


MEMORANDUM

TO: University Faculty Council

FROM: Troy Paino, President 

DATE: September 15, 2022

RE: President's Report

Thank you for the opportunity to update the UFC on a few important matters.

Recruitment & Retention

Enrollment stabilization continues to be our top priority as we continue to adapt to a very different higher education landscape. More pieces are in place as we begin this year's recruitment cycle, including a year-round marketing strategy.

Subcontractors hired to assist in writing new pages for a redesigned website have caused delays in its launch. Because the website is so critical to our recruitment efforts, we do not want to launch until we are confident prospective students can easily access critical information about UMW and its academic programs. It is likely that its launch will not occur until the semester break.

As we continue to recover from the effects of the pandemic and prepare for the looming demographic cliff, student recruitment will continue to be a challenge in this hyper competitive environment. It is important that we meet or exceed the success of last year's efforts, so I encourage faculty to continue to engage with prospective students and promote all the opportunities your classes and programs offer. Active faculty engagement in the recruitment process was a big reason for last year's late rally. Thank you!

Due to everyone's efforts, it appears that our first-to-second year retention rate continues to improve. This is a critical component of our overall enrollment strategy as well as a testament to our commitment to student success. Considering the challenges both our students and you have faced over the last couple of years, this success is remarkable. Again, thank you.

Legislative Agenda

Coming off the most successful legislative session in memory, the focus this year is more narrowly on increasing state support for operations so we can moderate tuition and cover inflationary costs. It is still very early in the process, so I will continue to update the UFC on our progress throughout the year.

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Board of Visitors

By the time we meet, the BOV will have had another meeting. Some of the important topics on the agenda: setting my priorities for the coming year, discussing UMW's key performance indicators, presenting architectural designs for the renovations of Melchers, duPont, and Pollard as well as for the new theatre, presenting marketing and recruitment plans for the coming year, and reporting on past and future fundraising efforts. On that last topic, we are hopeful that we can announce some exciting transformational private gifts to UMW in the coming months.

Budget

We start this year with roughly 16% fewer students than in the fall of 2019. The majority of UMW's revenue comes from student tuition and fees, so this pandemic-related decline has caused all of us to adapt quickly. It is important to keep this in mind as we begin the FY24 budgeting process. We brought in much smaller classes during Covid, and it will take several years for those classes to matriculate through the system. As a result, we can expect smaller overall enrollment for a few years before stabilization.

I hope the semester is off to a good start for each of you. Thank you for all you do for our students and UMW. I am happy to answer any questions at the meeting.