

## Rao's Notes from the President's Leadership Council – Feb 12, 2020

There were three items on the agenda:

- I. Presentation on FOIA by Audrey Burges, Assistant Attorney General – the presentation given to various boards, agencies, and institutions across the state.
- II. FY21 Budget Updated – presented by Paul Messplay, VP for Administration and Finance & CFO. Presentation was a draft presentation in preparation for the following week's BOV presentation. Paul outlined the Governor's budget recommendations and what the institution is currently planning for with regard to next year's state allocations. The presentation included cost drivers, such as state mandates (health insurance premiums, VRS rate increases, and state charges), cost increases coming from prior commitments (Virginia Hall debt service, Title IX grant replacement, utility costs, and contracts and leases), and strategic priorities (market study for faculty salaries, faculty/classified market adjustments, student financial aid, permanent marketing budget, implementing a student success plan). Without factoring in any changes in tuition and fees or housing adjustments, there is a projected budget shortfall of a little more than five million dollars. Paul also noted key dates for the General Assembly, as well as some amendments that are still under consideration.

President Paino discussed the budget challenges, and encouraged Leadership Council to think about how to 'flatten' the administrative structure, noting that he feels that the institution should invest more in support of those who work directly with students. Paino also discussed upcoming recruitment challenges, including the coming demographic cliff, and increasing competition within the state.

- III. Rebranding update – presented by Lisa Bowling, VP for Advancement and University Relations. Lisa provided an update on the work being done by MNDPWR. Her presentation included a primer on current marketing trends and changes with previous marketing practices, and the scope of work conducted by MNDPWR. Lisa also outlined a projected timeline for the rollout of the brand, and how it will be introduced throughout next year.