



President's Cabinet Meeting Minutes

Date: February 4, 2015

Location: George Washington Hall, Room 303

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; Doug Searcy, Vice President for Student Affairs; Martin Wilder, Chief of Staff; Kimberley B. Williams, Associate Provost for Enrollment Services

Additional: Anna Billingsley, Associate Vice President for University Relations; Erika Spivey, Assistant Director of Media and Public Relations; Pam Verbeck, Executive Office Manager

Vice President of Student Affairs Search Consultant

Presented by Sheila Murphy of Witt-Kieffer (Search Consultant)

- Ms. Murphy introduced herself as the search consultant for the Vice President of Student Affairs search.
- The President's Cabinet shared the needs, desires, and current issues of Student Affairs.

New Email Signature Guidelines

Presented by Anna Billingsley, Associate Vice President for University Relations

- In keeping with higher education best practices, the UMW Visual Identity Standards Committee has conducted extensive research and has unanimously approved a campus-wide email signature standard.
- The new standard was shown and will be distributed across campus.

UMW Social Media Policy

Presented by Erika Spivey, Assistant Director of Media and Public Relations

- A proposed social media policy was reviewed by the President's Cabinet for consideration and approval.
- There are four social media initiatives: Strategy, Policy, Directory, and Toolkit
- Governance of the policy includes account approval process, disclaimer, branding & nomenclature, and emergency communications.

- The Social Media policy was approved as submitted by the Cabinet.

2015 Enrollment Projections (New Freshmen)

Presented by Kimberley B. Williams, Associate Provost for Enrollment Services

- Different models have been activated to track projections, to include:
 - Ruffalo Cody for inquiries;
 - Noel Levitz to track applicants;
 - ERMS for the financial aid leveraging;
 - A fourth model is being considered to model yield rates.