

# 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...

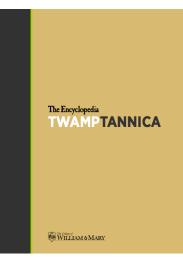




#### ...the [re-chartering] of Charter Day

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



#### 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



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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