



WILLIAM  
& MARY

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WASHINGTON CENTER

# 2023 - 2024 ANNUAL REPORT

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# DIRECTOR'S NOTE

Dear Friends and Supporters,

As we reflect on the past year at the William & Mary Washington Center, I am filled with immense pride and gratitude for the strides we've made in championing student success through our personalized approach to supporting W&M students as they Study in D.C.

At the heart of our mission lies a commitment to nurturing the individual journey of each student who walks through our doors. By tailoring our support to meet their unique needs and aspirations, we empower them to thrive academically, professionally, and personally. It's this unwavering dedication to personalized guidance that sets W&M apart and drives our students toward fulfilling their potential.

None of this would be possible without the continued growing investments W&M made in our personnel, and infrastructure. From enhancing our physical space to incorporating cutting-edge technology, every decision has been made with the singular goal of bolstering student success.

Moreover, the pivotal role played by our incredible Advisory Board in creating scholarships and increasing access ensures that financial barriers never hinder a student's ability to pursue their dreams through Study in D.C. programs. Through their generous contributions and strategic partnerships, we're able to open doors of opportunity for students from diverse backgrounds, ensuring that everyone has a chance to benefit from the transformative power of experiential education.

As we look ahead, I am filled with optimism for the future of the Center. With the continued support of generous donors, we will remain steadfast in our mission to empower students to reach new heights and make a lasting impact on the world.

Thank you for being a vital part of our journey.

*Roane Adler Hickey*



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## Get the full experience

Some sections have additional resources and videos for readers to explore. **Try it out!** →

1. Open the Camera app on your phone.
2. Ensure that the QR code appears in view and tap on the prompt to open the link.

SCAN ME



# ADVISORY BOARD

## 2024-2025 Board Members

### RETURNING MEMBERS

- Edward Auriemma MBA '23, MLS P'25
- Dominic Burkett '12, M.Ed. '16
- Meredith Delaware '03
- Ben DeMaria '05
- Jesse Ferguson '03
- Heather Fink '06, MAcc '07
- Nicole Gibson '98
- Jeff Jaeckel '95
- Travis Johnson '99
- Arjun Maniyar '18
- Megan Marlin '06
- Brian Morra '78
- Tom Moyer '08, JD '12
- Travis Nels '02
- Avery Newton '13
- Daniel Ricchetti '13
- Kayla Sharpe '17
- Jessica Taylor '97
- Zakiya Thomas '02
- Jenny Thompson '86
- Jason Torchinsky '98, JD '01
- Mark Washko '89, MPP '94



### NEW MEMBERS

- Daria Grastara
- Louisa Janssen '20
- Amy Johnston '87, M.A. '90
- Amy Klein '05
- Dane Snowden '91
- Ron Starzman '99

### EX OFFICIO

- Renard Miles
- Chris Nemacheck
- Laura Rigas '01
- Mike Ryan '90
- Michael Steelman

