

COMMITTEE ON INSTITUTIONAL ADVANCEMENT

November 15, 2018

2:30 – 4:00 p.m.

Board Room - Blow Memorial Hall

Sue H. Gerdelman, Chair
Anne Leigh Kerr, Vice Chair

- I. Opening Remarks – Ms. Gerdelman
- II. Approval of Minutes – Ms. Gerdelman
 1. September 27, 2018
 2. October 20, 2018 – Campaign Steering Committee
- III. Update from Campaign Consultant – Bill McGoldrick
- IV. Closed Session (if necessary)
- V. Discussion
- VI. Adjourn

**COMMITTEE ON INSTITUTIONAL ADVANCEMENT
MINUTES – SEPTEMBER 27, 2018**

**CAMPAIGN STEERING COMMITTEE
MINUTES – OCTOBER 20, 2018**

MINUTES
Committee on Institutional Advancement
September 27, 2018
Room 201 - Blow Memorial Hall

Attendees: Sue H. Gerdelman, Chair, Anne Leigh Kerr, Vice Chair; Victor K. Branch, Thomas R. Frantz, Todd A. Stottlemyer, H. Thomas Watkins III, faculty committee representative David Armstrong and student committee representative Rachel Becker. Board members present: Rector John E. Littel and Lisa E. Roday.

Others attending: Provost Michael R. Halleran, Henry R. Broaddus, Michael J. Fox, Heather E. Golden, Samantha K. Huges, Matthew T. Lambert, Jeremy P. Martin, Sue P. Manix, Jennifer J. Morgan, Colin A. Smolinsky and Brian W. Whitson.

Chair Sue H. Gerdelman called the meeting to order at 10:30 a.m. In her opening remarks, she noted that she was excited to form and shape the newly constituted committee. Ms. Gerdelman introduced student committee representative Rachel Becker, Alumni Association President Sue Manix and faculty committee representative David Armstrong to the committee.

Recognizing that a quorum was present, Ms. Gerdelman asked for a motion to the minutes of the April 19, 2018, meeting of the Committee on University Advancement. Motion was made by Ms. Kerr, seconded by Mr. Frantz and approved by voice vote.

Ms. Gerdelman welcomed everyone, then read the charge of the Committee and announced that an amendment to Bylaws would be made by the Board of Visitors to add a student representative to the Bylaws. The committee was asked to think about priorities and how the Committee can assist the administration. Committee members commented that they appreciated the pre-read materials so they are better prepared for discussions during the Board meetings.

A brief discussion ensued with Vice Presidents Henry Broaddus and Matthew Lambert about the responsibilities of the offices of University Advancement and Strategic Initiatives and Public Affairs.

Mr. Frantz asked if a university wide assessment had ever been done. Mr. Lambert stated that in 2004 a market research assessment was done prior to the Campaign, but nothing campus wide. Mr. Frantz added that he feels William & Mary is not thought of as a mover and shaker in the corporate world. He also believes that the institution should have a strong brand and thinks athletics is the key. Mr. Frantz announced that on October 16 over 60 key business leaders would be coming to Williamsburg and this would be a prime opportunity for the President to address this group.

Rachel Becker remarked that the advertising in the Richmond and Newport News/Williamsburg airports are important to students. Mr. Broaddus and Mr. Lambert commented that the Advancement office and Strategic Initiatives and Public Affairs office meet regularly and work collaboratively.

Mr. Broaddus and Mr. Lambert advised that they have discussed the need for the President to meet with local CEOs to improve strategies incorporating business opportunities with the university. Professor Armstrong added that the faculty embraced the idea when the President Reveley insisted

Committee on Institutional Advancement
MINUTES
Page 2

on referring to William & Mary as a university.

Mr. Broaddus introduced Colin Smolinsky, Director of Government Relations, and talked about his work in Washington and Richmond, as well as partnering with this Committee. He announced that in October the President would have opportunities for the state legislators to meet with her.

Mr. Lambert reported on the progress that has been made relative to the planned Memorial to the Enslaved. Former Rector Jeff Trammell has taken the lead in reaching out to former Rectors support the Memorial. A brief discussion ensued.

Ms. Gerdelman thanked the Committee for a great discussion and welcomed continued open discussions. She is looking forward to meeting again in November.

There being no further business, the Committee adjourned at 11:20 a.m.

MINUTES
Campaign Steering Committee
October 20, 2018
Sadler Center, Tidewater A/B

Board of Visitors Attendees:

Sue H. Gerdelman and John E. Littel

Others attending: President Katherine Rowe, Provost Michael R. Halleran, Matthew T. Lambert, Mark L. Begly, Janet R. Atwater, Peter W. Atwater, A. Bruce Chamberlin, Lynn M. Dillon, Teri D. Dungan, Tom F. Dungan, Rob W. Estes, Jean B. Estes, John W. Gerdelman, Ashley V. Glacel, Cindy S. Jarboe, Jane T. Kaplan, Jim R. Kaplan, Anna M. Mahalak, Audra L. Mallow, Nancy W. Mathews, Bee McLeod, Charlie J. Natale, Luke M. Schwenke, J. Goody Tyler III, Jim E. Ukrop, Brooke T. Weinmann, Monique D. Dandridge, Lee J. Foster, Nicole Fratianne, Heather E. Golden, Earl T. Granger III, Rebecca A. Murray, and Jennifer Shimp-Bowerman.

Chair Sue Gerdelman called the meeting to order at 9:08 a.m. and expressed her thanks to those attending.

Ms. Gerdelman moved that the Campaign Steering Committee convene in Closed Session to discuss specific recommendations related to the campaign progress and strategy for the remainder of the Campaign as provided for in Section 2.2-3711.A.8, of the Code of Virginia. Motion was seconded by Mr. John Littel and approved by voice vote. Any observers were asked to leave the room and the Campaign Steering Committee went into closed session at 9:10 a.m.

The Campaign Steering Committee reconvened in open session at 10:24 a.m. and Ms. Gerdelman moved adoption of the **Resolution** certifying that the closed session was held in compliance with the Freedom of Information Act. Motion was seconded by Mr. Littel and approved by roll call vote conducted by Ms. Gerdelman. (Certification **Resolution** is appended.)

There being no further business, the Campaign Steering Committee adjourned at 10:30 a.m.

Campaign Steering Committee

Resolution DWG-1

October 20, 2018

CERTIFICATION OF CLOSED SESSION

WHEREAS, the Campaign Steering Committee has convened a closed session on this date pursuant to an affirmative recorded vote and in accordance with the provisions of The Virginia Freedom of Information Act; and

WHEREAS, '2.2-3712.D. of the Code of Virginia requires a certification by this Committee that such closed session was conducted in conformity with Virginia law;

NOW, THEREFORE, BE IT RESOLVED, That the Campaign Steering Committee, reconvening in open session, hereby certifies that, to the best of each Board of Visitors member's knowledge, (i) only public business matters lawfully exempted from open meeting requirements by Virginia law were discussed in the closed session to which this certification applies, and (ii) only such public business matters as were identified in the motion convening the closed session were heard, discussed or considered by the Campaign Steering Committee.

VOTE

AYES: 2

NAYS: 0



Sue H. Gerdelman
Chair, Campaign Steering Committee