



**PRESIDENTIAL  
MESSAGE  
TO THE  
UNIVERSITY  
2008**



# **SURPRISE !!**



## **2 SURPRISES:**

**- QUICK CAVANAUGH  
DEPARTURE**

**-QUICK INTERIM  
PRESIDENTIAL SEARCH**



# THE LEAP.....

- Up from the ranks
- 28 years at UWF
- Not going anywhere
- I consider my presidency a SERVICE POSITION
- I LOVE UWF

# UWF ACCOMPLISHMENTS LAST YEAR

- Increased enrollment by 1% to 10,500 students
  - Freshman 5%; Transfers 3%, Graduate down -0.5%
- Completely **filled housing** at 1560 students
- Creating Great Futures Campaign: \$34.7m raised toward **\$35m** goal, **2 years early**

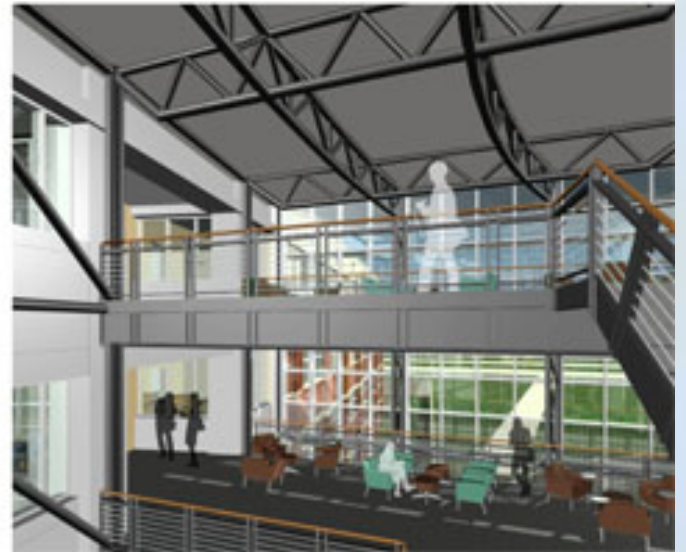
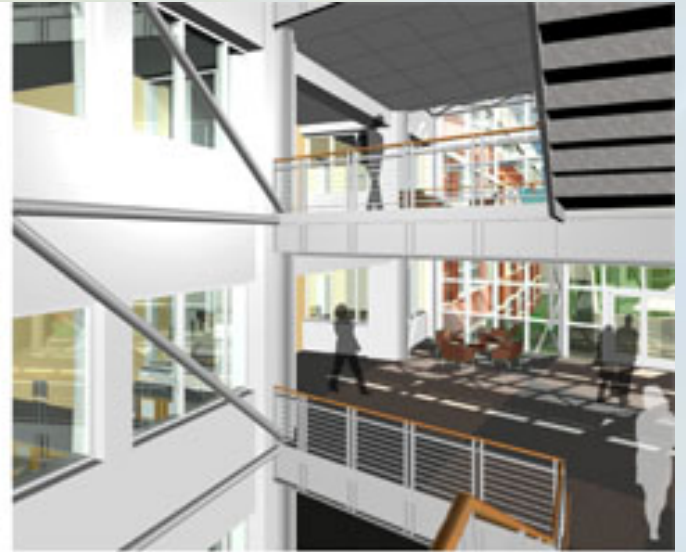
• **UWF** named as a “**Best Place to Work**” by the Chronicle of Higher Education

• **UWF** named a “**Best College**” by Princeton Review and US News & World Report

# THREE NEW BUILDINGS

Science and Engineering





University of West Florida

# BESTHOUSE

BUILD • EDUCATE • SUSTAIN • TECHNOLOGY









# EDUCATIONAL RESEARCH CENTER FOR CHILD DEVELOPMENT

AUGUST 17, 2007



# THE BUDGET

# BUDGET REDUCTIONS LAST YEAR

Phase	Date	%	Reason	\$\$\$
1	10/07	2.5%	required by State	\$2.4 m
2	3/08	0.9%	required by State	\$0.9 m
2	3/08	1.7%	extra for Central Reserve	\$1.6 m
3	7/08	1.8%	required by State	\$1.7 m
3	7/08	2.1%	extra for Divisional Reserves	\$2.0 m
	<b>Totals</b>	<b>9.0%</b>		<b>\$8.6 m</b>
		5.2%	Total Reduction required by State	\$5.0 m
		1.7%	Total Reduction to Central Reserve	\$1.6 m
		2.1%	Total Reduction Divisional Reserve	\$2.0 m