## WORKING GROUPS

### Unpaid Internships

- Avery Newton '13

### Student Externships and Speakers

- Daniel Ricchetti '13

### Fundraising and Scholarships

- Edward Auriemma MBA '23, MLS P'25

### Board Development Committee

- Ben DeMaria '05

### Bylaw Review and Updates

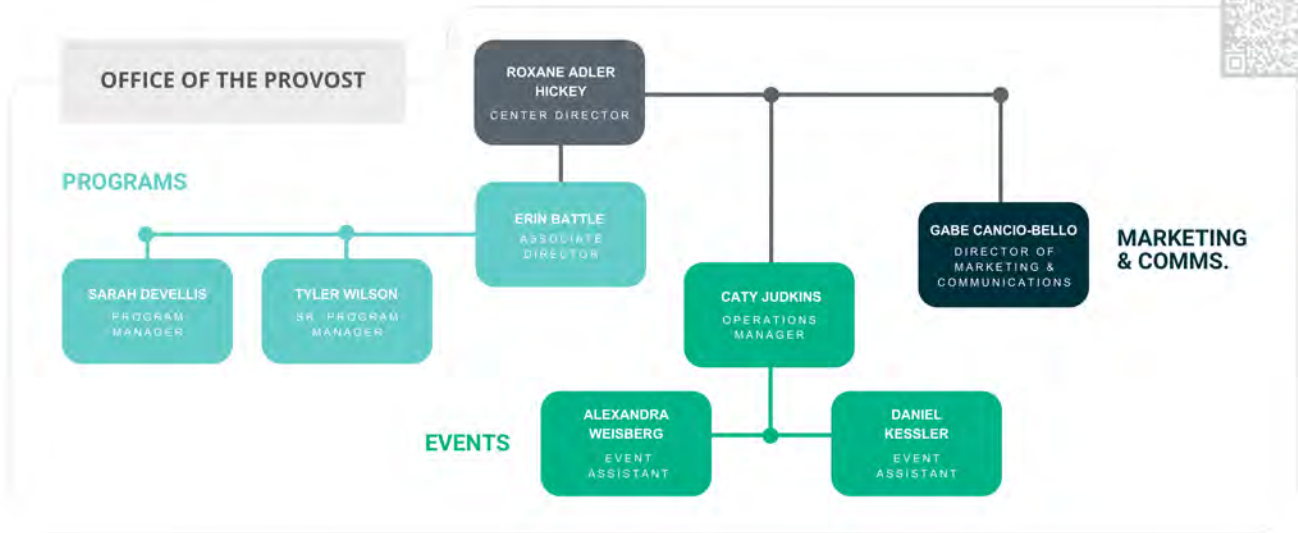
- Jenny Thompson '86

### Summer Programming

- TBD



# OUR TEAM



## A Season of Growth

The 2023-2024 academic year saw growth and growth potential in a multitude of areas. The Center events team grew to include additional team members to support a growing number of events in the new space. Three team members were promoted into more senior positions, one of which is the Center's first-ever Director of Marketing & Communications, Gabe Cancio-Bello '20, M.Ed. '24. Gabe's contributions led to the Center's biggest One Tribe One Day ever, including an award for the University's most creative outreach.

### Vision

The W&M Washington Center will thrive as an integral part of the greater W&M community, boldly producing innovative opportunities for all.

### Mission

The W&M Washington Center integrates excellent academics and experiential learning to produce high-impact opportunities for all. The Center facilitates meaningful connections and provides a place of belonging for the entire W&M Community.



# PROGRAMS

## Study in D.C.

### FEATURES OF THE STUDY IN D.C. EXPERIENCE

#### Internships + Applied Learning



#### Mentorship + Networking



#### Professional Development + Experience



# 5



## OPPORTUNITIES

The **Study in D.C.** umbrella consists of five distinct programs spanning the entire academic year.

### Internship-bearing Programs

Provides students with individualized support in applying, securing, and succeeding in an internship and structured programming for professional development and interdisciplinary courses.

D.C. Semester Program

D.C. Summer Institutes

Global Scholars Program



### Accelerated Course Programs

Offering students accelerated courses and experiential learning opportunities over winter and summer break.

D.C. Winter Seminars

D.C. Summer Session



This course has been pivotal in shaping my approach to learning, communicating, and leading, and I am eager to carry these lessons forward in my career.

Continued on next page

“ We met daily with **diverse leaders** and experts from various sectors—each day brought **new insights** as we engaged directly with over 30 prominent leaders. . .

This design allowed us to learn from their experiences and also to understand the **practical application** of leadership principles in **real-world scenarios**.

A highlight for me was the opportunity to apply what I learned directly by moderating a discussion at the Center with **Rep. Abigail Spanberger of Virginia's 7th Congressional District**.



This experience gave me the chance to apply the theories we discussed in class in practice and doubled as a moment of **profound personal growth**.

Leading this conversation allowed me to explore and execute the nuances of effective communication and leadership under pressure.

