

University of Mary Washington
Budget Advisory Committee 2012-13
November 13, 2012
Lee Hall 414
8:00 to 9:00 a.m.

Present: I. Newbould, P. Messplay, D. Hall, N. Al-Tikriti, J. Romero, B. Friesner, T. Pratt-Fartro, T. O'Donnell, C. Descak

- I. Approval of Minutes from 10/23/12; 11/6/12 & 11/09/12

- II. Presentation: Carol Descak. Carol presented a handout covering the expectations for her position. It includes: a) development of a comprehensive student recruitment plan to meet the needs of various academic programs and to aggressively pursue a diverse and talented student body, b) reinstitute a territory management recruitment plan for staff, c) grow the freshman applicant pool by at least 10% to enable the University to be more selective, d) increase out-of-state new students by 10%, e) enroll at least 30 international students, f) maintain/increase underrepresented students, including students of color and first generation college students, g) develop and implement a strategic communication plan to include Student Search, prospect management, and aggressive yield activities, ensure the development of a comprehensive package of recruitment and admission publications and communications, institute a strong marketing focus within admissions, ensure that our efforts utilize cutting edge marketing and communication techniques, including electronic communication and social media, h) develop and implement a strategic plan to maximize the use of financial aid, i) effectively manage the recruitment, admission, and enrollment processes for the Stafford Campus and help establish and meet enrollment goals for graduate and adult degree completion programs, j) develop and implement a concrete plan to utilize technology resources (Banner enterprise system and ancillary systems) effectively and efficiently, identify new opportunities to achieve customer service and customer relations management goals, k) recruit and train admission staff to fill vacancies and build a strong admission and recruitment team, l) strengthen the reputation of UMW as a high-quality academic institution with selective admission, within the context of Virginia public-higher education, institute programs and practices that will build and reinforce the institutional image, consistent with its brand identity campaign.

This plan includes the primary objectives for the Associate Provost for Admission and Financial Aid through June 2013. The committee discussed athletic recruitment (which is the responsibility of Chris Hairston) and meaningful staff incentives.

Resource intensive activities include Student Search (to purchase names of students from a variety of sources), new admissions pieces (faculty, experiential learning, campus life), and systems update.

B. Friesner inquired about what the University will do to ensure that there will be a smooth transition. I. Newbould responded that the new person will need to be up-to-date on best practices. N. Al-Tikriti inquired about budget and additional resources allocated to recruitment and marketing. I. Newbould responded that it has been increased, but largely through restructuring. C. Descak noted that work hours for the admissions staff are being appropriately reconfigured to ensure that staffing is available for crunch time.

III. New Business:

- a. Position statement from committee regarding summer school? I. Newbould stated that the summer pay scale was approved by the President's cabinet. It was decided that there should be no statement from the UBAC and that the minutes speak for themselves.
- b. Discussion of comments made by President Hurley regarding resource allocations and program closures (at UFC meeting 11/05). I. Newbould discussed his charge to examine the budget to identify funds to enhance the University through a broad-based examination. He expressed that it is not clear what the process is or will be and that this is on the President and the Board's agenda. J. Romero stated that this process began last year and that this is a continuation of that process.

IV. Update on Speakers and Locations

- a. Tuesday, November 20th: Dean Gendernalik-Cooper in GW 106
- b. Tuesday, November 27th: Torre Meringolo in GW 106

The meeting adjourned at 9:19 am.