# 4 Other SUS Institutions Also Created Reserves Through Extra Reductions

<b>FIU</b>	<b>7%</b>
<b>UF</b>	<b>6%</b>
<b>FSU</b>	<b>5%</b>
<b>FAU</b>	<b>5%</b>
<b>UWF</b>	<b>3.9%</b>

# HOW CUTS WERE MADE LAST YEAR

## “LOW HANGING FRUIT” NOT PARTICULARLY STRATEGIC



- Vacant faculty and staff lines
- Reduced expense budgets
- Reduced travel budgets
- ALL Divisions were reduced the same percent

# THIS YEAR'S BUDGET

<b>State Appropriation (E&amp;G)</b>	<b>\$60.9 M</b>	<b>53.3%</b>
<b>Tuition</b>	<b>\$24.7 M</b>	<b>21.6%</b>
<b>Lottery</b>	<b>\$6.6 M</b>	<b>5.8%</b>
<b><u>Other Revenue Sources</u></b>		
<b>Auxiliaries</b>	<b>\$11.3 M</b>	<b>9.9%</b>
<b>Contracts and Grants</b>	<b>\$4.5 M</b>	<b>3.9%</b>
<b>Athletics</b>	<b>\$3.7M</b>	<b>3.2%</b>
<b>Activities</b>	<b>\$2.5 M</b>	<b>2.2%</b>
<b>Concessions</b>	<b>\$ 0.1 M</b>	<b>0.1%</b>
<b>Total</b>	<b>\$114.3 M</b>	

# How we will make reductions **this** year

- **Legislature is holding back 4% of appropriation (\$2.6 M)**
- **We are using CENTRAL RESERVE funds through Dec 08 to make up shortfall**



**•ONE reduction will be made in March 2009 after legislature finalizes reductions to 08-09 budget**

**•Strategic plans and program evaluations being conducted in**

**ALL divisions reductions will be strategic this year (anticipate at least 6% reduction)**

# RAISES

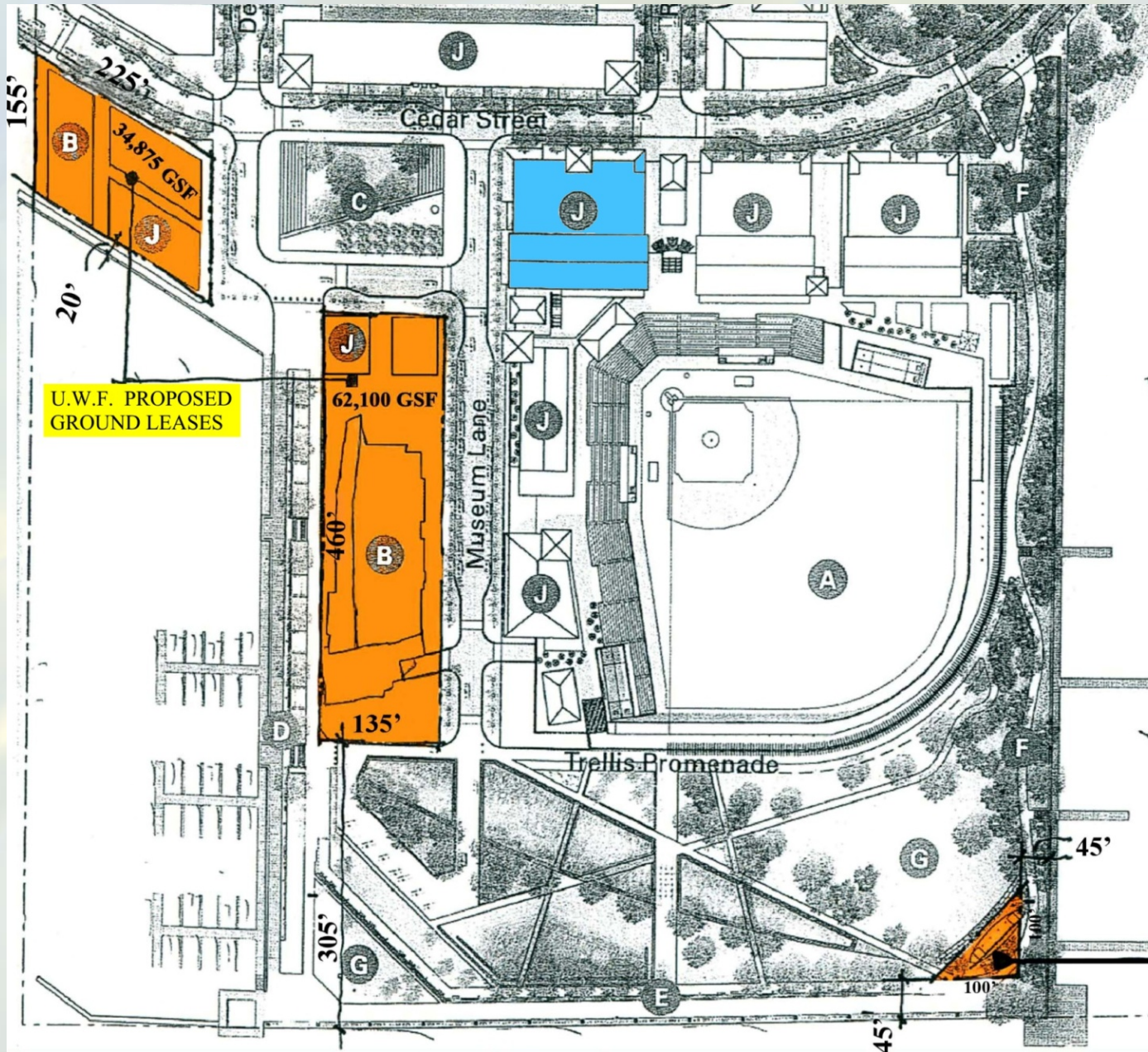
**UWF CANNOT AFFORD RAISES THIS YEAR. WHO DID?**

