Process, Principles, and Priorities for FY21 Expense Reduction
Core Mission and Services

University Relations

• Engage, influence, collaborate, and foster mutually beneficial partnerships with external stakeholders at the local, state and national levels

• Articulate UTSA's vision and achievements to all stakeholders

• Units include:
  – Strategic Communications
  – University Marketing
  – Community Relations
  – Government Relations
  – Presidential Communications & Special Projects
Guiding Principles

• Manage reductions to limit impact on personnel
• Focus on efficiencies
• Leverage digital platforms
• Prioritize support of UTSA’s destinations
• Reduce M&O without sacrificing services and visibility
• Double-down on efforts to increase marketing and communications collaboration across campus
  – share resources
  – find efficiencies
  – sharpen message delivery and impact
Participatory Process

- Transparent, inclusive, top-down/bottom-up engagement
- Multiple VP meetings with VPUR leadership team
- AVP consulted with team on priorities and strategies
- AVP consulted with Enrollment Marketing Council team on potential impacts and shared efforts
- Teamed with President’s Office to re-focus on improving digital/web effort
The University Relations division met the budget reduction target.
Expense Reduction Priorities

- Vacant positions
- Duplicative service efficiencies
- Reorganization/Service improvements
- Operational cost reduction
- Unit funds
Impact to Core Mission and Services

INNOVATIONS & EFFICIENCIES
• Refocusing positions to leverage digital platforms for campus-wide benefit:
  – Search Engine Optimization (mitigates reduction in advertising funds, supports enrollment priorities)
  – Digital Asset Management (better cross-departmental access and utilization of photography/video)
  – Website Governance (better utilization of university’s central web resources & efficient pathways to outsourcing)
• Consolidation of project management and content management tools

FUNCTIONS/SERVICES NEGATIVELY IMPACTED
• Sombrilla Magazine reduced to one print issue annually (currently 2x/year, 3x in 2019)
• Capacity for market research
• Freelance/consultant support
• Traditional advertising (outdoor/media sponsorships)
• UTSA participation in Fiesta

CORE MISSION AND SERVICES
• Core mission and services will continue to sharpen through experienced in-house teams and greater collaboration across marketing/communications/web personnel across the university.