



**State of the University Address
President Judy Bense
September 30, 2009**

THANK YOU



- For your **hard work** to make our University a better place to learn, to teach, to do research, and serve our region and state
- For **helping me** for the last 15 months and **supporting me** to continue to be your President — truly the highest honor and privilege of my life
- For **staying at UWF** during the absolute **WORST** economic times in 70 years (the “Great Recession”)



Challenges & Opportunities

WHAT A YEAR!

- **MORE budget cuts**
- **Banking system collapsed**
- **Retirement savings cut in half**
- **Can't buy or sell our homes**
- **Prices increased**
- **\$1,000 bonus was all we could afford**
- **Increasing competition from colleges in our region**
- **No end in sight**

**There was every reason to cut and run and despair
But we did NOT; but it took faith in ourselves and hard
work**

Budget Challenges

1. UWF received a **9% reduction** from the state.
2. Our E&G budget is now **down \$15m** (over three years) returning us to **2003 funding levels**.
3. We received **\$4.5m** in **non-recurring** federal stimulus.
4. We also received the ability to **raise tuition** a total of 15%.

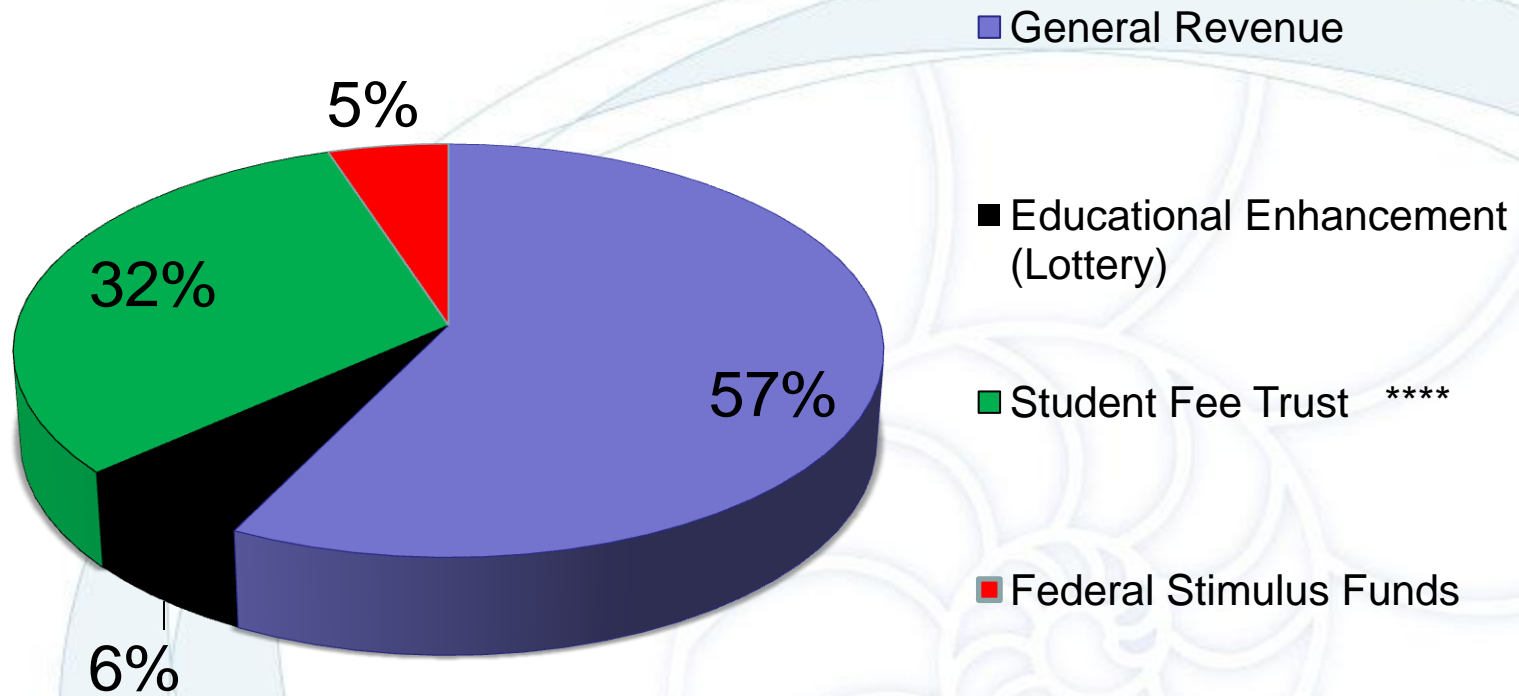
How We Met the Budget Challenges

1. The UWF Strategic Plan guided our process.
2. Reductions were made **strategically**; not across the board.
3. **DISCOUNTED:** Instruction, direct support for instruction, student services and critical areas.
4. The Divisions prepared 7% and 12% reduction models.

Discounting Model

NACUBO Classification	Reduction
Direct Instruction	5.75%
Academic Support	6.5%
Student Support	6.75%
Public Service	8%
Research	8%
PO&M	10%
Institutional Support	10.07%

Our 09-10 Budget



****The # from the state is at 100% enrollment -- with limited waivers -- therefore our projected number for Student Fee Trust is less than the state.

Investment Opportunities



1. **Federal Stimulus (non-recurring)**

- Payouts for layoffs (26)
- Plug budget from 9% to 7% (\$1.5m)
- Strategic Investments in Direct Instruction (\$2m)

2. **Tuition Differential.** Invested entirely in undergraduate education.

