




MEMORANDUM

TO: University Faculty Council
FROM: Troy Paino, President 
DATE: January 28, 2020
RE: President's Report for January 29, 2020 Meeting

We are off and running in what promises to be an exciting 2020. Some updates on some of the pressing issues:

Governor's Budget and General Assembly

Some important items included in the Governor's proposed budget that could benefit UMW and our students:

- Money to begin planning for a new theatre and renovation of Melchers, duPont, and Pollard Halls. I would especially like to thank all of the faculty in the departments housed in these buildings for helping us make the case for this project to legislators and staffers. We now have to work hard to keep it in the budget during the legislative session.
- \$235,000 increase in student financial aid for FY21 and another \$470,000 slotted for FY22. These increases are the product of modifications to a dated financial aid model that did not favor UMW and the growing financial need of our students.
- An additional \$2.7 million for the Seacobeck renovation to help cover escalating costs of construction. The Governor has also submitted a budget amendment for another \$4 million to cover the continued escalation in costs since last summer.

In addition to what the Governor included in his budget, we have submitted or support the following budget amendments:

- Additional money for student financial aid over and above the increase included in the Governor's budget
- Across-the-board salary increases for faculty
- Inflationary increase in state appropriation to higher education

Tech Talent

In the next several days we should have an exciting announcement about funding to increase our production of graduates in computer science. We are still working out some of the details before we execute the agreement with the state, so stay tuned.

Branding

As mentioned at the January 14th All University Assembly, MindPower has completed the research portion of the engagement. They are now sharing the raw data with Institutional Research, faculty, and students to assist in the interpretation of the data. They will present the research to the Board of Visitors at its February meeting and quickly pivot to the development of the brand strategy. They will begin developing the brand concept in March with plans to begin "socializing" that concept on campus in April.

Preliminary findings reinforced what many of us already believed to be true about what makes UMW distinctive. It also reinforced what we believe to be our challenges and opportunities in strengthening our position in the market:

- A consensus that the branding needs to focus on raising awareness of the University's stellar academic programs
- Part of the University's strength is in what it isn't, as much as, or even more than, what it is
- Our history as a women's college shapes the underlying culture of the campus community
- While there is a strong commitment to diversity and inclusion, there is still more work to do to ensure all members of our community feel represented and at home here
- UMW is a place for motivated, civic-minded students who are serious about academics
- Our location is an incredible asset
- UMW is seen as offering a private education (proxy for high quality, small classes, individual attention, etc.) at a public price
- The Virginia higher education marketplace is both crowded and elite
- Those who know us hold us in high regard, but too few know us. Many believe we are private and all-female
- The physical campus is an asset although some of our facilities need work

Celebrating James Farmer's Legacy

Please stay engaged in our year of celebrating the legacy of James Farmer at UMW. The year got off to a wonderful start at the birthday party for James Farmer held on January 13th. The James Farmer Legacy Council is working hard to use this year as an opportunity to not only

celebrate our past, but to also commit ourselves to action. As events are continually evolving and being added, go to umw.edu/farmer for more details and up-to-date information.

Developing FY21 Budget

We are beginning to develop next year's budget. This process includes setting tuition and fees for our students and making difficult decisions as it relates to strategic investments. Unfortunately, due to escalating debt service and the growing financial need of our students, we have limited resources to make important investments that must be made to move UMW forward. Balancing the budget while covering inflationary costs, unfunded mandates, and a few strategic investments will require an estimated \$2-3 million reallocation of resources. Of course, this amount will vary depending on the final state budget and 2020-21 enrollment projections. To keep the faculty informed of this process, the vice presidents who oversee University resources are meeting with the UFC's budget committee. I understand that a few Cabinet members have already met with the committee.

In the development of the budget, it is important to me that we continue to move toward greater transparency so that our students, faculty, and staff know exactly how tuition, fees, and state appropriations are being spent. Unfortunately, it is a multi-year process to better link revenue sources with University expenditures, but we are making progress.

General Campus Updates

Willard and Panera are now open and we have now begun the renovation of Virginia Hall. We are excited to celebrate the planned opening of the Hillel Center in March.