



University Forum Presentations
October 2017

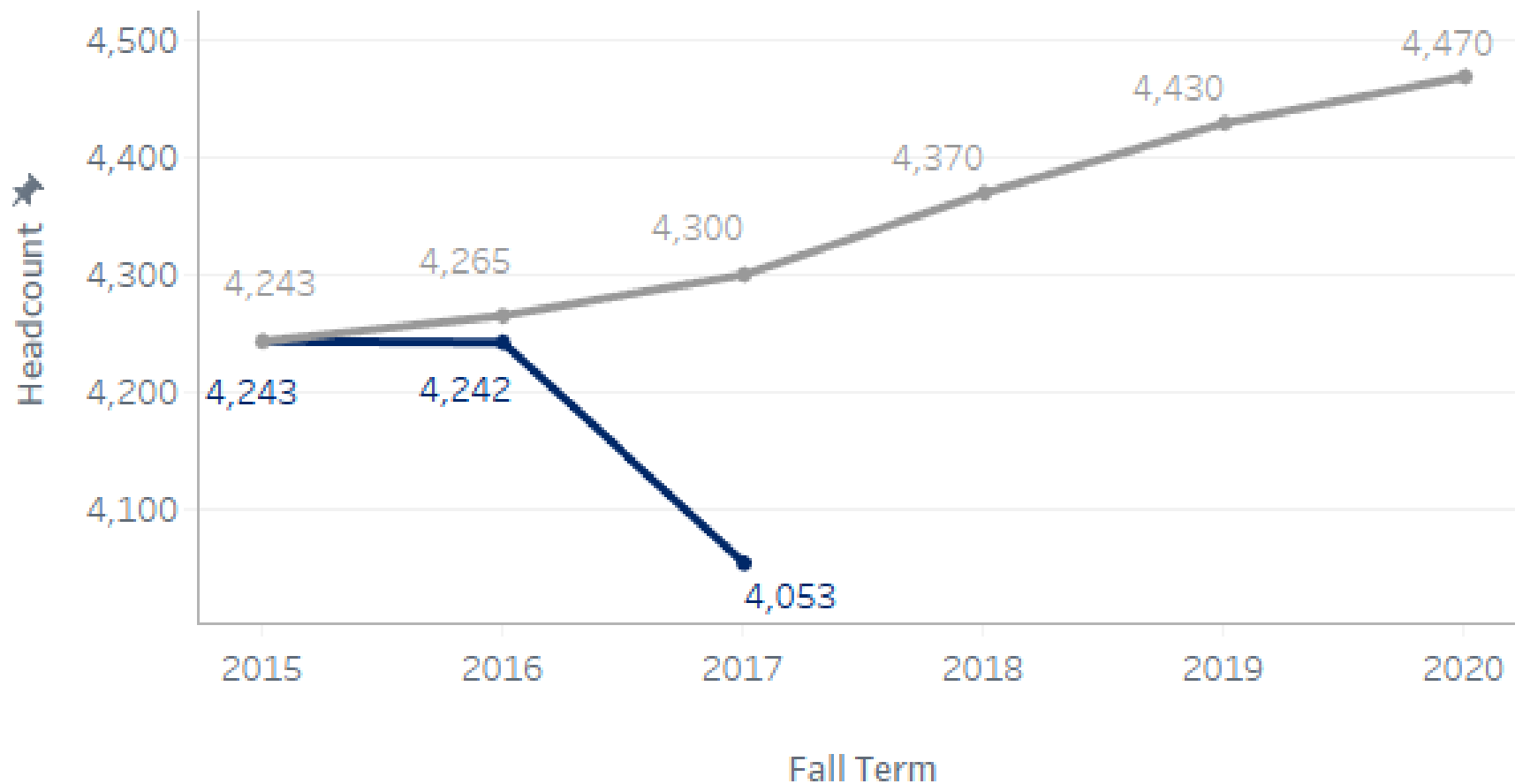
At the end of today's forum, I will have a better understanding of:

- Current university performance and peer group comparisons (Rick Kreminski)
- University performance goals (Chrissy Holliday)
- Current finances (Karl Spiecker)
- FY19 budget development: principles and process (Karl Spiecker)
- Enrollment management plan (Chrissy Holliday)
- Priorities and jumpstart initiatives (Timothy Mottet)

