Who we are

Internal Controls
- Legal Services
  - Legal
  - EEO/Diversity
  - Compliance

Chancellor’s Office
- Internal Audit
- Chancellor

University Advancement
- Development
- Alumni Affairs

Chief of Staff
- External Messaging
  - Comm/PR
  - Government Relations
  - Marketing Services
  - Special Events
How we support the 2020 Vision

Invest in Our People
Enhance External Partnerships
Invest in Our Core Resources
Garner Support for Our Vision
Invest in Our People

To the extent possible, we must continue to address salary issues as a top priority.
Garner Support/Enhance Partnerships

To advance the University, we must make strategic investments in support for external messaging, advocacy, and development.
One-Time Requests
Video Equipment ($10,000):

- Every request for feedback on how WCU’s message can be best delivered (across every platform: web, social media, online magazine, etc.) is unanimous VIDEO, VIDEO, VIDEO!
- New equipment is necessary to increase production capabilities, improve workflow, and increase effectiveness of content.

Paper Cutter ($50,000):

- Impacts almost every item that is printed on the digital or two-color press (>70% of all items produced in the print shop)
- Current equipment is 22 years old and the manufacturer has issued a warning about the safety of the machine.
Recurring Requests
Advertising – Media Budget ($300,000):

• Paid media is a fundamental necessity to meet the strategic vision outlined in the 2020 Plan.
• Visibility is essential to support efforts of admissions and development.
• Marketplace competition is greater than ever
  ▪ Average marketing spend for each new student is $457 at public universities and $2,433 at private universities
  ▪ Typical media budget at a mid-size public university ranges from $250,000-$1 million
  ▪ Private schools are greatly outspending us in WNC
FIND YOUR PLACE
WESTERN CAROLINA UNIVERSITY

At Western Carolina University, education is about discovery. It’s about finding solutions, challenges in our community and our world, who are the first to step forward and make a change. It’s about exploring one of the wildest and most biodiverse regions in the country to the No. 1 Outdoor Adventure College in the South and Hilldale. And more importantly, it’s about discovering what you are and where you can be found. Find it all, here.

VISIT.WCU.EDU

WESTERN CAROLINA UNIVERSITY
NAMED THE NO. 1 OUTDOOR SCHOOL
FIND YOUR ADVENTURE » WCU.EDU
Vocus Advocacy Software ($10,000):

- Mobilizing an effective network of advocates takes significant organization.
- This solution provides tools to energize and mobilize grassroots stakeholders:
  - Legislator and legislative staff directories
  - Zip to district matching
  - Message control
  - Bill and vote tracking
  - Outbound communication tools
Staffing/Positions

Hourly Video Assistant ($20,014):
• Remember … VIDEO, VIDEO, VIDEO!
• Assistant would help in transporting hundreds of pounds of equipment and would work as a grip, focus puller, etc.

Development ASA ($40,762 - $28K + fringes):
• Currently, development shares one admin support for one Associate VC, one Assistant VC, and 4 Directors.
• High demand in office for travel support and special event support.
• Would serve as back-up for sole gifts processor.
• Significant increase in office workload in anticipated with prep and launch of comprehensive campaign.
Invest in Core Resources

To ensure WCU is equipped to deal with an increasingly complex statutory and regulatory environment we must not neglect basic internal controls.
University-Wide Requests
Journey Auditor ($83,090 - $60K + fringes)

Four years ago, internal audit staff was reduced to one FTE yet:
- Enrollment has increased almost 40% in past 10 years.
- The demand for transparency/accountability and the potential reputational and resource risk across the enterprise continues to grow exponentially.
Questions?