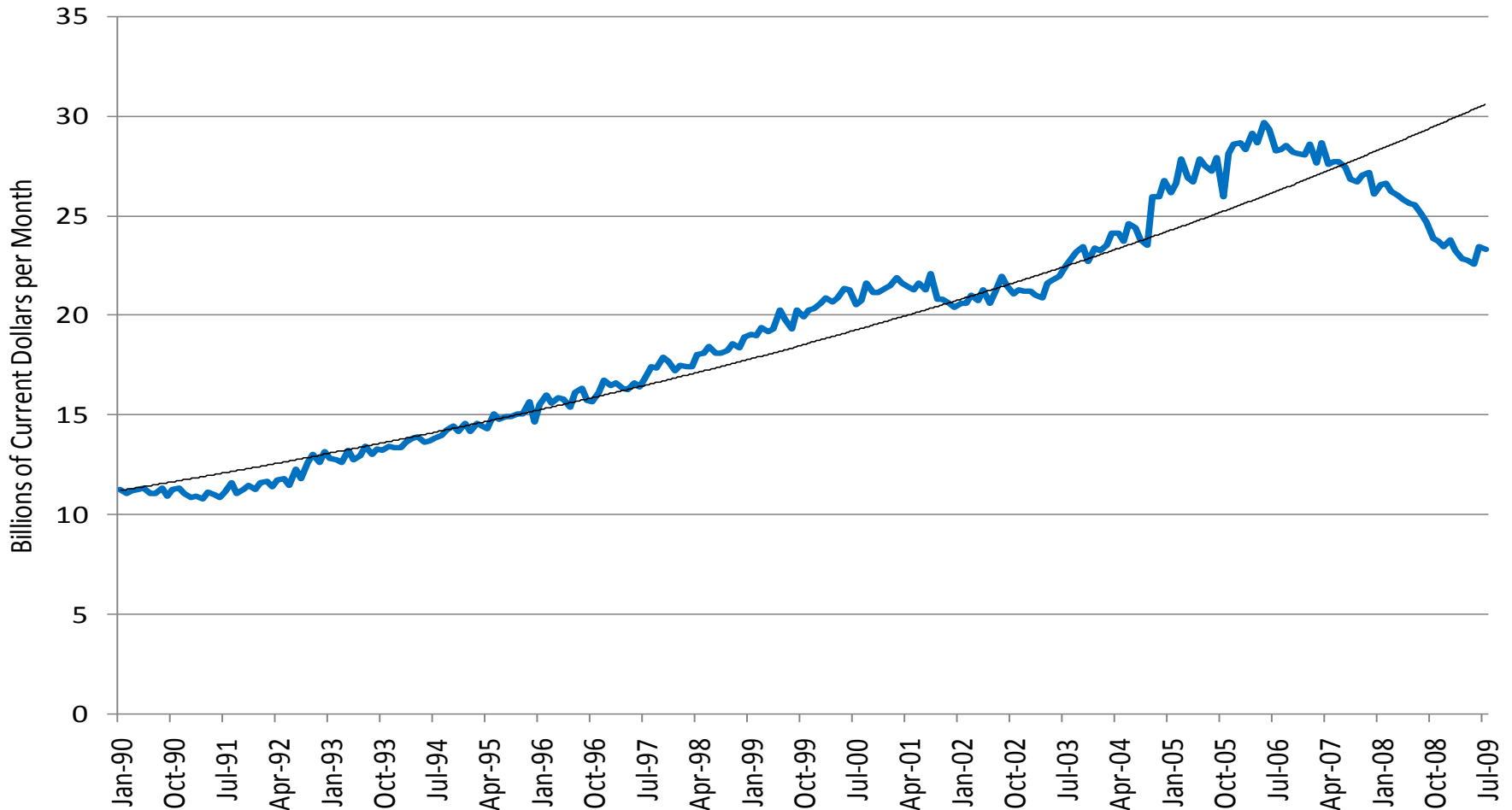
3. **\$1,000 bonuses:** Invested in you!