University Performance and Peer Group Comparisons

Enrollment

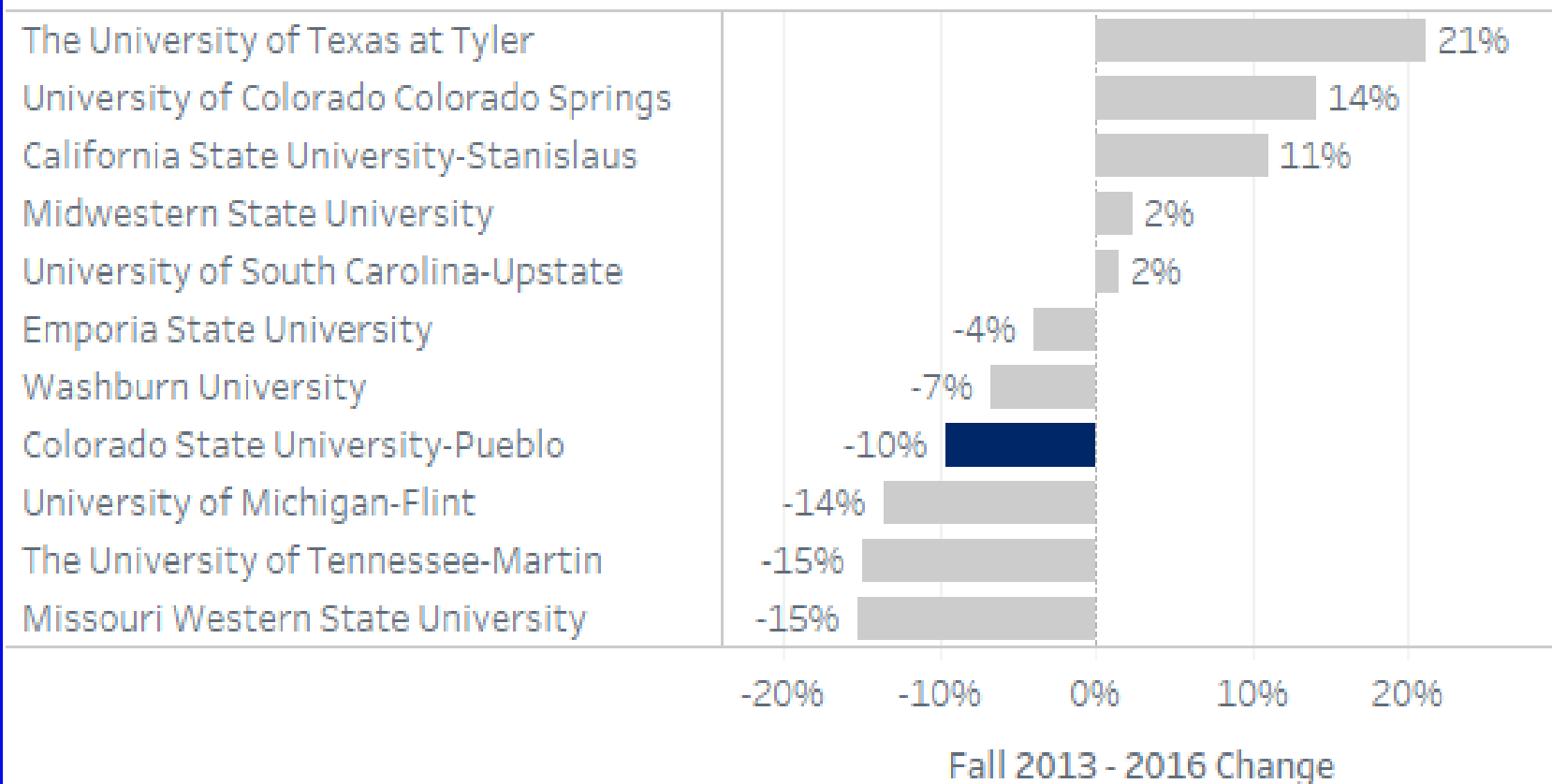
Enrollment Targets & Actuals



Enrollment

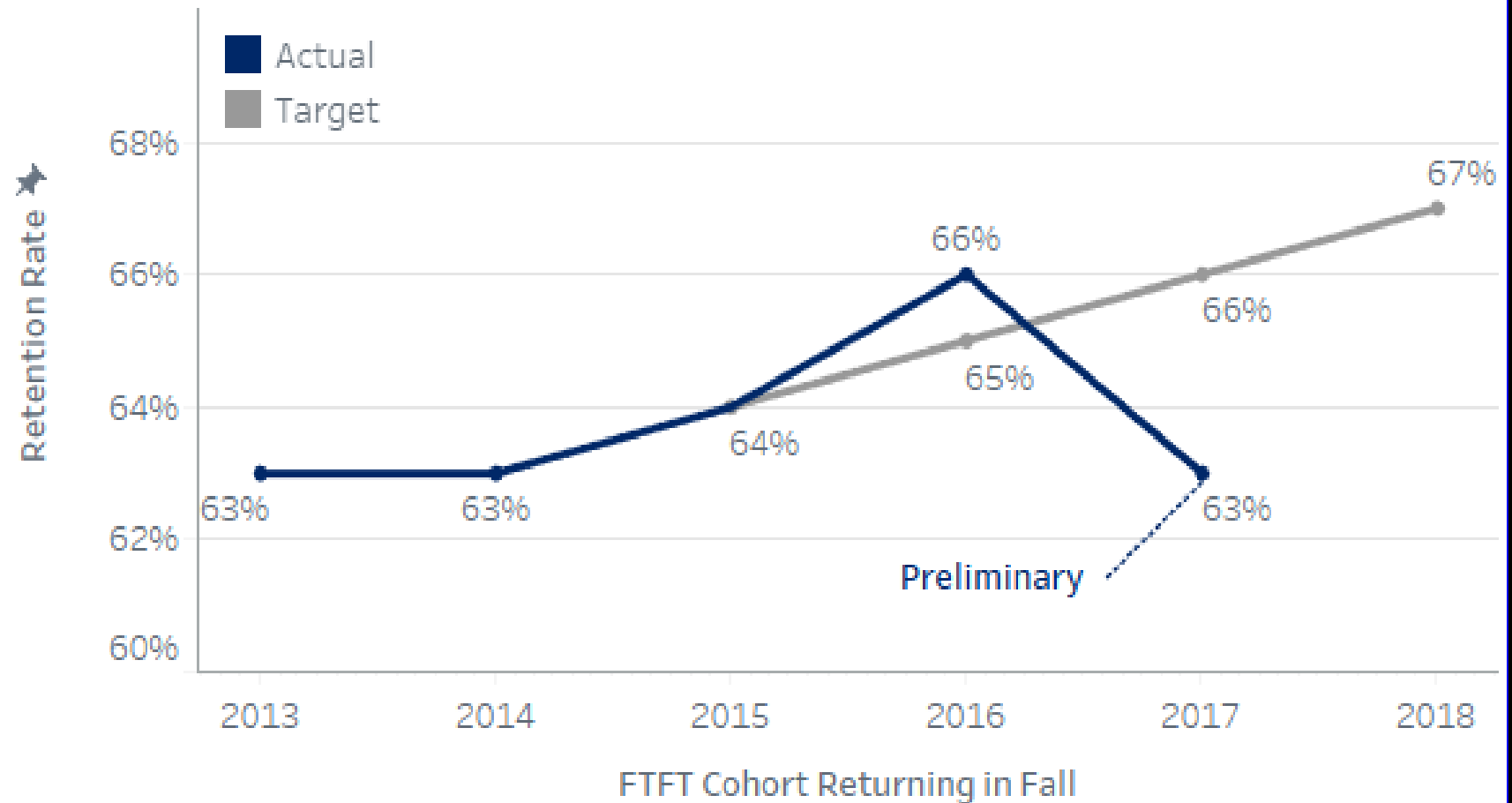
Comparison to Peer Institutions

3 Year Change in Degree Seeking Undergraduate Students



Retention

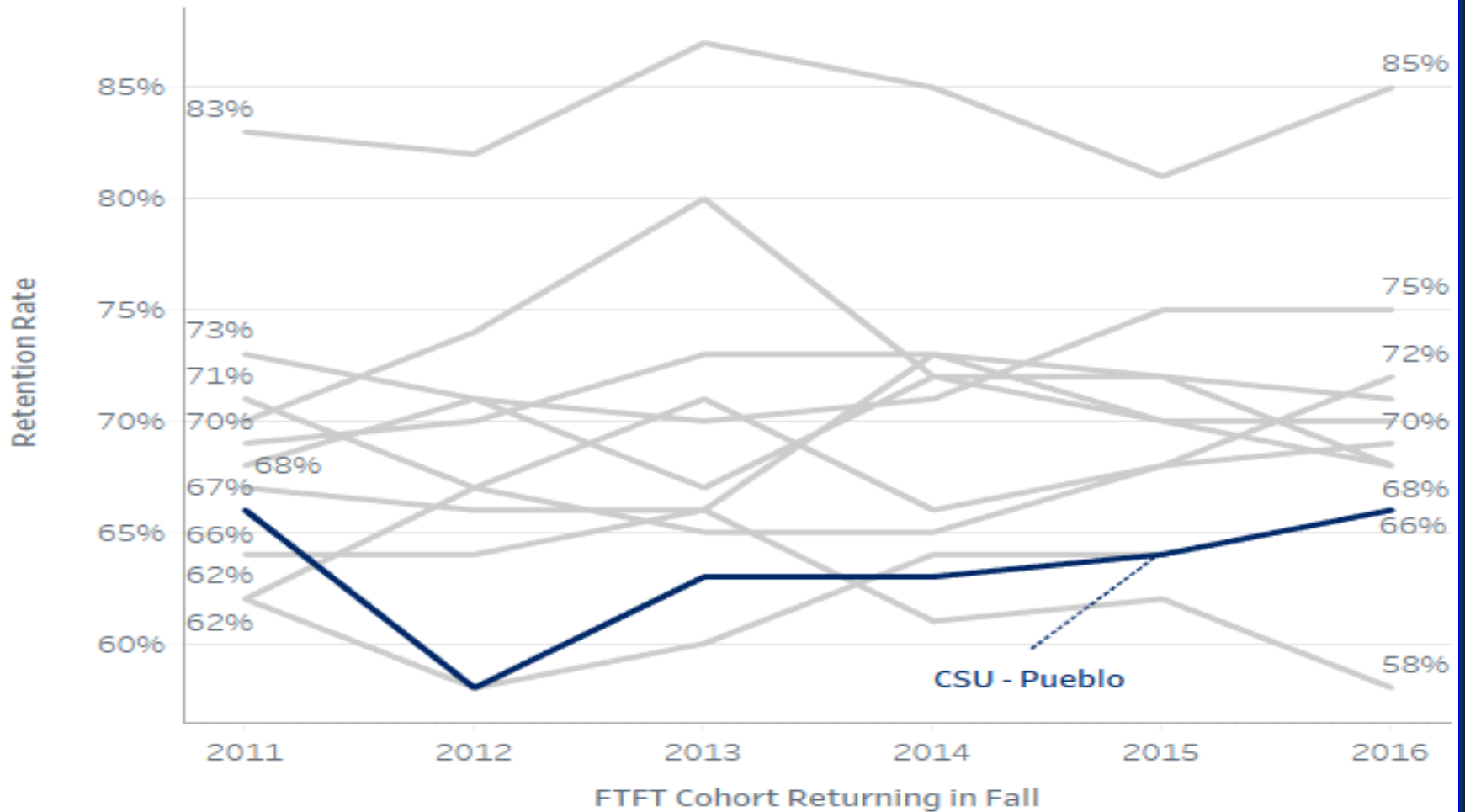
Retention Rate Targets & Actuals



Retention

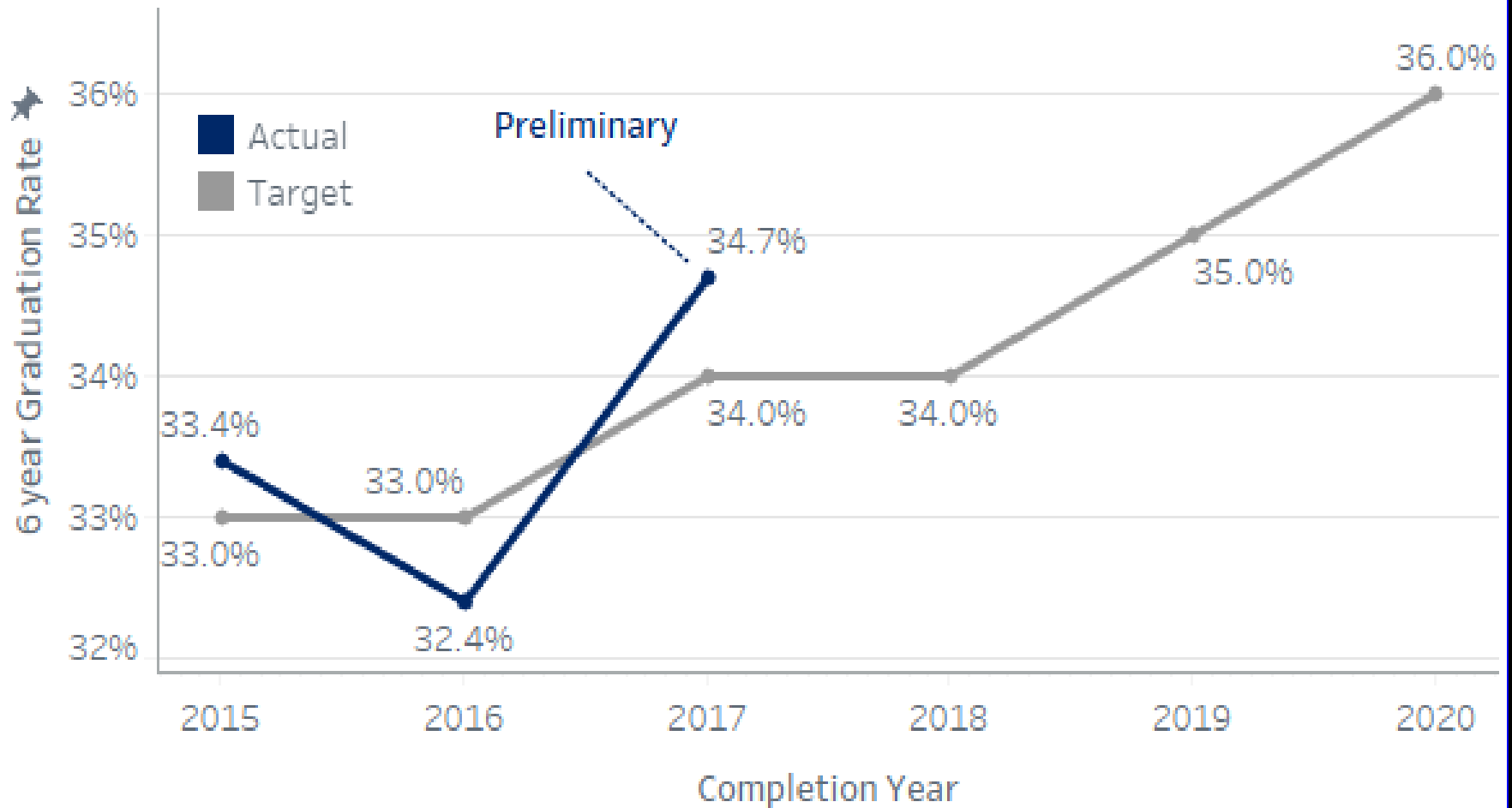
Comparison to Peer Institutions

Hover over lines for university names and rates



Graduation

