


**MEMORANDUM**

**TO:** University Faculty Council

**FROM:** Troy Paino, President 

**DATE:** February 24, 2020

**RE:** President's Report for February 26, 2020 Meeting

The House and Senate submitted their budgets on February 16<sup>th</sup>. The next step is for the two bodies to appoint their conferees to negotiate and arrive at an agreed-upon FY21 budget that would be voted on by each body in early March. That budget would then go to the Governor for his consideration and approval.

Here are some of the relevant and noteworthy portions of each budget:

Compensation:

*House*

- 1% salary increase for faculty and AP faculty effective 6/10/20. A 3% salary increase effective 6/10/21
- \$75 salary increase for staff for each year of eligible service up to 30 years, effective 6/10/20. A 2% salary increase effective 6/10/21
- 1% bonus for faculty and staff effective 12/1/20

*Senate*

- 3% salary increase for faculty, AP faculty, and adjunct faculty effective 7/1/20
- 3% salary increase for staff effective 7/1/21
- 3% faculty and staff bonus effective 12/1/20

### Operating Budget

#### *House*

- No change in operating support
- \$3.15 million contingent upon no 2020-21 increase in in-state undergraduate tuition. An additional allocation may be made in 2021-22 if an increase in in-state undergraduate tuition is held to no more than 2%. This allocation must be used to support state mandated compensation actions.
- \$386,500 in the first year and \$568,000 in the second year for UMW's Workforce Development Initiative
- \$235,200 in student financial aid in FY21 and an additional \$235,100 in FY22

#### *Senate*

- \$713,200 for base operating support
- \$270,000 in the first year and \$332,000 in the second year for UMW's Workforce Development Initiative
- Student financial aid increases the same as in the Governor and House's budget

### Capital Outlay

#### *House*

- \$4.3 million in planning funds to construct a new Theatre and renovate duPont, Melchers, and Pollard halls but planning delayed until 2022
- Additional \$6.2 million for Seacobeck to cover cost escalation

#### *Senate*

- \$4.3 million in planning funds to construct a new Theatre and renovate duPont, Melchers, and Pollard halls but planning delayed until 2021
- Additional \$6.7 million for Seacobeck to cover cost escalation

### Student Financial Aid

#### *House*

- Same as Governor's budget: An increase of \$235,200 in 2020-21 and an additional \$235,200 in 2021-2022

*Senate*

- Adds an additional \$235,200 for a total of \$470,400 in 2020-2021

The General Assembly is scheduled to adjourn on March 7<sup>th</sup>, so this process moves quickly.

Mindpower presented its research to the Board of Visitors on February 21st. They reported that a total of 6,500 people participated in the brand study reflecting great enthusiasm for elevating the UMW brand and strengthening the University's reputation. The general findings from this research:

*Challenges:*

- UMW operates in a crowded and elite marketplace
- UMW has experienced a loss of academic reputation
- UMW lacks a clear brand identity
- UMW suffers from some lingering misperceptions

*Strengths:*

- There is great pride in the quality of the academic experience
- People either have a positive or neutral perception, not negative

There are several other important findings from this research, and we will find both a time and manner in which to share those with campus in the days and weeks to come. The next two phases of this engagement are:

- The development of a brand strategy (foundational brand elements, market position)
- The development of a brand expression (creative concepts: messaging and overall approach)