# 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)

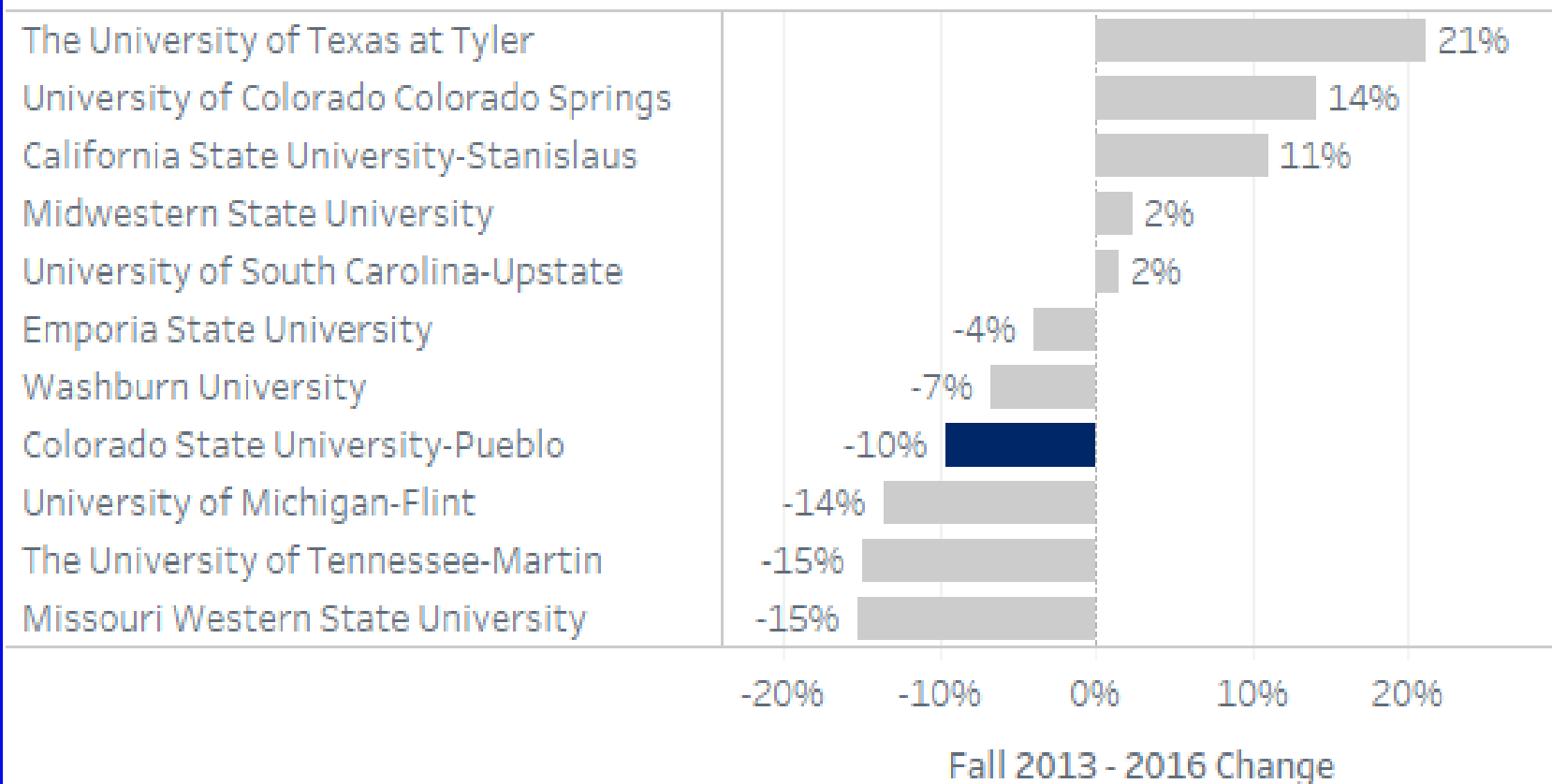# University