1. Presentation on Branding – Anna Billingsley, Associate Vice President for University Relations, and A. J. Newell, Director of Design Services
   - A Power Point presentation detailed the brand development process and the implementation strategies for the new university identity campaign. In addition, a brand platform statement was distributed and discussed. The new UMW brand platform will be utilized for marketing the University and increasing awareness of Mary Washington.
   - The current Graphic Brand Standards manual is being totally revamped and is about 50% complete at this time. Once completed, it will be widely distributed, along with a new software tool that will facilitate compliance with the standards by units across the University.

2. Open House – Doug Searcy, Vice President for Student Affairs
   - The goal of this summer program is to bring more students to UMW by building earlier connections to the University. The one-day program will allow incoming students to see their residence halls and provide opportunities for parents and students to connect with key administrators. This is envisioned as an expansion of the open house program previously provided by the office of residence life. It is designed to begin building a sense of community, helping incoming students to get excited, and make fall orientation less stressful.
   - Open house is not intended to replace orientation or reconstitute the old “Preview” program.

3. Student Issues – Doug Searcy, Vice President for Student Affairs
   - Dr. Searcy shared that there was an issue with a gun being found in a student’s room in Eagle Landing earlier in the week. There was no ammunition in or near the gun. There was no delay from the time we found out until the time we confiscated the weapon, as the UMW police responded very quickly to the call and determined that no immediate threat existed. All necessary judicial steps are being taken.
Other Announcements:

President Hurley briefed the Council on his Advancement trip to Cuba during Spring break.

The meeting was concluded at 2:50 p.m.