



we are [stewards] of a
Great Inheritance

[empowering stewardship]

(1)

What are the [common denominators] of the W&M experience?

(2)

How do we foster [a lifelong connection] with the College? Are our efforts targeted at prospective and current students , as well as alumni?

(3)

[knitting the generations each with each] requires a focus on things that bring all of us, irrespective of majors or involvements, together: traditions, culture, pride, and community.

here's an overview
of a few ways we're addressing
[lifelong relationships]
by raising the green and gold...





...the [re-chartering] of Charter Day

Dining Hall Student Dinner

Tribe Pride Friday

Senior Class Gift

Birthday Bash

Student Hosts at Donor Dinner

Seniors Processing in Ceremony

Banners

Decoration of Statues

British Flags

Communications Strategy (Facebook, Invitations, Throne, IT)

For Future: Huge Speaker

The Encyclopedia
TWAMPTANNICA

WILLIAM & MARY

TWAMPtannica [online]

CatStone Press

Revisions Process

Multi-Media (Flip Cams, Imbedded Links)

Resource for Prospective Students

Student-to-Student

Don't need to download - Streams from W&M website

In April celebrate
[**Coronation Day**]

Tribe Spirit

Reach out to Alumni Chapters

On campus “tapping” of most spirited

Good for Admissions

Culmination in a dinner, photos



this spring a new
[mascot] will be unveiled

Work w/ Tribal Fever and Mascot Committee
Huge Potential to Hit or Miss for W&M
Huge opportunity for branding

create
[**Culture Clubs**] to foster sustainability

Giving purpose to a student group
Create sustainability

Designate administrative group that works in tandem

continue imagining
[**initiatives**] that speak to our purpose

Archives

Tweaking Orientation and Convocation ('Welcome Home')

Recognitions of student achievement

100 Days Until Commencement

Homecoming - Affinity Groups, Tailgating

Alumni Pinning Ceremony, my1693, Couch-Surfing

these projects relate to the College's values via the [**strategic plan**] through [**branding**]

W&M in a way that ties all students [**twamps**] to the College during their four years there, thus creating a [**distinctive w&m culture**].



re-imagined

[tribe pride] + [w&m traditions]

means

[students enjoy w&m while here]

which generates

[fond memories] + [collective identity]

that will foster natural and strong

[ties to and pride of our college]

such ties will foster

[greater giving and involvement]

and a pride that is

[worn on your sleeve]

simple Tribe-rithmatic

Thank you for your time
and please consider
[contributing to the dialogue].

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