Performance and Peer Group Comparisons

Enrollment
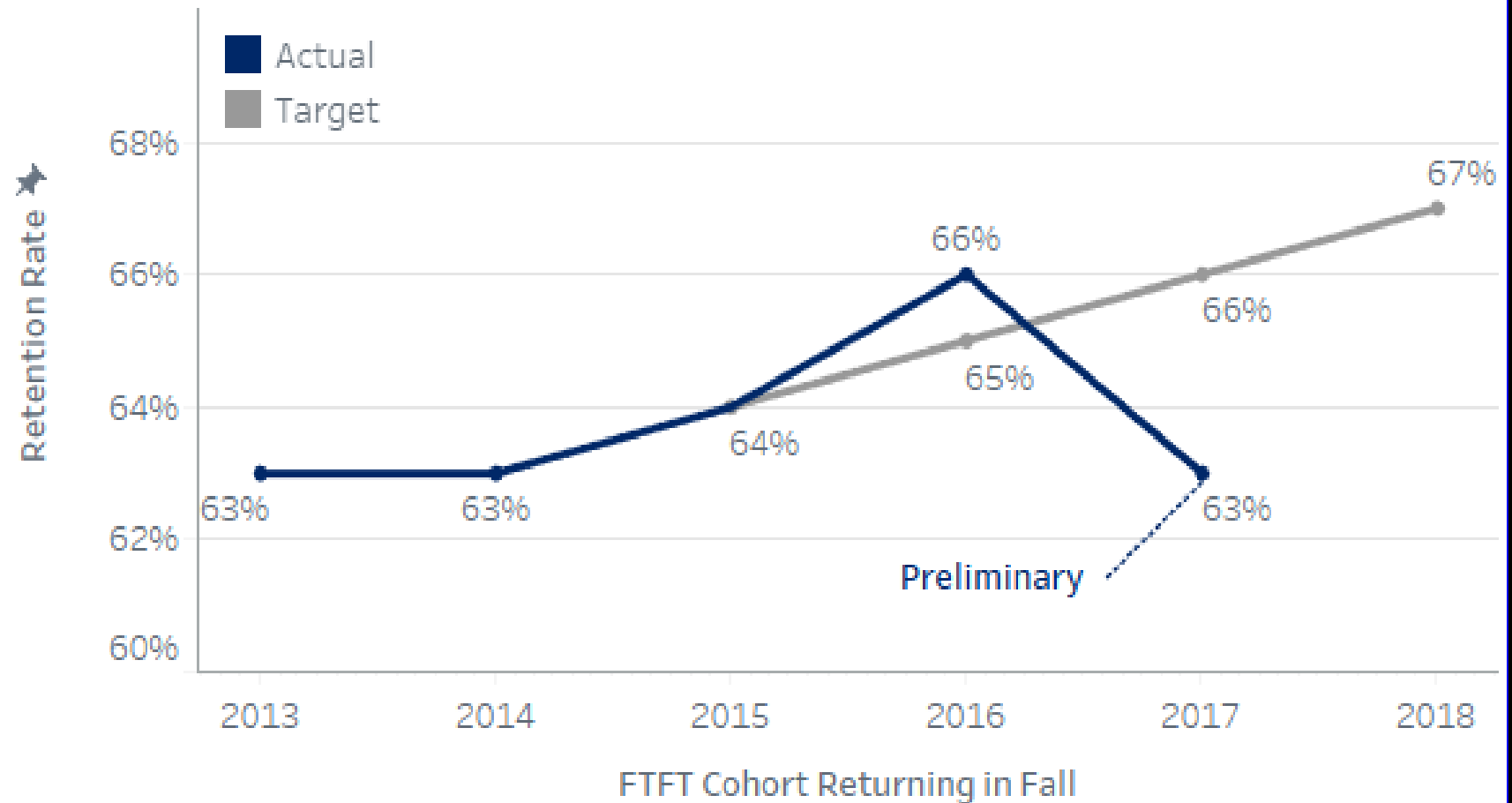

