**AGENDA**

**Richard Bland College Board of Visitors Organization and Orientation**

**Wednesday, August 27, 2025 | Academic Innovation Center (AIC) Boardroom | 10:00 AM - 3:30 PM**

**Dress Code is Business Casual**

**9:30 - 10:00 AM**  **Coffee & Refreshments**  
Guests arrive, enjoy light refreshments, and settle in before the program begins \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**10:00 - 10:15**   **Welcome and Introductions**

* Welcome - Debbie Sydow, Richard Bland College President
* Introductions and Ice Breaker - John Rathbone, Chair, RBC Committee of W&M BoV (2022-25)
* Overview of the Day’s Objectives - President Sydow

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**10:15 - 11:00**  **Richard Bland College: Six-Year Plan and Key Performance Indicators**

Facilitators: Dr. Eileen Strempel, Strategic Planning and Governance Consultant; Dr. Tiffany Birdsong, Chief of Staff, and Ashley Fuller, Data and Compliance Officer  
Presentation: *Richard Bland College 2025: Strategic Objectives and Outcome Measurements*

**\*\*\*FORMAL BOARD PHOTOS TAKEN, BOTH INDIVIDUAL AND GROUP\*\*\***

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**11:00 - 11:15 Break**

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**11:15 - 1:00 PM**  **Board of Visitors: Role, Responsibilities and Duties (working lunch)**  
Part I. Standards of Excellence for Board Governance [11:15 - NOON)  
Facilitator: Dr. Sandra Jordan, Chief of Staff, Southern Association of Colleges and Schools Commission on Colleges   
Presentation: *Effective Higher Education Governance: How to Optimize and Measure Board Performance*

Part II. Richard Bland College Board of Visitors: Bylaws and Code of Virginia (12:00 - 1:00 PM)  
Facilitator: Nathan Moberley, AGA College Counsel   
Presentation: *Virginia Code Pertaining to Higher Education Governance and Richard Bland College Bylaws*

* **Resolution 1 - Richard Bland College Board of Visitors Bylaws**
* **Resolution 2 - Electronic Participation Policy**
* **Resolution 3 - Conflict of Interest Policy**
* **Resolution 4 - FOIA Policy**

**Board action will be overseen by the Visitor whose last name appears first in alphabetical order.**

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**1:00 - 1:30**  **Board Deliberation of the 2025-26 Slate of Officers**

* **Resolution 5 - Election of 2025-26 Board Officers**

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**1:30 - 2:30**  **Brand, Image and Strategic Enrollment Management Plan (SEM)**

Part I – Post W&M Brand and Core Messaging [1:30 - 1:50]  
Facilitator: President Sydow and Jesse Vaughan, Chief Marketing and Communications Officer   
Presentation: *Richard Bland College Brand Refresh*

Part II – Changing Student Demographics, Competition, and Enrollment Patterns [1:50 - 2:30]  
Facilitator: Justin May, Chief Enrollment Officer

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**2:30 - 2:45**  **Break**

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**2:45 - 3:30**  **Board Meeting**

**General Meeting**

* **Resolution 6: Board of Visitors Meeting Calendar 2025-26**
* **Resolution 7: Transfer of James W. and Carolyn M. Sutherland Fund**

**Closed Session**

**General Meeting resumes**

* **Resolution 8: Presidential Salary Adjustment**

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**3:30 PM Social Hour**