FLORIDA'S Revenue Challenges

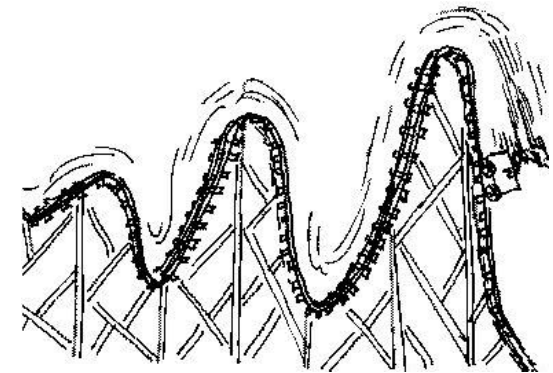
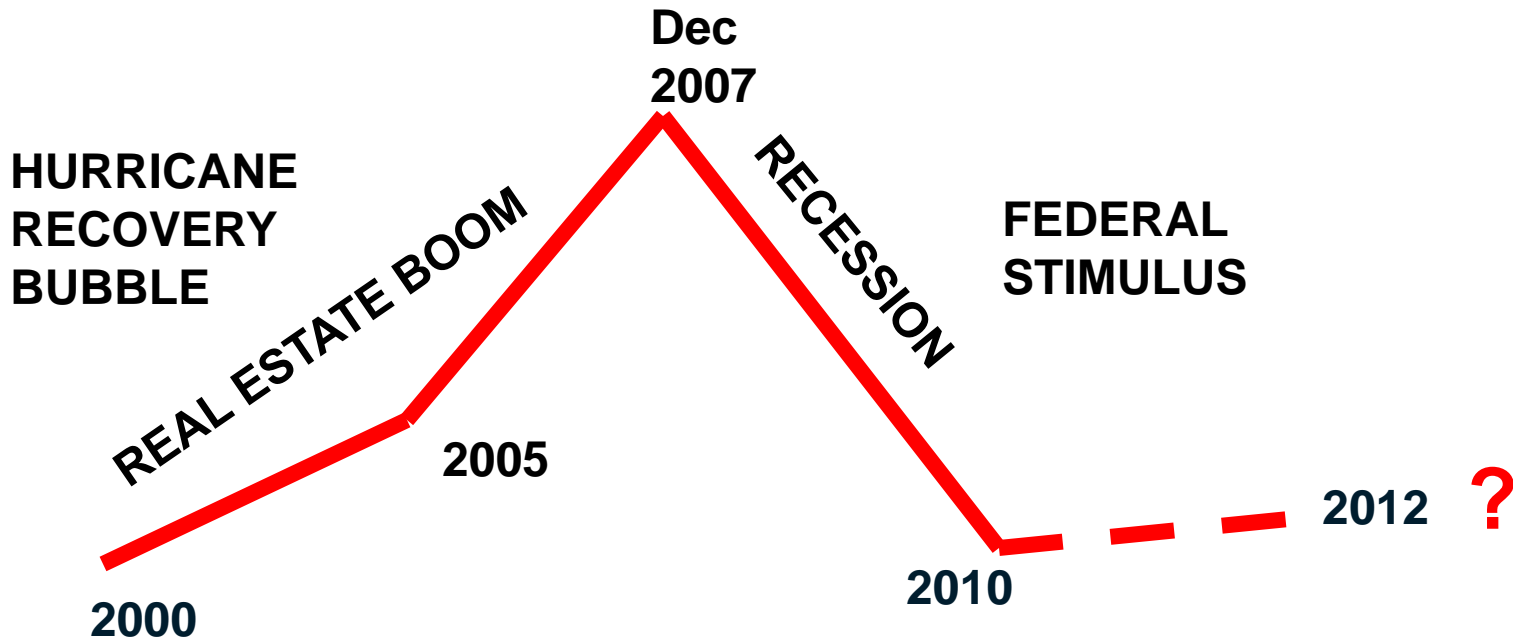
- **Based on GROWTH**
- **Currently we are a NO-GROWTH state**
 - Population is Decreasing
 - State Revenue is Decreasing
 - *Sales Tax, Real Estate Transactions, Fees*
 - *Property Values are Decreasing*
- **Unemployment is at 10.7%**

Florida's Revenue Sources continued Decline

Florida Taxable Retail Sales, 1/90 - 7/09, SA



STATE BUDGET ROLLER COASTER



FLORIDA'S REVENUE

The Year ahead

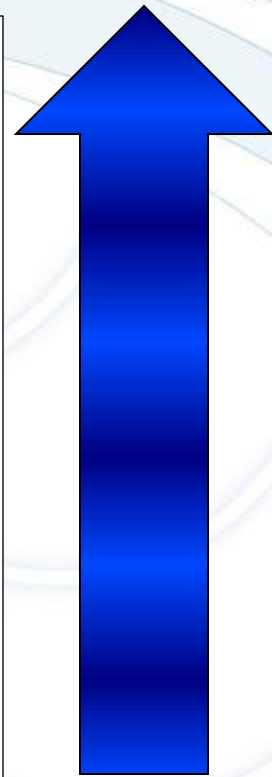
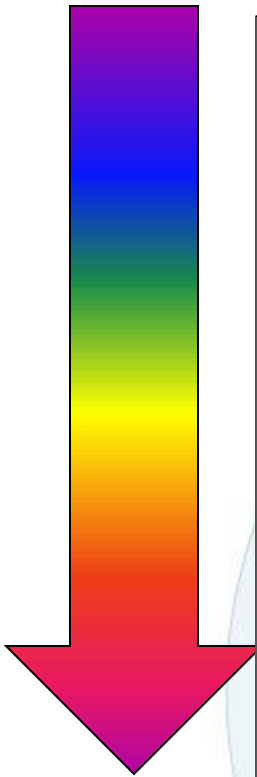
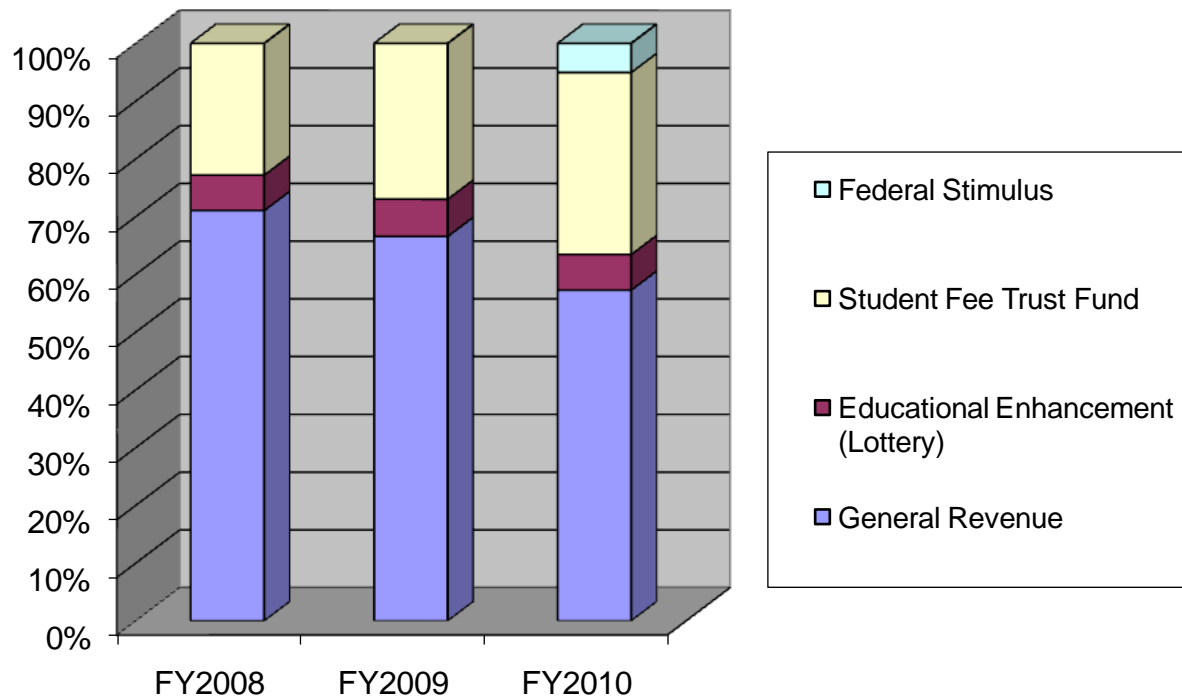


