




MEMORANDUM

TO: University Faculty Council

FROM: Troy Paino, President 

DATE: October 17, 2019

RE: President's Report

Rebranding

Representatives from Mindpower, the Atlanta-based agency working with us on a University branding project, have visited campus a number of times this semester. In the course of those visits they have met with hundreds of individuals and several focus groups representing faculty, students, staff, administrators, and alumni to get a deep understanding of UMW. They will return next week to continue this process, including a UFC focus group on October 22nd. They will also hold open forums for the entire campus on October 23rd and 24th. If you have not already participated in a focus group, or even if you have, please make every effort to attend one of these sessions to offer your insights into what makes UMW such a powerful and successful learning community.

Mindpower will continue both the qualitative and quantitative research portion of this process throughout the fall semester. Our marketing and communication to both internal and external audiences must be authentic in order to be effective, so this portion of our engagement with Mindpower is critically important to the success of this investment. The comprehensive research portion of this engagement lays the foundation for what will be the school's messaging platform for years to come. Your participation is both encouraged and needed, so please make every effort to attend one of these sessions. We cannot get this right if the voices they are hearing do not truly represent the entire UMW community.

Campus Environment Report

As you undoubtedly know by now, the *draft* of the Campus Environment Committee's full report went out to the UMW community via email to students, faculty, staff, and alumni on October 15th. The Committee is holding two open forums to discuss the recommendations contained in that report. The first forum is scheduled for October 28th from 10:30 a.m. to 12:30 p.m. in the HCC Digital Auditorium. The second forum is scheduled for October 30th from 3:30 to 5:30 p.m. in the HCC Digital Auditorium. The Committee is also taking additional feedback via an online form at <https://www.umw.edu/diversity/campus-environment-feedback/> from

October 15-31. Again, your feedback is welcomed as we work to make sure UMW's built environment is consistent with our values and goal to be a truly diverse and inclusive community.

The Committee will consider the feedback received and prepare a final draft of the report to be submitted to me and the Board of Visitors (BOV) on November 6th. The report is an agenda item at the upcoming November 15th BOV meeting.

Construction Update

With the support of our colleagues in Richmond, we discovered a path to secure an additional \$3.8 million in funding for the Seacobeck Project to cover the cost overrun that resulted from market escalation. Construction is to commence on this renovation in either January or February of 2020. This future home of the College of Education and Office of Disability Resources should be open for business by the fall of 2021.

The Willard Hall renovation is scheduled for completion in just a few weeks with students from Virginia Hall moving in over the semester break. Renovation of Virginia Hall begins in January with its opening to coincide with Seacobeck's opening. Because Virginia Hall is in the middle of campus, work crews and equipment will access the building between the University Center and Seacobeck Hall. The simultaneous renovation of Seacobeck and Virginia will cause significant disruption to this portion of campus. However, we all felt it important to keep Campus Walk clear of construction equipment and traffic so students and visitors could still navigate their way through the heart of campus. While these projects will cause 18 months of inconvenience, everyone agrees that the renovation of Willard, Virginia, and Seacobeck will add great value to the academic and residential experience of our students. Renovation of the Palmieri Fountain is a part of the Virginia Hall Project, so we are all excited that the original quad of campus will be fully renovated and in good working order.

I look forward to answering any questions at the meeting. Thank you for all you do for our students.