### MARK STRAND '26

D.C. Summer Institutes, 2024



**80**  
Internships Secured

**17**  
Departments Represented

**24**  
Unique Courses Offered



# FINANCES

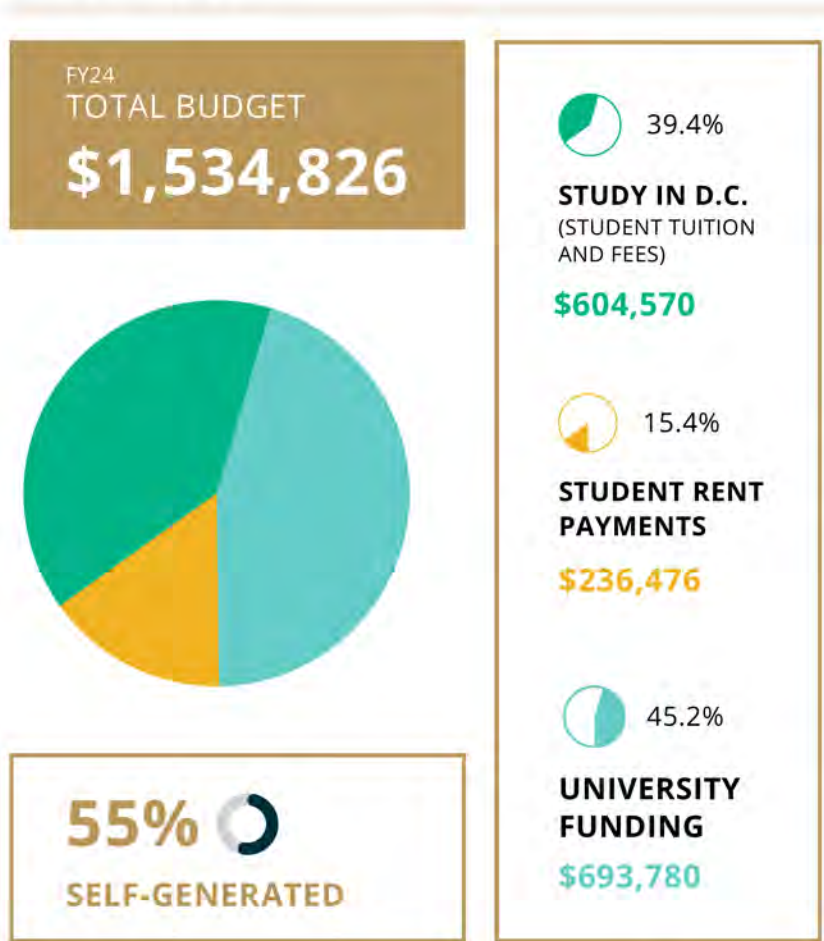
This year, we saw an **overall increase in enrollment** across Study in D.C. Programs, which is reflected in increased spending on student programming. Due to **rising costs and inflation**, the Center spent more overall on basic expenses such as food, office supplies, travel, and student and faculty housing.

Additional expenditures included a range of internal promotions and increased salaries as we **expanded our team** to accommodate the growth of the Washington Center and its mission, programs, and events services. Cost recovery fees collected from external events hosted at the Center throughout FY24 have been used to **self-fund** Alumni Engagement, Internal Events, and Advisory board-related activities, substantially decreasing spending in those categories.

The **increased visibility** of the Center and engagement from leadership has demanded frequent travel to campus to represent our interests.



## FUNDING



**\$121,491.53**

Annual Fund

**Annual funds** were used to partially fund scholarships in our *gap year* in an effort to keep our programs accessible for students.

