



where great minds get to work

MEMORANDUM

TO: University Faculty Council

FROM: Troy Paino, President

DATE: September 18, 2019

RE: President's Report

We are off to a flying start to the 2019-2020 academic year. It is great to be teaching a class again, but as a result, I am even a little busier than usual. A few items of significance I would like to share:

Enrollment Update

We enrolled an academically strong first-year class with an average 3.64 high school GPA and 1179 SAT. 28% of the class identify as a racial or ethnic minority and the Honor's Program enrolled a robust 102 students with an average 4.2 high school GPA and 1350 SAT. The class is slightly smaller than years past due to summer melt brought on by Virginia Tech's unusually large first-year class. I advised the Admission's Office to not go too far down the waitlist in order to ensure an academically prepared class.

Construction Update

While we still await some furniture, we are excited to finally have the addition to the Jepson Science Center complete. We also received good news that we will obtain additional funding to restart the Seacobeck renovation. Due to the additional funding, we can finish all the space dedicated for the College of Education as planned, as well as for the Office of Disability Resources. Willard Hall renovation is still on schedule and set to reopen in December. We will move students from Virginia Hall to Willard Hall in December so we can begin the renovation of Virginia Hall in January.

Rebranding of UMW

As most of you know by now, we have contracted with Mindpower out of Atlanta, Georgia to work with us on rebranding the University. This week marked their second visit to campus since signing the contract a month ago. Please stay tuned for your opportunity to provide input into this process in the weeks to come. Mindpower will conduct qualitative research in September and October followed by quantitative research in October and November. They will spend

December and January in assessing our market position and February through April developing our new brand platform. The creative portion of this engagement will begin in the spring with an internal launch of the brand scheduled for summer of 2020. The external launch will occur in the fall of 2020.

Coffees with the President

I had my first *Coffee with the President* on September 18th and look forward to the next one scheduled for October 21st in the Hurley Convergence Center. This is a good way to keep the lines of communication open between me and the entire University community, so please join me for one of these coffees at a time and place that is convenient for you.

I am happy to answer any questions about these or any other topics at next week's meeting.