



## President's Cabinet Meeting Minutes

**Date:** Wednesday, January 28, 2015

**Location:** Jepson Alumni Executive Center, Minor Board Room

**Present:** President's Cabinet: Richard Hurley, President; Leah Cox, Special Assistant to the President for Diversity and Inclusion; 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, Kimberley Buster-Williams, Associate Provost for Enrollment Management

Additional: Taiwo Ande, Assistant Provost for Institutional Effectiveness and Assessment; Anna Billingsley, Associate Vice President for University Relations; Melissa Jones, Assistant Dean for Student Involvement; Marty Morrison, Director of News & Public Information; Carrie Nee, Assistant Attorney General; Peggy Simpkins, CPS Executive Assistant to the CEO; Pam Verbeck, Executive Office Manager; Anika Wilson, Administrative Staff Coordinator

1. University Broadcast Email Policy  
*Presented by Marty Morrison*
  - The goal of the Broadcast Email policy is to minimize emails.
  - The Cabinet was asked to support the policy or abolish it.
  - The Cabinet will have further discussion.
  
2. Effective Presentation Coaching  
*Presented by Ryan H. Flax, Managing Director of Litigation Consulting and the General Counsel for A2L Consulting*
  - Engage your audience by storytelling and visual presentation (framing)
  - Use sensory language: stories that incorporate metaphors and sensory experience activate the whole brain
  - Effective stories change our brain chemistry
  - Turn off the visuals for a moment to get total focus by the audience
  - Stories interrupt daydreaming; organize information; our brains are wired to enjoy stories
  - When preparing your presentation, ask yourself "What really happened here?"

- The simpler the story, the better
- The simpler the language, the better
- Use metaphors involving sensory descriptions
- Reduce the facts to a relatable story
- Use word pictures

### **Crafting the Visual Presentation**

- The majority of people prefer to learn by visual
- Just relaying information is not sufficient
- Graphics are proven to increase persuasiveness
- It has to be an immersive experience for your eyes
- Strong graphics help; weak graphics hurt
- Putting everything you are saying word-for-word on the slide will decrease understanding and retention of the point you are trying to make. This is called the redundancy effect.
- Don't use bullet-points. They'll kill your presentation! Anything on paper, bullet-points are useful. In a visual presentation, they are a death sentence in keeping your audience engaged.

### **Keys to Information Design**

- Simplify the complex
- Exploit the iconic
- Emulate generic fictions to produce the truth (cause and effect)
- Respect the medium
- Use Timelines (before and after)

### **Things to consider before you're done**

- Clear themes?
- Key visual arguments – beginning and end?
- Limited text?
- One main thought per slide
- Always persuading
- Graphics easy to see and interpret (keep it simple)
- Analogies instantly understandable?
- Immersive experience
- Considered font? (suggestion: top Arial; bottom Calibri) 20 point or bigger
- Presentation technology (AV and room layout)
- Have you covered the basics in your graphics?

### **Upcoming Meetings:**

February 4 – President's Cabinet Meeting, 2:00 p.m., GW 303

February 11 – President's Cabinet Meeting, 2:00 p.m., GW 303

February 18 – President's Leadership Council Meeting, 2:00 p.m., Lee Hall, Room 412

February 25 – President's Cabinet Meeting, 2:00 p.m., GW 303