- State economists forecast that we are **down \$950 million from last year**
- Expect the State to continue to **reduce our budget** by at least the amount of tuition differential we receive.
- Moving away from state **support** to state **assistance.**

THE SHIFT IN SUPPORT

STATE SUPPORT

TUITION INCREASE



What this means for US

- Goal is **sustainability & growth** of students, faculty, and staff
 - Sustain our jobs
 - Sustain our budget
 - Grow & retain our student body = grow our budget in the future.
 - We must face this reality with a business plan.



2008-9 Significant Accomplishments

Not the best kept secret!

**We said we
wanted
Visibility!**

A large, faint, light blue graphic in the background consisting of several overlapping, concentric, circular or spiral-like shapes, resembling a stylized shell or a complex geometric pattern.

Visibility

■ **Visibility Campaigns**

Creating Great Futures

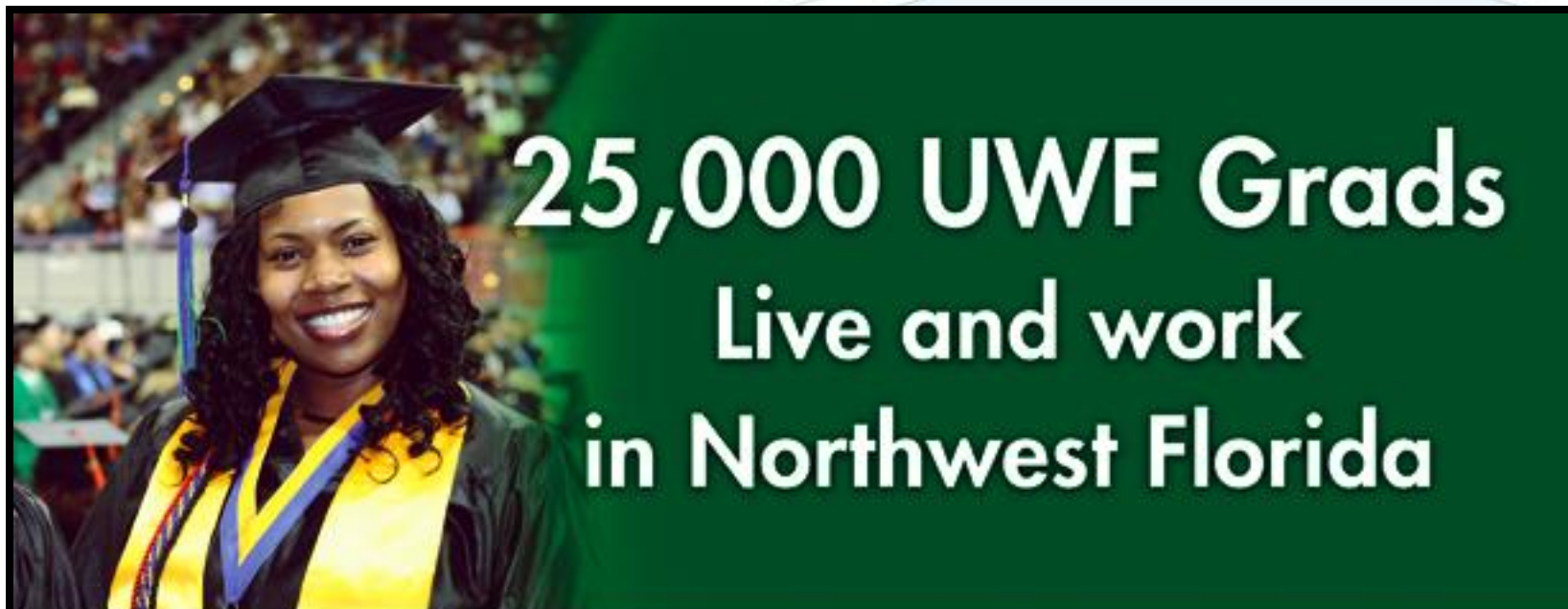
Student Recruitment Statewide

Summer Online

Partnerships

Athletics

Creating Great Futures for NWFL



**25,000 UWF Grads
Live and work
in Northwest Florida**

UWF Creating Great Futures

uwf.edu/impact



**University of West
Florida
Recruitment
Campaign
for Spring 2009**

**“I chose West
Florida...”**

Billboard Example



**“I chose small
class sizes.
I chose UWF.”**

Cheryl, Pre-Law

uwf.edu

 University of
West Florida

Online Summer Program



*Meet the nine hour summer enrollment requirement for
Florida undergraduate students anywhere, anytime.*

uwf.edu/summeronline

Community Partnerships Campaign



**JOIN FORCES
for Higher Education**

UWF named a top military-friendly institution

Dr. Judy Bense and Gen. Charles Horner, USAF (Ret) with UWF ROTC Cadets

uwf.edu/impact

The University of West Florida logo is positioned at the bottom right of the banner.

