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