



President's Cabinet Meeting Minutes

Date: Wednesday, May 1, 2013

Location: George Washington Hall, Room 303

Present: President's Cabinet: Richard Hurley, President; Meta Braymer, Vice President for Economic Development and Regional Engagement; Leah Cox, Special Assistant to the President for Diversity and Inclusion; Salvatore Meringolo, Vice President for Advancement and University Relations; Ian Newbould, Interim Provost; Richard Pearce, Vice President for Administration and Finance; Jeffrey Rountree, CEO, UMW Foundation; Douglas Searcy, Vice President for Student Affairs; Martin Wilder, Chief of Staff

Additional: Anna Billingsley, Associate Vice President of University Relations; Malcolm Holmes, Director of University Marketing; Susan Knick, Director of Scheduling and Events; AJ Newell, Director of Design Services; Erika Spivey, Administrative Assistant; Pam Verbeck, Executive Office Manager; Susan Worrell, Special Assistant to the President for University Events

Documents: Brand Architecture Presentation, Draft Identity Standards Policy, Summer Conferencing Task Force Presentation, Summer Conferencing Task Force Report, Draft Tailgating Policy

The meeting was called to order at 2:05 p.m.

1. Brand Architecture

Presented by Anna Billingsley, Associate Vice President of University Relations and AJ Newell, Director of Design Services

- Presentation on the University's current and proposed graphic identity standards.
- UMW Apparel and departmental websites would both be affected by this standard.
- Action steps:
 - o Proposed Brand Architecture was reviewed.
 - o The draft Policy on Identify Standards was reviewed.
 - o President Hurley will appoint members for the Identity Standards Committee, which will be chaired by the Associate Vice President of University Relations.
 - o All existing logos will be subject to review by the Identity Standards Committee. Logos deemed unacceptable shall be retired.

- Requests for new logos will be reviewed and approval will be granted by the Identity Standards Committee based on criteria set forth in the UMW Brand Standards and Graphic Identity Toolkit publication.
2. Review of Summer Conference Task Force Report
Presented by Susan Knick, Director of Scheduling and Events
 - Presentation on the charge and accomplishments of the Summer Conferencing Task Force, including a business plan and expected sales for 2013.
 - President Hurley suggested internal presentations to emphasize the importance of this initiative.
 3. Commencement
Presented by Martin Wilder, Chief of Staff
 - The Cabinet reviewed details of the Graduate and Undergraduate commencement ceremonies. Both ceremonies will be live-streamed.
 - The Undergraduate commencement will have a jumbotron visible from 450 feet, a large addition to the ceremony.
 4. UMW Tailgating Policy Proposal
Presented by Douglas Searcy, Vice President for Student Affairs
 - The UMW Tailgating Policy's purpose is to use tailgating to build memorable traditions for alumni and current students. It would also be used as an alumni fundraiser.
 - President Hurley questioned the rationale behind charging fee to the students, to which the reply was accountability.
 - Discussion was held about the management of alcohol and the location of tailgating.
 5. Board of Visitors Agenda
 - The President's Cabinet determined the agenda for the Board of Visitors meeting in May. The agenda will include: Faculty/Salary adjustments, Faculty appointments, Summer Conferencing, Commencement activities, Internal Operating Budget FY 14 and Schedule of Fees, Conferring of degrees.
 - There may be a resolution and support of approval of Foundation Eagle Village Refinancing.
 6. Announcements:
 - Candidates for Leadership Fredericksburg must be nominated by the President's Cabinet. Nominations are due to Pam Verbeck by Friday, May 10. *Pam Verbeck*