**POWER UP
for Higher Education**

UWF and Gulf Power:
Creating Great Futures
for Northwest Florida

Dr. Judy Bense Susan Story

uwf.edu/impact

The Gulf Power logo, which includes the text "GULF POWER" and "A SOUTHERN COMPANY" below it, is located at the bottom left of the banner.The UWF logo, featuring the stylized seahorse emblem and the letters "UWF", is located at the bottom right of the banner.

Athletics Awareness Campaign



Creative....

Newspaper Ad Concepts



Slam Dunk

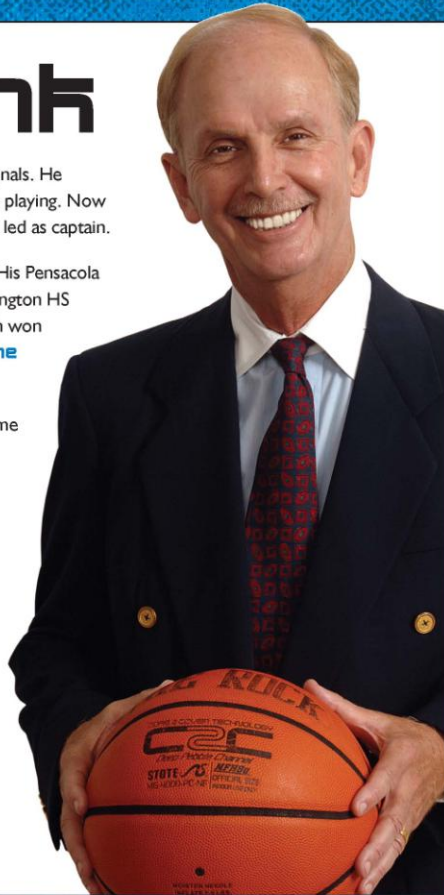
Bob Stinnett is an Argonaut, one of the originals. He followed his dream to coach the game he grew up playing. Now he's back to champion the basketball team he first led as captain.

Stinnett knows how to put winners on the court. His Pensacola HS Tigers made it to the state final four; his Washington HS Wildcats and Pensacola Junior College Pirates both won state championships. **Now he wants to take the Argonauts to the top.**

This University of West Florida Athletic Hall of Fame member has the drive to help the Argonauts add another Gulf South Conference trophy alongside the 50 trophies already decorating the case. You can count on it.

**UWF Athletics...
Building Champions for Life**

Bob Stinnett, Head Coach, Men's Basketball
B.S. '68



GoARGOS.COM

Winning Tradition

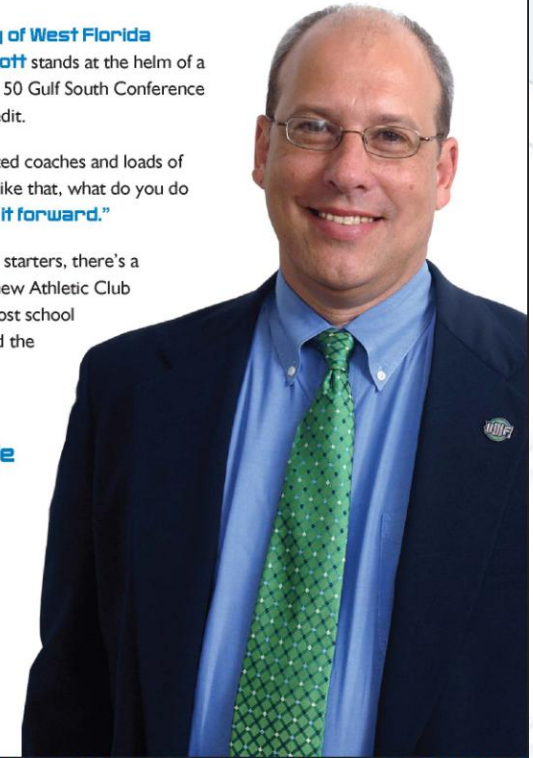
As the new director of University of West Florida Intercollegiate Athletics, Dave Scott stands at the helm of a 13-team NCAA Division II program with 50 Gulf South Conference and five national championships to its credit.

Scott's inherited program boasts decorated coaches and loads of talented scholar-athletes. With a record like that, what do you do for an encore? **Scott's aim is to "pay it forward."**

His dreams are already taking shape. For starters, there's a new head coach for men's basketball, a new Athletic Club and a brand new Argonaut mascot to boost school spirit. Bigger prizes lie ahead, just beyond the horizon, and Scott is setting the course.