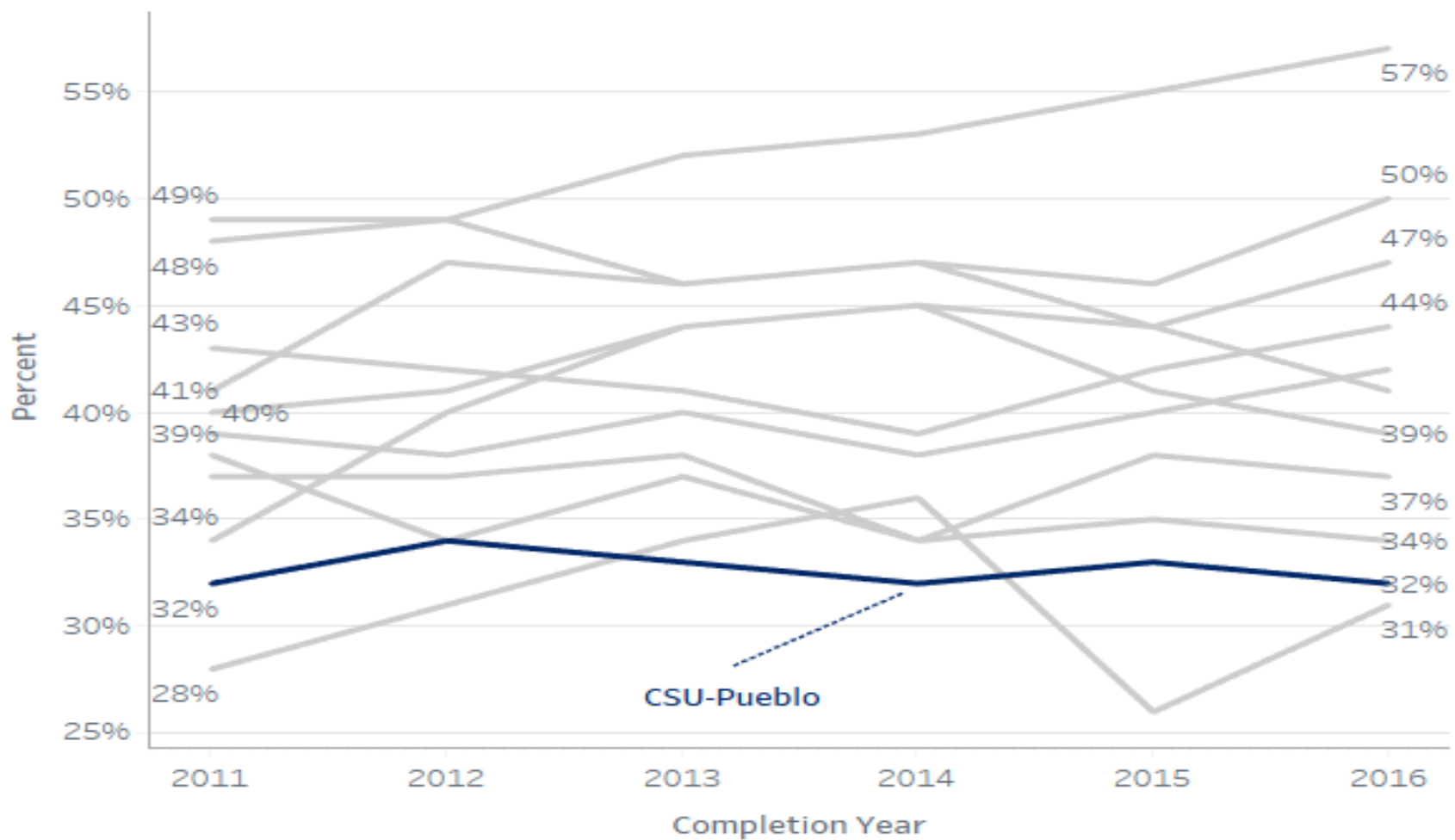
6 Year Graduation Rate Targets & Actuals



Graduation

Comparison to Peer Institutions

Hover over lines for university names and rates



Placement

- Measure 1.3.6: Increase the number of career center graduation survey respondents who reported being employed at the time of graduation in a position related to their degree field from 37.6% in 2015 to 50% in 2020*
 - **54%** in 2016 and **57%** in 2017
- Measure 1.3.7: Increase the number of career center graduation survey respondents who reported planning