President’s Cabinet
Meeting Minutes

Date: April 27, 2016
Location: George Washington Hall, Room 303
Present: President’s Cabinet: Richard Hurley, President; Leah Cox, Special Assistant to the President for Diversity and Inclusion; Sabrina Johnson, Associate Vice President of Human Resources and Affirmative Action; Jonathan Levin, Provost; Salvatore Meringolo, Vice President for Advancement and University Relations; Richard Pearce, Vice President for Administration and Finance; Jeffrey Rountree, CEO, UMW Foundation; Juliette Landphair, Vice President for Student Affairs; Martin Wilder, Chief of Staff; Kimberley B. Williams, Associate Provost for Enrollment Management

Additional: Carrie Nee, Assistant Attorney General; Pam Verbeck, Executive Office Manager

1. EMG Update
   Presented by Anna Billingsley, with Bob and Marlene Brock of EMG
   - EMG principals Bob and Marlene Brock have partnered with UMW for five years on the UMW brand platform.
   - Mr. and Mrs. Brock presented the 2015-16 post-buy analysis.
   - UMW invested in a 7-month advertising campaign September 2015-March 2016. The goal was to increase awareness and increase first-year applications.
   - Internet, social media, radio, tv, transit, mall displays, and road signage were all used for advertisement.
   - Recommendations for 2016-17 include:
     o Leadership recommitment to brand platform and strategy
     o Refresh messaging and creative, add second 30 tv spot
     o Increase annual advertising investment for tv and online/CRM integration by $50-100K
     o Increase mobile and incorporate in-app platforms to continue building engagement among primary targets
     o Build on tactical integration of Admissions and Marketing through shared real-time data, planning, CRM, social media, and active compiling of prospect contact data
2. GW 2nd Floor Office Space Discussion
   Presented by Rick Pearce, Vice President for Administration and Finance
   - The Office of Human Resources is relocating to the 2nd floor of George Washington Hall, as well as Title IX employees and others (tbd).

3. First Look “The Chronicle Great Colleges to Work For” Results
   Presented by Sabrina Johnson, Associate Vice President of Human Resources and Affirmative Action
   - 2011 and 2016 reports were shared.
   - The Cabinet will meet next week with the Chronicle consultant for an interpretation of the results.

Upcoming Meetings:
May 4 – President’s Cabinet Meeting, 2-4 p.m., GW 303
May 11 – President’s Cabinet Meeting, 2-4 p.m., GW 303