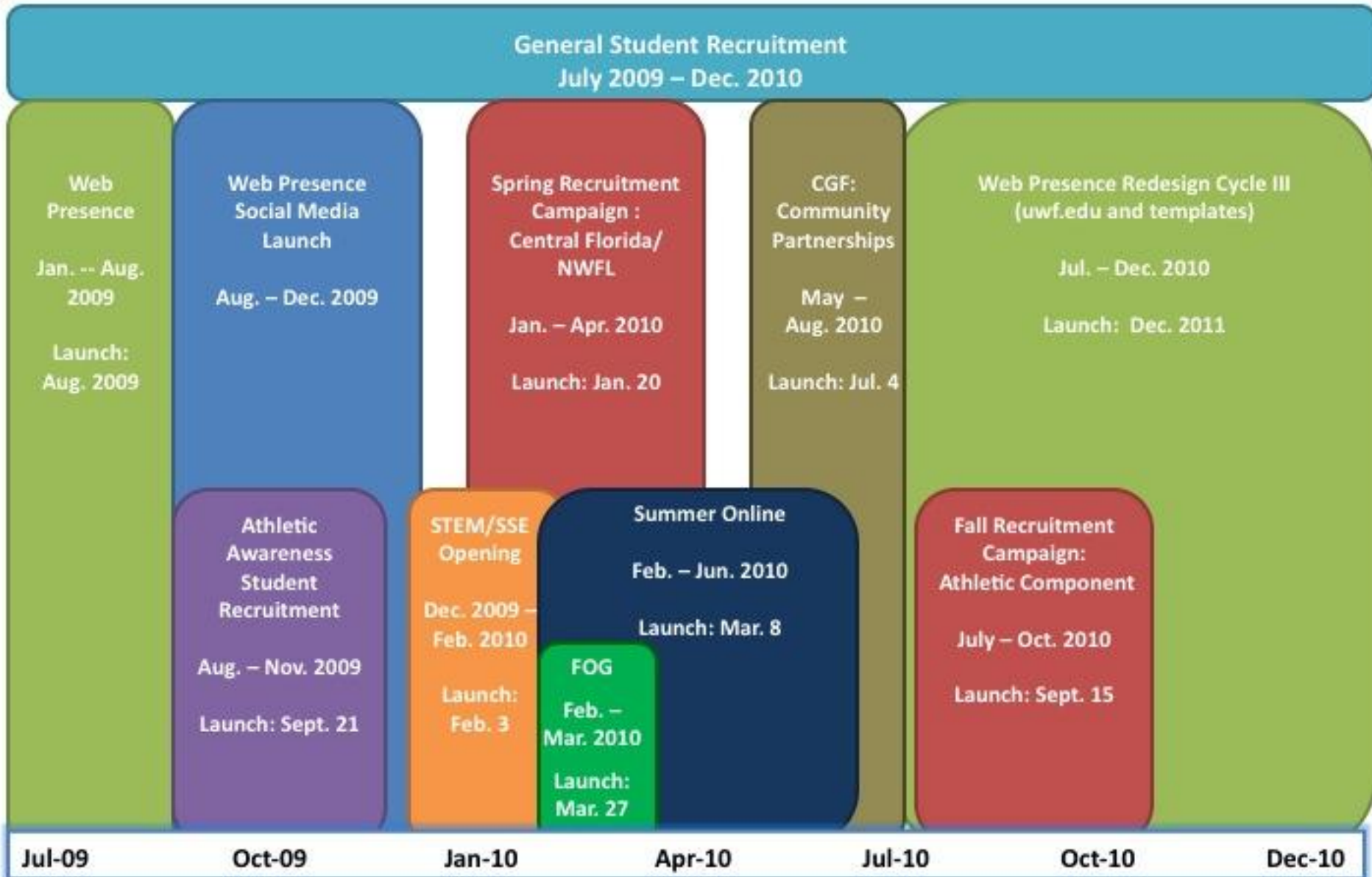
**UWF Athletics...
Building Champions for Life**

Dave Scott, Athletic Director, M.S. '88



GoARGOS.COM

UMC 18-Month Timeline – Fall 2009 through Fall 2010



**We said we
wanted to
Grow & Retain**

Historic Enrollment Growth

- **11,180** students, 6.9% growth
- FTIC increased **12.47%** from 1,082 to 1,217
- Retention increased **12%** from 72% to 84% at Sophomore level
- 1623 students living on campus (**106** more than last year)
- Graduate students up **39.5%** from 339 to 473

Campus Growth

School of Science & Engineering Currently Under Construction



Student Housing

- **Fast track on student housing**
- **Heritage Hall**
 - Opening Fall 2010
 - 252 Beds, Suite Style
 - Silver LEED standard (Green building)
 - \$15 million project



West Elevation
05.28.09

UWF - Feb. 2009

Wellness Center

Bldg 54 & 73
Complex



➤ Wellness Center

➤ West of C.F.P.A.

