

Department of Planning and Budget 2012 Fiscal Impact Statement

1. Bill Number: HB935

House of Origin	<input checked="" type="checkbox"/>	Introduced	<input type="checkbox"/>	Substitute	<input type="checkbox"/>	Engrossed
Second House	<input type="checkbox"/>	In Committee	<input type="checkbox"/>	Substitute	<input type="checkbox"/>	Enrolled

2. Patron: Lingamfelter

3. Committee: Education

4. Title: Naming conventions for the Medical College of Virginia

5. Summary: Requires Virginia Commonwealth University (VCU) to include the name “Medical College of Virginia” or the acronym “MCV” in all references to The Medical College of Virginia, Health Sciences Division of Virginia Commonwealth University.

6. Budget Amendment Necessary: Yes, Item 206 for Virginia Commonwealth University. There will also be costs to the VCU Health System. However, the Health System is a separate authority and funding is not appropriated in the budget bill.

7. Fiscal Impact Estimates: Preliminary. See Line 8.

8. Fiscal Implications: Virginia Commonwealth University estimates that this legislation would have both direct and indirect costs to the university. On the direct cost side, it could cost the university and health system approximately \$1.1 million to change health sciences and health system communication materials. In addition, the cost to replace signs and other identifying building markers and streetscape signs on the Health Sciences Campus is estimated to cost about \$800,000 or more. Out of these costs, approximately 30 percent is attributable to the Health System and 70 percent to the university.

According to VCU, there could also be indirect costs to the university and health system. The university has been established as a national research university with a world-class academic medical center. A required change to reference MCV could result in confusing the university's international, national and regional audiences, thereby diluting the brand equity of the university, and potentially hurting the health system's competitive position.

9. Specific Agency or Political Subdivisions Affected:

Virginia Commonwealth University/VCU Health System

10. Technical Amendment Necessary: No.

11. Other Comments: None.

Date: 01/27/12

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