

**TOPIC:** Towson University: Increase Authorization for University Union Addition and Renovation

**COMMITTEE:** Finance

**DATE OF COMMITTEE MEETING:** November 17, 2016

**SUMMARY:** Towson University requests authorization of auxiliary bonds to increase by \$5 million the total project cost from \$103,770,000 to \$108,770,000.

Towson University seeks to increase the project's addition by 8,000 GSF (4,817 NASF) to accommodate the University Enrollment Marketing Department. The Enrollment Marketing team develops prospective undergraduate and graduate student communication channels in support of University enrollment goals. The group provides a variety of services for the entire campus, including campaign conception, event planning, media placement, digital advertising, student ambassador-led campus tours for prospective students and parents, publication design and a variety of social networking and video production. University Enrollment Marketing gives prospective students their first impression of Towson University.

Due to the existing condition of the Enrollment Services Building, the University Enrollment Marketing Department was temporarily relocated from the facility to the West Village Commons in 2014. Although this was an improvement from the Enrollment Services Building, this space is tucked away on the third floor and is less than ideal. In addition, lack of adequate space necessitates prospective students and their parents to view the University's introduction video in the open lobby space. Relocating this critical function of the University to the University Union would provide appropriate space for long term operations, optimal access for first time visitor parking, a central location to launch prospective student tours, easy access for merchandise purchase at the book store, and overall better first impression of the University. All of these improvements are expected to lead to additional and higher quality recruitment yields.

**ALTERNATIVE(S):** Although the University Enrollment Marketing functions could remain in the West Village Commons for the short term, the location is not ideal as a permanent location. A new Student Services Building would be a potential alternative, however, given capital funding restraints, it is unlikely that this building will be built within the next 10 to 15 years

**FISCAL IMPACT:** Towson University is requesting to increase the previously allocated auxiliary bond funded allocation in FY 2018 by \$5,000,000.

**CHANCELLOR'S RECOMMENDATION:** That the Finance Committee recommend to the Board of Regents the approval of an increase in authorization of \$5,000,000 for a total project cost of \$108,770,000 for the University Union Addition and Renovation at Towson University as described above.

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COMMITTEE RECOMMENDATION:

DATE:

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BOARD ACTION:

DATE:

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SUBMITTED BY: Joseph F. Vivona (301) 445-1923

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