**\$282,484.44**

Reserves

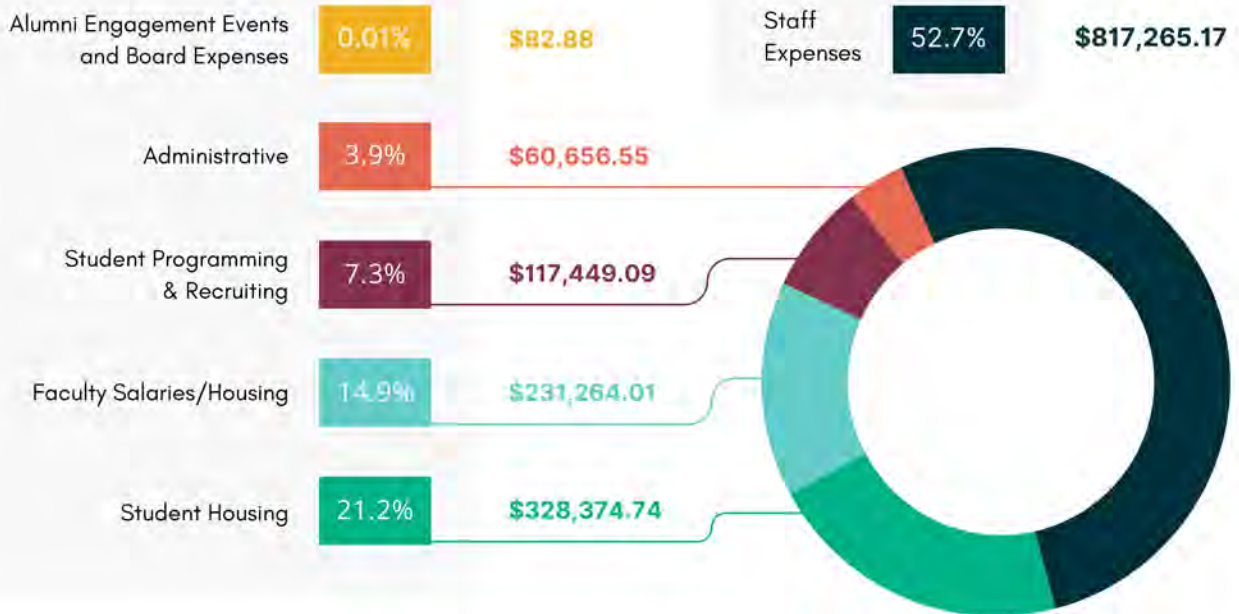
**Reserves** are critical to the stability of the Washington Center. Over half of the Center's budget is self-generated and dependent on student enrollment; a reserve fund allows us to continue operations even if enrollments dip or large unanticipated expenses arise.



# SPENDING

FY24  
CASH OUTFLOWS

**\$1,555,092.44**



**TOTAL CENTER EXPENDITURES**  
(as of July 1, 2024)

## NOTE

- Figures represent the Center's operational/personnel budget and spending only.
- Scholarship funds, which are reported separately, and rent, which is centrally paid, are not reflected in the figures above.
- These amounts are estimates as of early July 2024 not final until the fiscal year formally closes and all expenses have cleared.

# EVENT SERVICES


**We are an embassy for the Tribe, a venue for learning, and a place of belonging for the entire community.**

The Center has offered its space for classes and events to all members of the W&M community. With a growing Events Team, our services continue to expand to accommodate larger groups, complex programming, and underrepresented communities.



## USAGE AND REACH

 **2,132**  
Unique Visitors

 **56**  
Total Events

- 28** External Events
- 10** Collaborative Events
- 18** Internal Events

## REVENUE GENERATION

**\$1,487**

Average external event income

**\$41,635**

Total event income

## EVENT HIGHLIGHTS 2023-2024

### Cellar at The Center - Wine and Whiskey Affair

In February 2024, we held our second annual Cellar at the Center fundraiser for student scholarships! Together with W&M Alum-owned local businesses who generously donated their time and product to our silent auction and fundraiser experience, we raised over **\$7,500 for student scholarships**, which is a **2,000%** increase from our first rendition in 2023. We are proud to see the fruits of our community's generosity and passion for breaking down financial barriers for our students.

This year, we were honored to have **Michael K. Powell '85, D.P.S. '02**, President & CEO, NCTA-The Internet & Television Association, as our featured speaker, and **Ann Marie Stock**, whose Department of Strategic Cultural Partnerships sponsored the fundraiser in part.



### The Conference on Social Progress Since Repealing the Chinese Exclusion Act 80 Years Ago

This year the Center was invited to collaborate in organizing the Conference on Social Progress Since Repealing the Chinese Exclusion Act 80 Years Ago. This conference celebrated the tremendous social progress made since the day the Chinese Exclusion Act was repealed.

In addition, it paid tribute to Pearl D. Buck and the Citizens Committee for their contribution to repealing the act. The Center was proud to host the Community Roundtable with over 100 VIP guests following the larger conference held at the Congressional Welcome Center.

### Writers of Washington

Working with University Advancement and University Libraries, the W&M Washington Center featured four authors in our Writers of Washington series. This year, the series brought fascinating topics and engaging conversations to the Center and our local W&M community.