to attend graduate school, law school, or medical school from 40.4% in 2015 to 50% in 2020.
 - **41%** in 2016 and **52%** in 2017

* Of those students who reported being employed at the time of completing the survey

University Performance Goals

FY 2018-19 Performance Goals

- 1) Enrollment:** increase Fall enrollment from 4,053 to 4,075 students
- 2) Retention:** increase 1-year freshmen retention rate from 63% to 67%
- 3) Graduation:** maintain 6-year graduation rate at or above 34%
- 4) Placement:** increase the rate of graduates who are employed in their field or accepted to an advanced degree program at 6-months after graduation to 82%

Current Finances

Key Reserves

Fund	June 2017 Balance (unaudited)
Education and General	\$1,993,799
Extended Studies	\$3,596,355
Athletics	(\$996,479)
Housing*	\$302,035
Walking Stick Reserves**	\$5,349,471

* The Housing Fund is projected to have annual negative net revenue ranging between \$0.9 million and \$1.7 million over the next 10 years.

** The CSU Board of Governors' approval is required to use the Walking Stick Reserves.

Fall Enrollment Impact on Budget

Fall to Spring “Melt Scenarios”		FY 18 Estimated E & G Shortfall
	4.0%	(603,000)
FY 2017 (Best Case)	4.5%	(681,000)
	5.0%	(759,000)
	6.0%	(915,000)
	7.0%	(1,070,000)
Average of Last 5 Years	7.4%	(1,133,000)
	8.0%	(1,226,000)
	9.0%	(1,382,000)
FY 2015 (Worst Case)	9.6%	(1,475,000)
	10.0%	(1,538,000)

* Variables that could also affect the E & G fund balance include bad debt allowance, summer 2018 enrollment, and the mix of resident vs. non-resident students in spring 2018.

