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MEMORANDUM

TO: University Faculty Council
FROM: Troy Paino, President 
DATE: November 25, 2019
RE: President's Report for December 4, 2019 Meeting

Campus Environment Report

I would like to thank Michael Spencer and the entire Campus Environment Committee once again for their painstaking work to develop a report submitted to and accepted by the Board of Visitors (BOV) at its November 15th meeting. They worked on this project for over two years. I would also like to thank the entire UMW community for offering valuable feedback on the committee's draft report. The final report reflected this valuable input, and the BOV unanimously voted to endorse all of the committee's 17 recommendations. Among the specific actions to be undertaken:

- Reinstating the full names associated with campus buildings, thus recognizing the contributions of leaders, particularly women, over the University's history. For instance, Lee Hall would return to its given name of Anne Carter Lee Hall.
- Identifying a new name for Trinkle Hall in 2020, utilizing this opportunity for celebration, positive growth, and affirmative identity of the campus.
- Exploring avenues of contextualization, concealment, or relocation of select murals and providing insights on the cost and logistics of these options.
- Commissioning the development of new and inclusive murals focused on UMW as it exists today and in more recent history, ensuring broad representation of its community.

I am currently putting together an ad hoc committee to oversee the process of renaming Trinkle Hall. UFC will have a representative on this committee.

Branding

Mindpower is wrapping up the quantitative portion of their research. Faculty, staff, students, and alumni responded to the survey in a big way. Mindpower will begin assessing the data and sharing their findings with the UMW community over the next couple of months. By spring, they will transition into the creative messaging and market testing portion of the engagement.

Thanks to all faculty who participated in both the qualitative and quantitative research phases of this important process. Your involvement will make for a stronger brand platform as we continue to make strides in strengthening our position in the very competitive Virginia higher education market.

Legislative Session

We are awaiting the Governor's proposed budget that should be announced over the next couple of weeks. The Governor's budget takes on even greater significance now that the Democrats control both the House and the Senate. A few weeks back, they lowered expectations by asking all state agencies and universities to prepare 5% cut scenarios. Although revenues continue to outpace projected growth, the Governor and Secretary of Finance warn that fixed costs continue to rise at a pace that exceeds expected revenue.

James Farmer Legacy Council

Stay tuned for announcements concerning our year-long celebration of James Farmer's legacy over the course of 2020 in honor of Mr. Farmer's 100th birthday, the James Farmer Multi-Cultural Center's 30th anniversary, the 19th Amendment's 100th anniversary, the Americans With Disabilities Act 30th anniversary, and more. The James Farmer's Legacy Council is working hard to plan for an exciting year meant to reaffirm UMW's ongoing commitment to access, equality, social uplift, and justice.

A small group of us went to visit with civil rights icon Congressman John Lewis (D-GA) a few weeks back to ask for his participation in our celebration. We spent an amazing hour listening to his experiences and love for James Farmer, as well as his desire to be a part of our celebration. It should be an exciting year.

Semester's End

I know the end of the semester is a stressful time as are the holidays. Please take care of yourselves and enjoy your time with family and friends over the break. Here is to a great 2020!