<b>UCF</b>	<b>\$1,000 bonus</b>
<b>UF</b>	<b>2% staff, 3% faculty, negotiating with police for 5%</b>
<b>FSU</b>	<b>2.5% staff, 3% faculty</b>
<b>USF</b>	<b>Negotiating with union</b>
<b>FAU</b>	<b>Under discussion</b>
<b>FGCU*</b>	<b>1% faculty and staff plus \$1000 bonus, 1/09</b>
<b>FIU</b>	<b>Nothing</b>

# **“Soft Hiring Freeze”**

**Vacancies to be filled only when critical and approved by Vice President of Division**

# THE MARITIME PARK



U.W.F. PROPOSED  
GROUND LEASES

PENSACOLA BAY

U.W.F. PROPOSED  
GROUND LEASE

5,000 GSF

# WHAT LIES AHEAD?

## IMPROVED VISIBILITY of UWF

- The key to our success
- We know how to provide a quality education
- We know how to respond to regional needs, including on the Emerald Coast
- We know how to make a difference in our community



- Who knows we are doing these things?
- Cannot be “the best kept secret” any longer!

**WE MUST GROW**



# We Must Help Ourselves

State funding will continue to shrink

Must **grow** our revenue

Enrollment and tuition

**RECRUITMENT, RETENTION,  
MARKETING**



- Growth with **unmatched quality**
- **Regional Engagement** – (program alignment with community needs)
- Knowing **who we are and telling our story** (marketing campaign rolling out Sept 25)



- **Ambassadorship** (everyone is a recruiter)
- **Public Service** to our community and region

An underwater photograph showing two divers exploring a shipwreck. The scene is filled with bubbles and the wreckage of a vessel is visible in the background.

**Nine historic shipwrecks  
discovered by UWF students  
300 still waiting to be found.**

# RECRUITMENT

- ALUMNI TEACHERS CAN BE RECRUITERS
- NEW SCHOLARSHIPS FOR HIGH SCHOOL LEADERS
- UWF MATERIALS IN EVERY MIDDLE AND HIGH SCHOOL IN OUR REGION
- MORE MIDDLE SCHOOL EMPHASIS



**56 percent**

of Escambia & Santa Rosa teachers are UWF grads

# RECRUITMENT

- BRING MORE SECONDARY STUDENTS TO CAMPUS
- UWF DEPARTMENTS “ADOPTING” HIGH SCHOOL DEPARTMENTS
- BRING WEB PROFILE TO THE TOP, (FACEBOOK, SEARCH ENGINE KEY WORDS)



