

PUBLIC AFFAIRS

Spring 2007

Presentation to Board of Visitors
April 20, 2007

THE THREE Rs

RETAKE

the Field

REFINE

Great and Public

RECONNECT

with Alumni/Constituents



PUBLIC AFFAIRS

Spring 2007

RETAKE the Field 2007

Back on Message

Low-Hanging Fruit

Strong-Finish Semester

Re-group



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Spring 2007

RETAKE the Field

SOE: \$5.35m

Admitted Students/Faculty Awards

Commencement: Secretary of Defense Robert Gates

Campaign for WM: \$500m



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REFINE "Great and Public" 2007

WM = Great

WM = Global

WM = Coastal

WM = Engaged



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EXAMPLE VIMS Initiatives
Great/Global/Coastal/Engaged

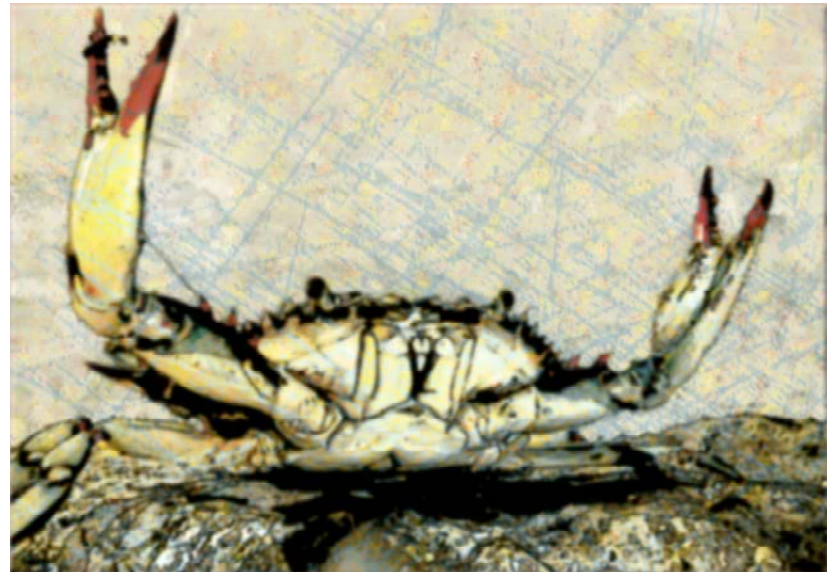
VIMS 2007

VIMS Chancellor

VIMS Chesapeake Bay

VIMS "Go Fishing"

Fran & Jeff
amazing CBay book



RECONNECT with Alumni & WM Constituents

Targeted summer swing: Fall offense

Integrated communications

E-connection

Magazine

WM News

800 emails

President's blogs

Overhaul web

"Alumni Corps"



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