*A Meeting of*
**The University Budget Advisory Committee**

**February 26, 2014**

In attendance:  Nabil Al-Tikriti (chair and acting secretary), Steve Farnsworth, Mukesh Srivastava, Patricia Reynolds, Dana Hall, Les Johnson, Paul Messplay, Rick Pearce, Jonathan Levin, Torre Meringolo, Leah Cox.

The meeting commenced at 4:10 pm.

The committee discussed information flow and the prioritization process for this year, and decided to share all minutes and budget proposals with UFC upon completion of the budgeting process.

**Torre Meringolo** presented the suggested budget priorities for University Relations, reflecting that in the current austerity, extra funding for new initiatives is not really present:

1) **iModules Online Engagement Software for Alumni Relations**. This software allows the development team comprehensively follows alumni communications with the institution. Such comprehensive tracking of alumni communications has not been present on campus until this year, with the use of iModules. The Alumni Office has tried to integrate department tracking of alumni into this new software package. This work was done manually until November 2013. Once iModules is fully implemented, use of the software will be promoted across the entire campus for comprehensive unification of data sets on alumni relations. Harris was a previous vendor for similar services, but that vendor went out of business. The figure requested is a net additional request over the previously budgeted amount for Harris' services.

   Dana Hall asked about the integration of departmental data sets with the Alumni Office. The Athletics Department uses "Front Rush" for such correspondence tracking.

2) **Digital Communications:** A dedicated budget is being requested to establish a website operating budget for conference travel and other items of use to the web team. The website has improved significantly in recent years due to the new CMS, and this budget will be dedicated to supporting and continuing the improvement and maintenance of the current university website.

3) **Donor Relations Plaques:** In order to encourage private giving, University Relations plans to place plaques naming certain classrooms and other spaces after donors who give $50,000 or more for the privilege to name a space. Each plaque is ca. $500. Such plaques are part of an initiative to change the institutional culture in favor of supporting private donations.

4) **Digital Communications:** The web team needs software tools to repair and approve the website, which has 25,000 pages imported from the previous CMS.

5) **Digital Communications Content Strategist:** UMW currently has two members of its web team, which is less than several Virginia cohorts (Richmond 4, W&M 7, Longwood 5, GMU 6, JMU 5). Instead of a new position, University Relations plans to use a contractor to enhance its content strategy.

6) **Printing and Postage Costs:** University Relations asks for additional funding for printing and postage costs due to the increase in alumni functions in recent years.

7) **Computers:** University Relations computers are at 5 years, and 13 laptops and 8 desktops are in need of replacement. These replacements may or may not be funded separately from the campus wide IT pool.

8) **Simpson Circle:** An additional event is planned to encourage continuing support of former BOV members. As BOV members rotate off the board, they would then be inducted into the Simpson Circle.

Mukesh Srivastava asked if there's been a ROI analysis done on several of the budget requests. Torre Meringolo clarified that ROI has been considered for each of the initiatives.

Les Johnson expressed support for increased support for Alumni Relations, in order to foster a private school funding model.

Stephen Farnsworth asked for clarification concerning the role of the UMW Foundation vis-à-vis university funds.

Dana Hall asked for clarification concerning the interplay of iModules, printing, stamps, and other expenses.

Dan Hubbard asked if faculty might receive the Alumni Office electronic newsletters, in order to better be aware of alumni functions being held either on or off campus.

Torre Meringolo suggested that alumni and staff should be receiving Alumni Office electronic newsletters in the future.

The meeting adjourned at 5:24 pm.

Submitted by Nabil Al-Tikriti