



UTSA[®]

The University of Texas at San Antonio[™]

**Process, Principles, and Priorities for
FY21 Expense Reduction**

University Relations
June 17, 2020

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

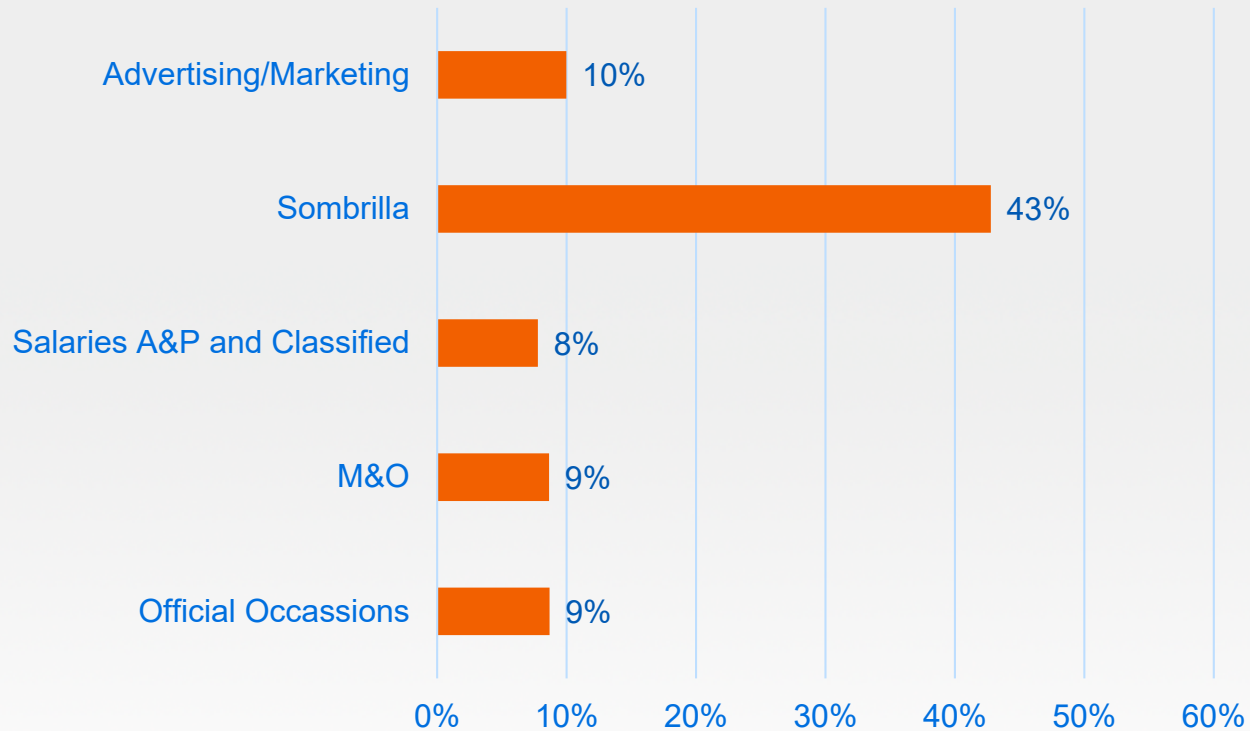
- Manage reductions to limit impact on personnel
- Focus on efficiencies
- Leverage digital platforms
- Prioritize support of UTSA's destinations
- Reduce M&O without sacrificing services and visibility
- Double-down on efforts to increase marketing and communications collaboration across campus
 - share 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

Budget Reductions

% Reduction by Category



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.