



# WILLIAM & MARY

CHARTERED 1693

BOARD OF VISITORS  
COMMITTEE ON THE STUDENT EXPERIENCE  
**DRAFT** MINUTES  
NOVEMBER 21, 2024  
BRINKLEY COMMONS – ALAN B. MILLER HALL

## **COMMITTEE MEMBERS PRESENT**

Ms. Laura Keehner Rigas, Chair  
Ms. Jennifer Tepper Mackesy, Vice Chair  
Mr. Kendrick F. Ashton, Jr.  
Mr. Stephen J. Huebner

Mr. C. Michael Petters  
Dr. Katherine Guthrie, Faculty Representative  
Mr. Momen M. Zahid, Student Representative

## **OTHER BOARD MEMBERS PRESENT**

Ms. Barbara L. Johnson  
Hon. Thomas K. Norment, Jr.  
Hon. Charles E. Poston, Rector  
Mr. John P. Rathbone

Hon. Jill Holtzman Vogel  
Ms. Terra M. Sloane, Student Representative  
Dr. K. Scott Swan, Faculty Representative

## **OTHERS PRESENT**

Dr. Katherine A. Rowe, President  
Dr. Virginia M. Ambler, Senior Vice President for Student Affairs & Public Safety  
Dr. W. Fanchon Glover, Chief Diversity Officer  
Dr. Matthew T. Lambert, Senior Vice President for University Advancement  
Mr. Brian D. Mann, Director of Athletics  
Ms. Sarah Melchior, Associate University Counsel  
Dr. Carlane Pittman-Hampton, Chief of Staff  
Ms. Lisa Garrett, Executive Assistant to the Senior Vice President for Student Affairs & Public Safety  
Ms. Jessica Walton, Deputy Clerk to the Board of Visitors  
Members of the President's Cabinet  
W&M Faculty, Staff and Students

## **INTRODUCTORY REMARKS**

Ms. Laura Keehner Rigas, Chair, called the Committee on the Student Experience to order at 4:21 p.m. and gave an overview of the agenda.

## **APPROVAL OF MINUTES**

Recognizing that a quorum was present, Ms. Rigas made a motion to approve the September 26, 2024, meeting minutes. The motion was seconded by Mr. Stephen J. Huebner and approved by voice vote.

### **STUDENT AFFAIRS REPORT**

Dr. Virginia M. Ambler, Senior Vice President for Student Affairs & Public Safety, provided a mid-semester update, highlighting the level of student engagement on campus. Dr. Ambler referenced the pre-read materials and noted that the materials were a sampling of data measured and assessed by Student Affairs to identify trends in student life on campus. She highlighted many of the clubs on campus and spoke about the opportunities to create community. As part of the mid-semester update, Dr. Ambler reported how the election season was managed and highlighted the Better Arguments framework. She thanked Mr. Michael Patterson, Associate Vice President for Student Engagement and Leadership, for leading an effort to identify ways to talk to student about the election and assess their willingness and preparedness to engage in the process. Dr. Ambler announced that William & Mary was recently recognized as a 2024 Most Engaged Campus for College Student Voting.

### **COLLEGE ATHLETICS REPORT**

Mr. Brian D. Mann, Director of Athletics, gave an update on the House v. NCAA settlement. He noted that the settlement will secure \$2.8 billion in backpay for student-athletes over the past ten years who were not able to properly capitalize on their Name, Image, Likeness; allow for revenue sharing between a student-athlete and institution; and change from limiting scholarships provided to a sport to limiting the rosters of a sport. He added that the settlement will result in approximately a \$350,000 annual reduction to William & Mary from the NCAA beginning in 2025. He said another update will be given at the February 2025 meeting on the settlement. Mr. Mann gave an overview of an ongoing anonymous survey tool used by the Athletics Department to collect feedback on the experiences of an athlete. The data collected is used to enhance the overall athletic experience and benchmark against other programs. A discussion ensued regarding the roster limits and the potential ramifications.

Mr. Mann announced that for the nineteenth time in the last twenty years William & Mary student-athletes have a graduation rate (88%) that is number one among all Division I public institutions. He also reported that William & Mary student-athletes have a 95% graduation success rate (GSR) and fourteen teams produced a perfect 100% GSR.

### **STRATEGY MAPPING EXERCISE**

Ms. Rigas gave an overview of the strategy mapping exercise and asked all committee members to participate. With the national preeminence goal in mind, she asked the committee to identify what data/information is needed to address the following questions.

- How can William & Mary Athletics help the university achieve national preeminence?
- How can William & Mary Athletics enhance the university's ability to attract and retain the best and brightest in the nation?
- How must William & Mary Athletics evolve to compete and win in this ever-changing environment?
- How might the university improve core elements of the student experience outside of the classroom?
- How might the university better understand current student sentiment to determine if their actual experience matched the experience promised?
- How might the university address gaps in the current student experience to better live up to the experience promised?

Common themes identified throughout the discussion included: surveys currently being administered

to students and data readily available to measure the student experience; benchmarking against other prominent universities; Athletics serving as brand ambassadors for William & Mary (especially to prospective students), how to navigate this role, and is it feasible; caliber of William & Mary student-athletes; enhancing the sense of community between students and student-athletes and the student experience; student engagement and engagement opportunities; and invest in academic opportunities for student-athletes.

**ADJOURNMENT**

There being no further business, Ms. Rigas adjourned the meeting at 5:34 pm.