FY 19 Budget Development: Principles and Process

Principles of Budget Development

1. Balanced
2. Realistic
3. Transparent
4. Equitable
5. Supports strategic plan
6. Values core functions
7. Values employees
8. Honors legal commitments
9. Promotes students access and affordability
10. Integrates long-term plans

FY19 Budget Process

Revenue Variables

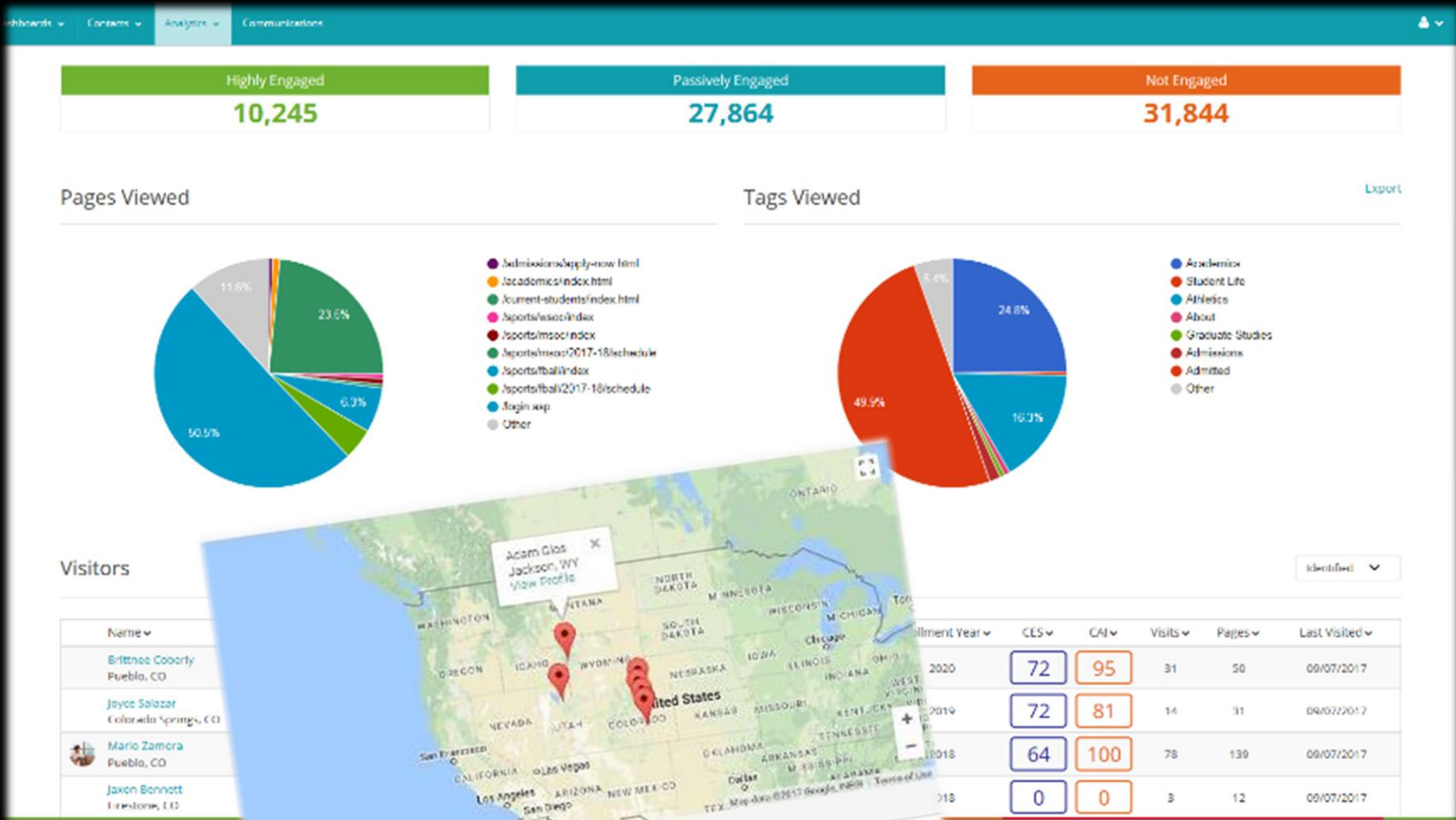
- Change in tuition rates
- Change in state funds
- Enrollment impacts
- Backfill one-time funds used to balance in FY 2018

Expenditure Variables

- Cost of living adjustments
- Equity increases
- Faculty promotions
- Fringe benefit changes
- Misc. mandatory costs

Enrollment Management Plan

Capture Behavioral Engagement



Visitor Snapshot

Adam Glos
Jackson, WY
Status: Suspect
Disposition:
Last Visit: 09/06/2017
[View Full Profile](#)

- Top Tags**
1. Admissions
 2. Application
 3. Transfer
 4. Contact

Web tracking
Progressive ID
Affinity scoring

Chrissy, a college community packed with action



DON'T MISS OUT ON THE FUN
Explore all that the CSU-Pueblo community has to offer.

