

yesterday >> today >> tomorrow
(in strategic initiatives)

www.wm.edu/strategicinitiatives

**yesterday >> today >> tomorrow
(in strategic initiatives)**

new organization, fewer people, more to do >> focus

Strategic Initiatives Organization, 2008-2009



yesterday >> today >> tomorrow (in strategic initiatives)

Strategic Initiatives Organization, 2008-2009

Vice President's Office

VP, Strategic Initiatives – Golden
Assoc VP, Government Relations -- Bradford
Director, Communications and Marketing – Connolly
Senior Administrative Officer -- Stevens

Office of Economic Development

Director – Vacant
Assistant Director – Sledge
Office Manager -- Clarke

Director, Technology and Business
Center – Bean

Office of Government Relations

Assoc VP – Fran Bradford
Student Intern

Office of University Relations

Dir News Services – Whitson
Dir News Marketing – Seurattan
Information Manager – Zagursky
Media Tracking, PR Specialist –
Giezey
Administration – McGrath
New Media Writer/Analyst --
Vacant

Dir Research Communications –
McClain
Director Information - Williard

Office of Publications

Dir Publications – Baker
Operations and Budget
Manager – Edmundson
Graphic Designer – Gilley
Graphic Designer – Colston
Graphic Designer – Carlin
Photographer -- Salpukas

Real Estate Foundation

Exec Director -- Buchanan

yesterday >> today >> tomorrow
(in strategic initiatives)

new strategic planning process

**continuous, grounded, open, linked to
budget**

- **Summer – peers, financial baseline**
- **Fall – vision, challenges**
- **Winter – responses**
- **Spring – core plan, dissemination**

yesterday >> today >> tomorrow
(in strategic initiatives)

**strengthen and diversify the
financial base**

identify and evaluate alternatives

- **efficiencies**
- **entrepreneurial opportunities**
- **collaborations**
- **assist real estate foundation**

yesterday >> today >> tomorrow
(in strategic initiatives)

**coordinate strategic communications –
strengthen relationships**

**President's strategic communications group – Alumni,
Development, University Relations, IT/Web, President's Office**

- **linked to strategic planning process**
- **review communications structure**
- **alumni research**
- **campaign planning**

yesterday >> today >> tomorrow
(in strategic initiatives)

improve brand positioning, messages, marketing

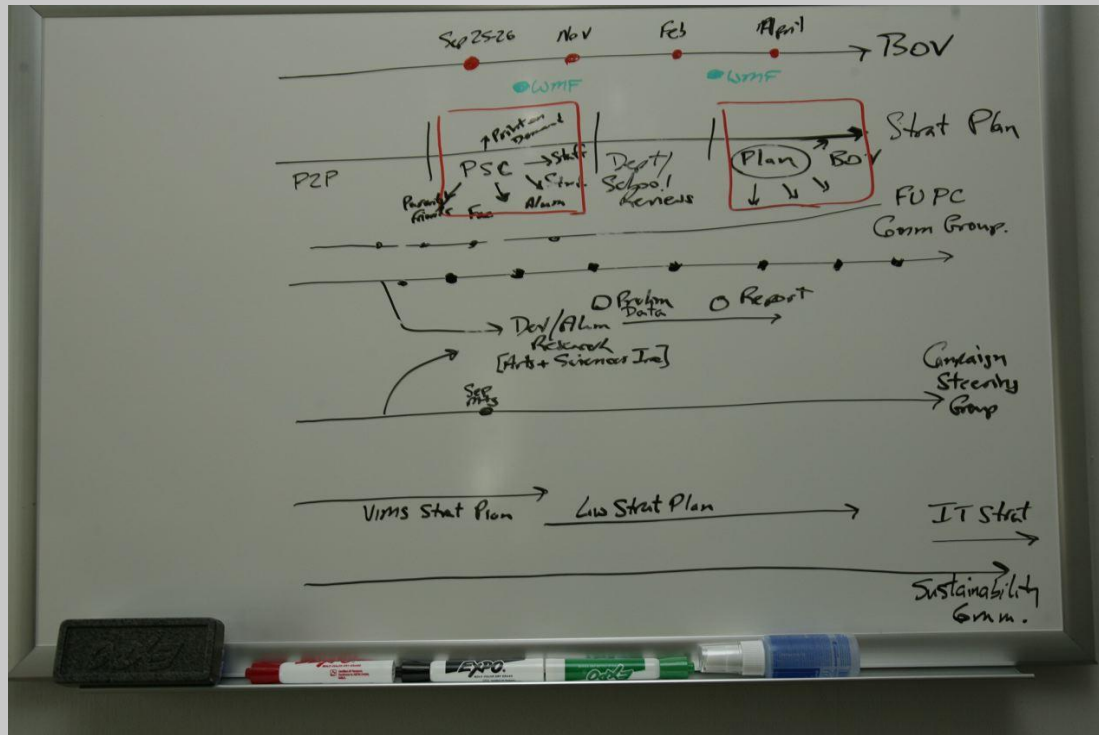
**brand positioning – focused and differentiated,
compelling, all target audiences, believable and
convey aspirations**

**messaging – current instruments, focal points,
effective use of each medium, align resources,
refine the message**

discussions with Jeff Trammell and Janet Brashear

yesterday >> today >> tomorrow
(in strategic initiatives)

We have a lot to do



www.wm.edu

yesterday >> today >> tomorrow (in web time)

New site launched on time, on budget, to a warm reception.

I took a gander at our peer schools' web space and we are by far the slickest

- *alumnus*

breathes some new life into W&M
- *student*

website reminded me of why I fell in love with this college in the first place

- *student*

my alma mater finally has a cyber-face that reflects its greatness

- *alumnus*

site does indeed catch my interest, and it does capture my own sense of what's important about W&M

- *faculty member*

a 1st-class product-captures much of what is great about the College and does a terrific job of integrating the school's tremendous history with the campus' very modern benefits.

- *parent*

yesterday >> today >> tomorrow (in web time)

In two worlds and keeping the transition time short.

- Law School on September 30
- VIMS in early October
- Economics, English, and Geology on October 15
- School of Education in late 2008
- Mason School of Business in March 2009

and, nearly **200** more by August 31, 2009

Maintaining momentum...

campus Web Advisory Committee

coordination of content

bloggers, features, video

yesterday >> today >> tomorrow (in web time)

All this and more !

- more William and Mary
- more multimedia
- more web standards
- more interactive, user-driven content