

## Budget Advisory Committee Meeting

October 2, 2013 Monroe Hall 233

In attendance:

Torre Meringolo; Les Johnson; Malcolm Holmes; Anna Billingsley; Shelley Keith; Joe Romero; Stephen Farnsworth; Dan Hubbard, Patricia Reynolds; Mukesh Srivastava, and Nabil Al-Tikiriti

Meeting was called to order at 4 pm by Chair. Colin is unable to attend and Chair did not have notes from last meeting to present for approval so they will be handled by email vote or at a later meeting.

Pat takes notes.

Torre Meringolo began the meeting by introducing his staff and talking about the Goals from the Strategic Plan that he was handed when he arrived 5 years ago. He spoke to Goal #7 regarding University relations and discussed a Fundraising Campaign that is now in its second year. The goal as set is \$50 million and after 2 years they have raised just over \$20 million in major gift commitments. He discussed how the campaign was currently in a “quiet” phase and would soon pick up again. He indicated this was not unusual for a campaign of this size and scope.

Anna Billingsley went on to present Goal #8. She gave some background that this goal had been identified by the consultants EMG as being a critical need and that a major focus over the past few years from her end has been to implement the parameters of that goal. She indicated that this has been a collaborative process to develop the identity of the university and that it began in earnest after a great deal of fact finding two years ago. There was a short discussion about where the goals came from and they are all initiatives that were identified in the Strategic Planning Commission report.

Anna cited the Eagle Eye as a way to use an internal organ to meet a deficiency in the organization. She then went on to discuss the Digital Signage and how successful it has been garnering 6-8 suggestions daily from students and staff. Previous signage was simply a notification system for emergency situations with limited identity. The current system is expanding as areas are identified where it will be most effective. She also demonstrated how there had not been a unified message in the past and that the digital signage was addressing this issue. She felt this was in keeping with Goal #8 to strengthen the image of the university within the school and the community and to expand visibility. This type of marketing had not been in place previously and had hurt the university and its message.

Anna then introduced Malcolm Holmes who has been here for 8 months and Shelley Keith who has come on board just three months ago. Malcolm discussed his support for the Admission initiatives and indicated that when he arrived the university had NO DATA from previous years. This is the same thing we heard from Carol Descak. With the hire of Ruffalo –Cody they have been able to identify tiers of student populations to target. Currently, they are targeting Montgomery County MD, as this appears to be an area where the UMW brand appeals. They are also looking at internal as well as external customer bases that they can begin to exploit and market. He indicated that due to the fact they are about 10 years behind their competition that the university has given this a very high priority and that the data is now being collected and processed. *Please see his Power Point for further information for discussion.* His one note of caution was that there can be no focused and targeted effort on “branding” without the data to back it up. He introduced Shelley Keith who has the role of being able to make that brand visible

to the websites. Her first order of business is figuring out all the different sites that have no relevance to the university mission. She has begun to make sure that the branding is consistent and the message does not go off course. She reiterated what Malcolm said that the data has to be there before the tactics can be developed.

Meeting adjourned at 5:35pm, due to Prof. Reynolds' class obligations. Please request the Power Point to accompany these notes.

See Attached Powerpoint

[Pat Reynolds]