



W&M 2008

Board of Visitors Presentation • February 7, 2008

- Road to Richmond
- Civic Engagement
- Communications
- Support Campus-wide Web Overhaul





WM: 2008



General Assembly:

Goals: Faculty/Staff Salaries
Base Operating Support
Capital Projects: SOE, ISC, Utilities, etc.

Strategy: Colleges Unify (unified amendments)
Business Support (VBHEC)
Road to Richmond (WM Students to GA)
President's Outreach (visits, Governor to campus)

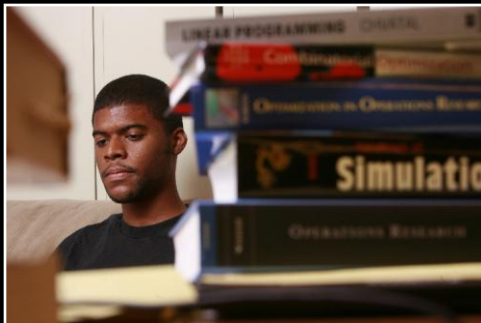




WM: 2008

Status:

Move up Salary Increases 2008
New Forecast: Rainy Day Fund
VCBA or GOB





WM: 2008



Civic Engagement

Theme: WM Students: Changing the World
W&M Contribution to the
Community and Commonwealth

Projects: Community Service (300,000 hours)
State Initiatives (Petersburg)
International (15 Trips)

Communication: World Forum (WM Video)
Dominican Republic (President's Blog)
Kaine Visit (WM Forum)
Website





WM: 2008: COMMUNICATIONS FRAMEWORK





WM: 2008 Communications Framework

Objectives

(Admissions; Faculty)

- Promote academic integrity of the institution;

(WM Record;
Richmond; Donors)

- Reinforce WM Record/Results 2005-2007;

(Students, Alumni)

- Underscore value of WM education

(Campus, Donors,
Alumni)

- Demonstrate WM leadership/
strengthen sense of community