➤ Budget - \$4.6 M CITF

➤ Complete – Fall, 2010

➤ Natatorium Renovation

➤ Budget - \$4.126 M

➤ Complete – July, 2010

➤ Locker Rm. Renovation

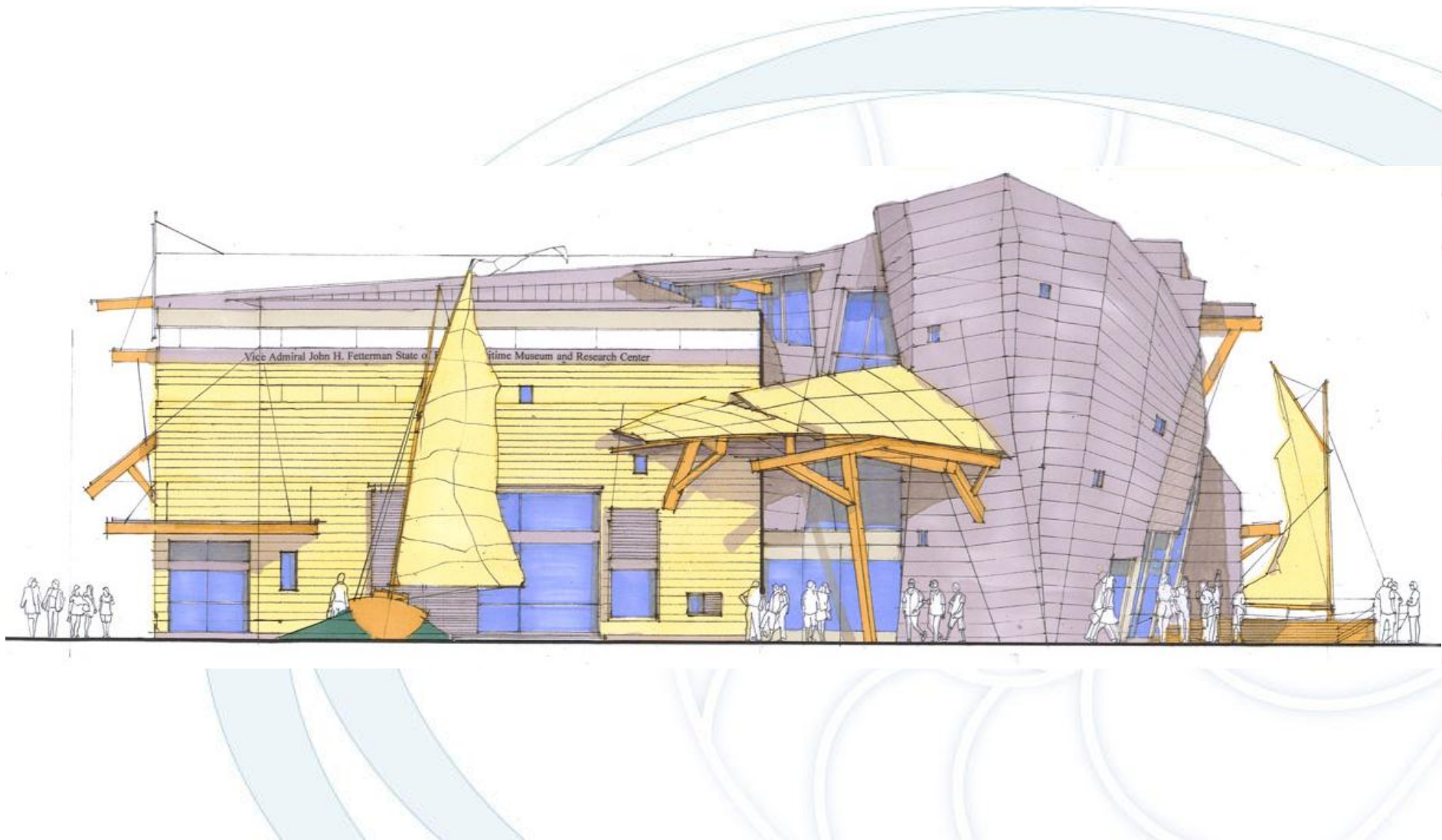
➤ Budget - \$400,000 CITF

➤ Complete – Dec., 2009



- Childcare – Opened, January, 2009
- Southeast - College of Professional Studies
- \$2.819M; 10,015 G.S.F.

Maritime Museum



**We said we
wanted to
maintain
Quality.**

Quality is UP

- **80 Merit scholars (top 5 in graduating class)**
- **Average SAT 1070**
- **Average ACT 23**
- **Average GPA 3.5**
- **Honors freshman increased from 134 to 169 (26.12%)**

Alumni Success

- **Doug Benham**, CEO of Arby's
- **James Ellis**- President & CEO of the Institute of Nuclear Power Operations at Lockheed Martin, former U.S. Navy Admiral
- **Suzanne Lewis**, Superintendent of Yellowstone National Parks
- **Carmen Martinez**-Current U.S. ambassador to Zambia
- **Mark Oken**, CFO Bank of America, retired
- **Hansel Tookes** - CEO of Raytheon Aircraft

Alumni Success



S119E007177

UWF Alumnus John Phillips, '74 in the "Kibo" laboratory of the International Space Station on March 22, 2009.

Athletic Success

- 50th overall Gulf South Conference title, most among all active GSC schools
- Fourth straight GSC Women's All-Sports Trophy, fifth in last six years
- Five GSC championships and 10 NCAA postseason appearances
- 11 of 13 teams advanced to -postseason

-Athletic Visioning Team

*Building Champions
for Life*



**We said we
wanted
Partnerships.**

A large, faint, light blue watermark of the University of West Florida logo is centered in the background of the slide.

Partnerships

- **NWFL Higher Education President's Coalition**
 - Concept. United regional approach. 81,000 students
 - FGNW Grant



- The University of West Florida
- Pensacola Junior College
- NWFL State College
- Gulf Coast Community College
- Chipola Community College
- Tallahassee Community College

