



## 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 2<sup>nd</sup> Floor Office Space Discussion

Presented by Rick Pearce, Vice President for Administration and Finance

- The Office of Human Resources is relocating to the 2<sup>nd</sup> 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