



UNIVERSITY BUSINESS CONSULTING FISCAL YEAR 2023 IMPACT REPORT

Since University Business Consulting (UBC) was founded 3.5 years ago, Mason has undergone incredible growth and change.

In FY23, UBC continued to support our diverse population of clients in an ever-changing environment as we achieved our mission to identify and capitalize on opportunities for innovation, turn data into insights, and increase efficiency across the university.

FY23 SNAPSHOT

44

Total number of client projects

22

Number of completed client projects

13

Number of units who have become repeat project sponsors*

28

Number of unique client sponsors across projects

>\$1.3m

Savings achieved for Mason this year**

* Units were determined according to L3 in Chart P.

** Calculated based on UBC hours on direct project work compared to hours at market rate for external management consulting firms.

"You have made this so much more efficient for us than we typically see - I'm going to be advocating for this internal consulting function in every school I talk to! Thank you for all your assistance."

- External Vendor

Using our experience in higher education, project management, analytics, and strategic planning, we work alongside our Mason clients to devise solutions that support them in reaching their goals across the university. The sample list of our projects below illustrates just some of our impact in FY23.

PROJECTS DETAILS OUTCOMES

Strategic Direction Implementation

UBC began coordinating the execution of Mason's new strategic plan, which involves working with 80+ individuals across 30 units.

- Developed a website and dashboards to share successes with the Mason community
- Created a progress reporting system that enables transparency
- Provided direct support to units

Mason Mobile ID

UBC worked with Auxiliary Services and Operations to deploy the new Mason Mobile ID in time for the fall 2023 semester.

- Planned and tracked operational, technical, and marketing requirements
- Executed a communications plan with a variety of stakeholders to ensure a smooth rollout

Mental Health & Well-Being Task Force

UBC facilitated activities for the 35-person task force, including creation of a strategic plan and recommendations for programming and changes across Mason.

- Developed and shared a set of comprehensive recommendations with the Provost and University Life leadership
- Created "Language Matters" guide to help educate campus community

Sustainability's Gardens & Greenhouse Program

UBC benchmarked the program against peer universities and recommended a more sustainable financial structure.

- Created a detailed report on benchmarking findings and insights for Facilities leadership
- Provided recommendations for a new unit organizational structure

Freedom Aquatic & Fitness Center

UBC developed a business case to identify a financially sustainable path forward in the wake of the impact of COVID-19.

- Developed a pathway towards a positive operating budget through identification of additional revenue streams and creation of a plan for greater support from partners

"I presented...at an annual meeting of the Virginia-SARA group with SCHEV. Everyone was thoroughly impressed and very complimentary of our work and dashboard design."

- Mason Client

UBC'S AREAS OF EXPERTISE



UBC's team pulls on its diverse skillsets to work with people in a variety of contexts around Mason, such as bringing **facilitation skills** to the Military, Veterans, and Family Initiative Strategic Planning Retreat, and **coaching skills** to work with Finance & Administration units on SMART goal development and StrengthsFinder training. The team also frequently enjoys sampling items from the talented bakers on the team!

Our **Summer Knowledge Share Series** (pictured at right) provides faculty and staff with three free professional development sessions each summer focusing on transferable skills such as facilitation, benchmarking, and change management. In the second summer of offering sessions, attendance increased by 50%.



The current UBC team brings to our Mason clients a combined 22 years of experience in higher education and nearly six decades of experience in consulting.

"They are incredible and I have already engaged them in three additional projects!"

- Mason Client

SUPPORTING STUDENTS

UBC's impact on the Mason community extends beyond the support we provide to faculty and staff clients. Our **intern program** — which has employed six graduate students since it began less than two years ago — gives interns an opportunity to gain real life consulting and project management experience.

The team also enjoys supporting students in other ways, such as when UBC's Executive Director, Whitney Owen, spoke about a career in consulting to students in the **Honors College**, and when members of the UBC team got to get out of the office and answer questions during **Welcome Week!**



"UBC has played an instrumental role in several high level and critical projects. I am appreciative of having such a high performing group of professionals available to assist when needed. They are top notch at what they do!"

- Mason Client

CONTACT US

for consultations or project requests

Our goal is to support Mason's mission and vision. Our team has institutional knowledge and relationships across the university to aid individual academic units or departments in optimizing their objectives. Plus, we're complimentary!

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