board of Visitors.

At that time Committee and Board members, President, Provost, University Counsel, members of the President's Cabinet, Advancement Team, Student and Faculty Representatives, and Staff Liaison entered the closed session meeting at 3:58 p.m.

RECONVENED OPEN SESSION

Following the closed session, Committee members and others returned to open session at 4:32 p.m. Mr. Bunch moved that the Committee certify by roll call vote that, to the best of each member's knowledge, only matters lawfully exempted from the open meeting requirements under the Freedom of Information Act were discussed, and only matters identified in the motion to have the closed session were discussed. Motion was seconded by Mr. Huebner and approved by roll call vote – 7-0 – conducted by Mr. Fox.

¹ April 18, 2023

ADJOURNMENT

There being no further business, Mr. Bunch adjourned the meeting at 4:34 p.m.