APPLY

Wondering what comes by? Go to: [Go to Colorado State University Pueblo?](#)

- 300** days of sunshine
- 30** minutes away from lakes
- 20** minutes away from lakes
- 100** miles south of Denver

Our **Outdoor Pursuits program** introduces students to all that Colorado has to offer: like rock and snow climbing, hiking, rafting, fishing, and more. Students learn how to organize their own trips, and how to take advantage of the many opportunities for outdoor recreation.

And the city of Pueblo offers a unique mix of fun, small-town charm and big city amenities like culture and local events like Bands, and BBQ and the Colorado Springs Food and Wine Festival. The community has a diverse and lively mix of retail shopping, nightlife, and dining to keep the fun going.

Emails
.EDU content
Retargeting
Print

ALL OF THIS RIGHT IN YOUR BACKYARD.

Visit CSU-Pueblo.

START PLANNING



MORE THAN A PLACE TO LEARN A PLACE TO LIVE!

Visit CSU-Pueblo.

START PLANNING



Begin Your Journey
Find yourself at CSU Pueblo.



JOIN THE PACK

Colorado State University-Pueblo offers excellent academics, an affordable education, transformative opportunities, experiential learning, and a supportive environment. Home of the ThunderWolves, CSU-Pueblo offers students a laid-back campus environment that embraces differences. True to our mascot, we operate as a pack.

1,500 students

22 NCAA Division II teams

60+ student-run organizations

TOP 5 REASONS TO ATTEND CSU-PUEBLO

- 1** The city of Pueblo fuses small-town charm with big city amenities, packed with festivals, shopping, dining, the arts, outdoor activities, and nightlife.
- 2** Fresh sights on campus include a \$30 million renovation/expansion to the Occasio University Center that will house a new ballroom, bookstore, and multi-food court.
- 3** The 16:1 student-to-faculty ratio provides unique, individualized attention. Many faculty and staff are first generation college students who openly share their real-life experiences.
- 4** CSU-Pueblo is home to a friendly student body that is among the most diverse in Colorado at nearly 60 percent minority.
- 5** Choose from 30 majors, 53 minors, and the opportunity to conduct undergraduate research in almost every program.



YOUR ADVENTURE AWAITS.
JOIN THE PACK TODAY!

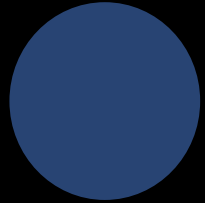
Priorities and Jumpstart Initiatives

6 University Priorities

1. Enhance workplace for all employees
2. Design differentiated vision
3. Maximize organizational efficiencies
4. Market and position university
5. Improve university performance
6. Enhance financial sustainability

4 metrics

20 jumpstart initiatives



Enrollment



Retention



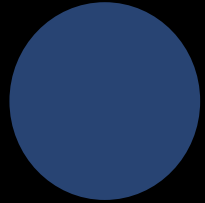
Graduation



Placement

- Expand nursing program
- Increase on-line enrollments
- Create 4-year college going culture in Pueblo
- Increase financial aid
- Implement local marketing campaign
- Develop “First-Stop” concept
- Implement waitlists
- Implement advising month
- Connect all students to another person
- Implement STARFISH
- Implement GPA Alert program
- Implement professional advisors
- Study summer school offerings
- Develop task force to examine course scheduling
- Implement career advising council
- Increase internship participation
- Address employee compensation
- Implement supervisory training
- Research CSU-Pueblo “Academy” concept
- Develop task force to examine Psychology building

4 metrics 20 jumpstart initiatives



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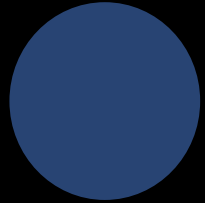
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Retention



Graduation



Placement



Questions and thank you for your
time and attendance!