# RETENTION

**Persistence to graduation is a chronic problem**

**We all play a critical role**



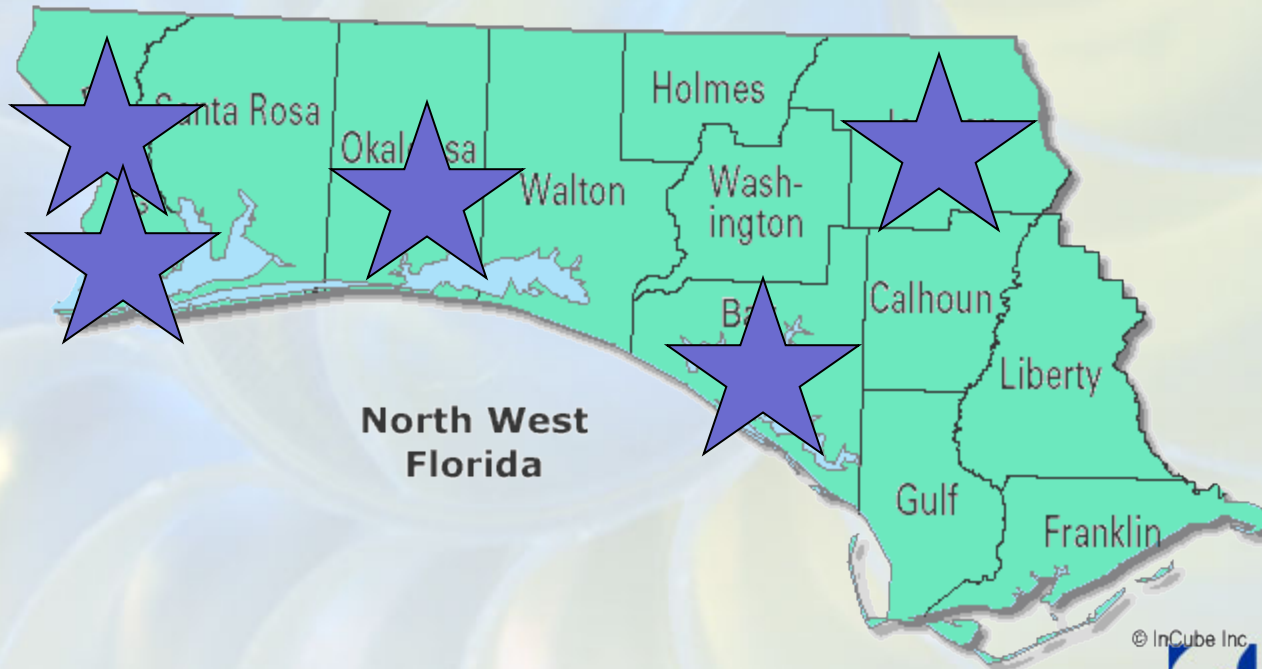
# RETENTION

- Personal connections with faculty, staff, mentors, engagement in activities, social organizations, living learning environments are absolutely critical to retention
- It cost **2 times more** to recruit a student than to retain a student



# WE CANNOT DO THIS **ALONE**

Partnerships with other public higher education institutions in Northwest Florida  
(**President's Coalition**)



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University of  
West Florida

The Workforce Development Board of Okaloosa and Walton Counties



**JobsPlus**  
**One-Stop Career Centers**



Florida's Great Northwest



**PENSACOLA**  
Bay Area Chamber of Commerce



**TEAM Santa Rosa**  
FLORIDA  
ECONOMIC DEVELOPMENT COUNCIL





# THE FLORIDA LEGISLATURE





# I NEED YOUR HELP WELCOME YOUR IDEAS

Regular **OFFICE HOURS** in Building 10 will be posted on ARGUS---no appointment necessary

**Thu, Oct. 2, 2– 4:00 pm**

**Wed, Oct. 15, 2 – 4:00 pm**

**Thu, Oct. 30, 10 – 12:00 pm**

**Wed, Nov. 12, 10 – 12:00 pm**

**Tue, Nov. 18, 12 – 2:00 pm**

**Thu, Dec. 4, 1– 3:00 pm**

**Wed, Dec. 17, 1 – 3:00 pm**

# My Holiday **Gift** To Faculty and Staff

- No pay raise this year **BUT** .....
- I HAVE AUTHORIZED AN **EXTRA DAY** BE ADDED TO YOUR HOLIDAY BREAK



*Seasons Greetings*

- **January 2 (Friday)**

**THANK YOU ALL**

**FOR YOUR TRUST IN ME**

**FOR YOUR HARD WORK FOR THE  
UNIVERSITY**

**FOR MAKING OUR COMMUNITIES BETTER**

**TOGETHER WE WILL BE MORE VISIBLE AND  
GROW**