### 2023-2024 Featured Authors

*Pests: How Humans Create Animal Villains*

Dr. Bethany Brookshire '04

*The World of Coral Reefs*

Erin Spencer '14

*The Confidence map*

Peter Atwater '83

*Fighting the Night*

Paul Hendrickson



# FUNDRAISING AND SCHOLARSHIPS

## OUR MISSION TO SECURE PROACTIVE SCHOLARSHIP FUNDS AND SUSTAIN ACCESS

This year the Washington Center has embarked on a journey to more closely align our financial practices with those of the greater university. Previously, funds raised in one fiscal year would be awarded in the same fiscal year. As this is not common practice with the rest of the university, we found it necessary to initiate a “gap year” to allow us to better budget our scholarship awards. Instead of giving funds out in the same fiscal year in which they came in, we are soliciting one-time donations to give out for FY25 and will use our standing donations and pledges to start FY26, therefore aligning with university practice.

**Our goal this year is to raise at least \$150,000 for scholarships in FY25. As of July 8, 2024, we have raised \$59,500 towards that goal.**

### OUR GOAL

**\$170,000 - \$200,000**

**SECURE A ONE-TIME GIFT**

**BY SEPTEMBER 4TH 2024**

Raising funds by **September 4, 2024**, will guarantee uninterrupted, equitable recruitment through FY25 and beyond.



## FY24 Highlights

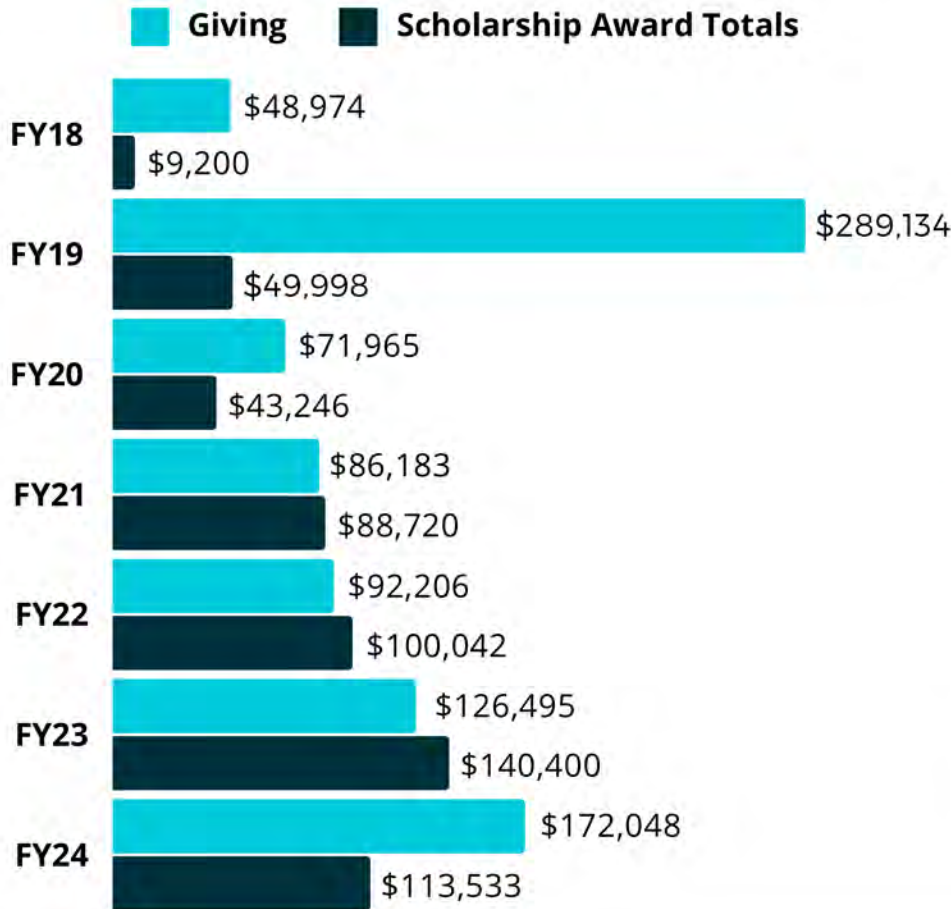
**39** 👤👤👤👤  
Scholarship Recipients

**\$172,048**  
\*Total Giving

**\$113,533**  
Awarded in Aid

\*A portion of scholarship funds in FY24 were proactively carried over to support scholarships in FY25.