Campaign Priorities & Timeline

CAMPAIGN PRIORITIES



CAMPAIGN TIMELINE



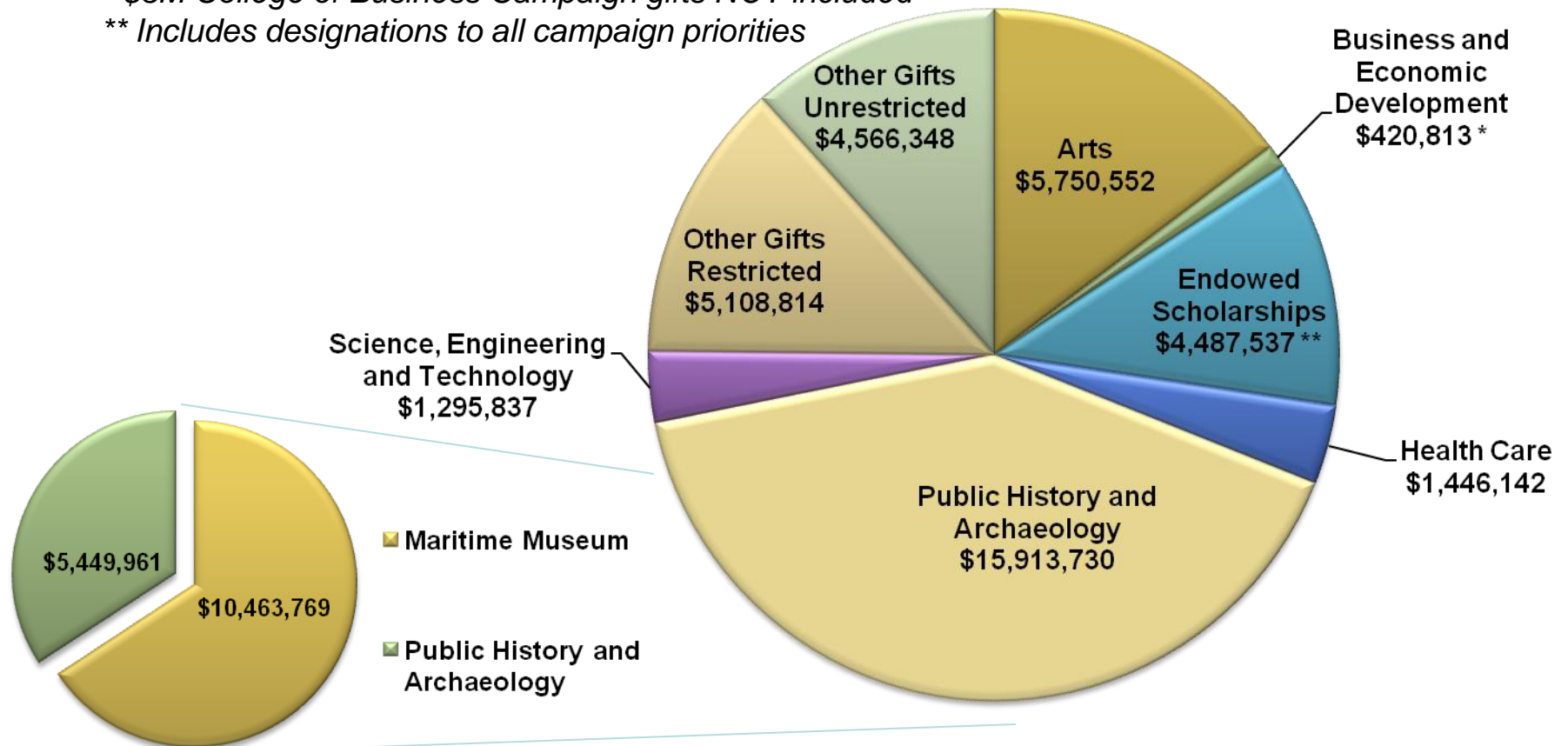
Campaign Progress

GIFTS BY CAMPAIGN PRIORITY: July 1, 2004 – September 9, 2009

Campaign Total: \$38,989,772

* \$3M College of Business Campaign gifts NOT included

** Includes designations to all campaign priorities





Divisional Shout-outs

Academic Affairs

- **20 COB students studied in Hong Kong & China**
- **Sloan C Award & 2010 GI Jobs Military Friendly Destination**
- **Accreditation of Masters in Public Health**
- **\$1 million shared grant for Computer Engineering & funding for Online Master's in Software Engineering**
- **New Executive Ed.D. Program**

Development

- **Creating Great Futures at \$38.9m & still counting**
- **Created 6 new endowments**
- **38%** of faculty/staff made a gift to UWF this year
- **Significant marketing efforts**
- **Awarded 1,318 scholarships**

Student Affairs

- **Record** housing, 1623
- Launched first year living **learning community** Fall 2008 with 350 FTIC students (502 FTIC now)
- Voyages Leadership, awarded 17 **leadership medals** over the past year.
- University Park and Recreation facility attendance totaled more than **475,000 visitors** during 2008-2009
- Alcohol awareness program awarded \$130k national grant

University Affairs



- Updated master plan & **6** major building projects
- New **instructional delivery tools**
- National recognition **awards**
- Improvements in campus **safety** and environmental **sustainability**
- **X-Stream Science** created



2009-10 The Year Ahead

The Year Ahead

Maintain our focus on our strategic priorities:

- 1. High Quality Academic Programs**
- 2. Purposeful Enrollment Growth**
- 3. Academic & Student Support Services**
- 4. Partnerships & Collaboration**
- 5. Investments in People**

We should be proud!

- Of the 23 strategic goals and 41 measurable achievements under our five strategic priorities. We have **made progress** on almost all of them.
- The Vice Presidents have worked hard this year to **align their divisional goals** with these priorities and will continue to refine and align in the days ahead.

THIS YEAR

- **Keep on with what works:** quality students & programs, promotion/marketing, student life through building dorms and improving athletics, community outreach—getting stronger
- Look at a **new budget model** for UWF
- Develop a **sustainability** plan for the Emerald Coast
- **LISTEN TO YOU MORE**
- **BE WITH YOU MORE—HERE, IN OUR HOUSE**

Questions?



**Let's celebrate our success
and welcome a new
academic year.**

**Join me at the BBQ on the greens
between buildings 10 & 12.**