



Leadership Council Meeting Minutes

Date: Wednesday, October 16, 2013

Location: Lee Hall, Room 412

Present: President's Cabinet: Richard Hurley, President; Leah Cox, Special Assistant to the President for Diversity and Inclusion; 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; Douglas Searcy, Vice President for Student Affairs; Martin Wilder, Chief of Staff

Appointments: Taiwo Adebisi, Associate Provost for Institutional Analysis and Effectiveness; Brain Baker, Executive Director Entrepreneurship & Business Development Small Business Development Center; Anna Billingsley, Associate Vice President of University Relations; Hall Cheshire, Acting Chief Information Officer; Courtney Clayton, Secretary, University Faculty Council; Carol Descak, Associate Provost for Admissions and Financial Aid; Richard Finkelstein, Dean, College of Arts and Sciences; Steve Greenlaw, Vice Chair, University Faculty Council; Dan Hubbard, Secretary, University Faculty Council; Les Johnson, Acting Staff Advisory Council President; Sabrina Johnson, Associate Vice President for Human Resources and Affirmative Action; Tera Kovanis, Internal Auditor; John Morello, Associate Provost; Smita Jain Oxford, Representative, University Faculty Council; Lynne Richardson, Dean, College of Business; Mark Safferstone, Executive Director of the Center for Professional Development and Dahlgren Campus; Debra Schlee, Chair, University Faculty Council

Additional: Pam Verbeck, Executive Office Manager

Absent: Bethany Friesner, President, Staff Advisory Council; Mary Gendernalik-Cooper, Dean, College of Education

1. Named Gift Policy

Presented by Torre Meringolo, Vice President for Advancement and University Relations

- The Named Gift Policy has been revised. An updated version of the policy will be available in the UMW Policy Manual in BoardDocs and on the policies website at www.umw.edu/policies.

2. UMW Institutional Image Update

Presented by Marlene and Bob Brock, Educational Marketing Group

- A presentation on the Brand Platform Review was given.
- The Strategic Plan, Goal 8 is the driver for this initiative.
- In 2011, a consensus-based brand development audit was conducted.
- Updates include:
 - o Brand drivers - things that UMW does better than its competitors - have been identified.
 - o Creative testing was completed with high school prospects.
- The floor was open for discussion about the Brand Platform.

3. Announcement

- Jeffrey Rountree handed out Hyatt Place Hotel flyers that included information on rates and how to book meeting spaces.

Next Leadership Council Meeting: November 20, 2013, 2:00 p.m., in Lee Hall, Room 412