## GIVING AND AID AWARDED BY YEAR (FY18 - FY24)



FISCAL YEAR	TOTAL SCHOLARSHIP RECIPIENTS
FY18	15
FY19	27
FY20	18
FY21	29
FY22	31
FY23	41
FY24	39

YOY Comparison



**\$96,801**

Raised - Study in D.C. Scholarship Fund

**240** Donors

**\$25K**

Anonymous Donor

**130 DONOR CHALLENGE UNLOCKED**

**\$10K**

Gerdelman School & Unit Challenge

**MOST CREATIVE OUTREACH AWARD**

**100%** Advisory Board and Staff Giving

### W&M WASHINGTON CENTER GIVING SOCIETY

Over the years, the Center has received donations from **1,026** unique households.

#### DONOR LEVELS

- Friend \$1
- Lafayette \$1,000
- District \$5,000
- Capitol \$20,000
- Executive \$100,000



# STRATEGIC PLANNING

## KEY ACHIEVEMENTS 2023-2024

2020-2025 STRATEGIC PLAN

91%  COMPLETE

GLOBAL SCHOLARS PROGRAM (GSP) SEATS DOUBLED

INCLUSIVE EXCELLENCE PLAN COMPLETE

## EXPANDED PRIORITIES 2024-2025

### INCREASING ENROLLMENT & PROGRAM ASSESSMENT

#### FY24 Enrollment

This year, 225 students participated in Study in D.C. (61% of seats filled). Our goal is to reach 85% by 2025.

For W&M's 10-yr reaccreditation with SACSCOC, the W&M Washington Center submitted two Academic & Student Services Evaluations:

- **Efficient & Effective Operations:** evaluated Study in D.C. student-facing marketing reach and effectiveness.
- **Quality of Academic & Student Services:** evaluated D.C. Winter Seminars (DCWS) student experience for instances in which they had meaningful conversations with professionals in their desired career field.

Additionally, the D.C. Semester Program (DCSP) and D.C. Summer Session (DCSS) opportunities were evaluated for program effectiveness and an analysis of enrollment trends with the Studio for Teaching and Learning Innovation (STLI).

**Results will dictate next steps.** Both studies yielded useful data as we focus on equitable access to Study in D.C. opportunities and quality of programming.

### FUNDRAISING FOR ACCESS

- **Office of Corporate and Foundation Relations,** recently made the center a priority, initiating a fundraising project by creating a tailored fundraising playbook.
- As scholarship funds grow, we are better positioned to meet student need, improving access and increasing enrollment.

### DEVELOPMENT OF NEW STRATEGIC PLAN

2025 AND BEYOND

- A NEW Washington Center strategic plan is expected to roll-out in FY25 and includes a business plan focused on new programming and revenue generation.

# The Future of the Center

## CAMPUS FOR INNOVATIVE LEARNING

The Provost's Office announced plans to establish a **campus for innovative learning** within the W&M Washington Center, an initiative poised to deeply engage with and enrich our vibrant community in Washington, D.C.

With the existing W&M Washington Center in place, the new campus will:

- Enhance learning
- Create new knowledge
- Disseminate information through events and public programming

Three working groups were established to explore new programming possibilities, including:

- Teacher Pathways Program
- Non-Profit Management Degree Program
- Cybersecurity Academic Program



## 25TH ANNIVERSARY

The Washington Center will continue to look ahead and plan for the future. We are committed to building a strong foundation for the Center's future expansion and growing capacity with the necessary resources and support.

2026 marks twenty-five historic years of W&M's Campus in the City, the conclusion of a successful five-year strategic planning initiative and the launch of a new innovative vision for the Center.

The Center will announce its plans for the future and kickoff a year centered on alumni engagement and collaboration.

The 25th Anniversary Initiative will include:

- Alumni engagement opportunities including a Washington Center Alumni Ambassador Program
- 2026 Strategic Plan



PREPARED BY  
GABRIEL CANCIO-BELLO

FY24



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