Enrollment Targets & Actuals
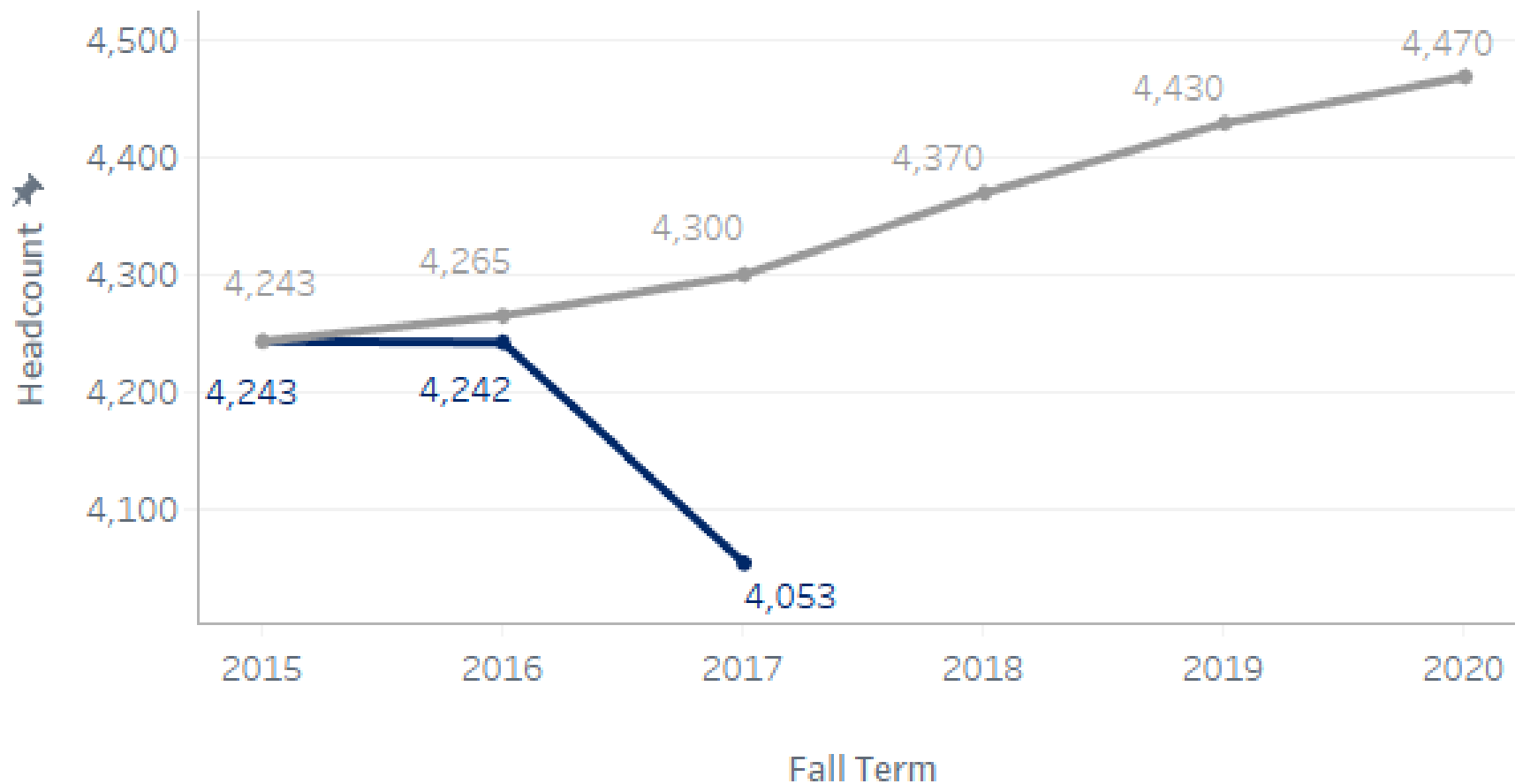
Enrollment

Comparison to Peer Institutions
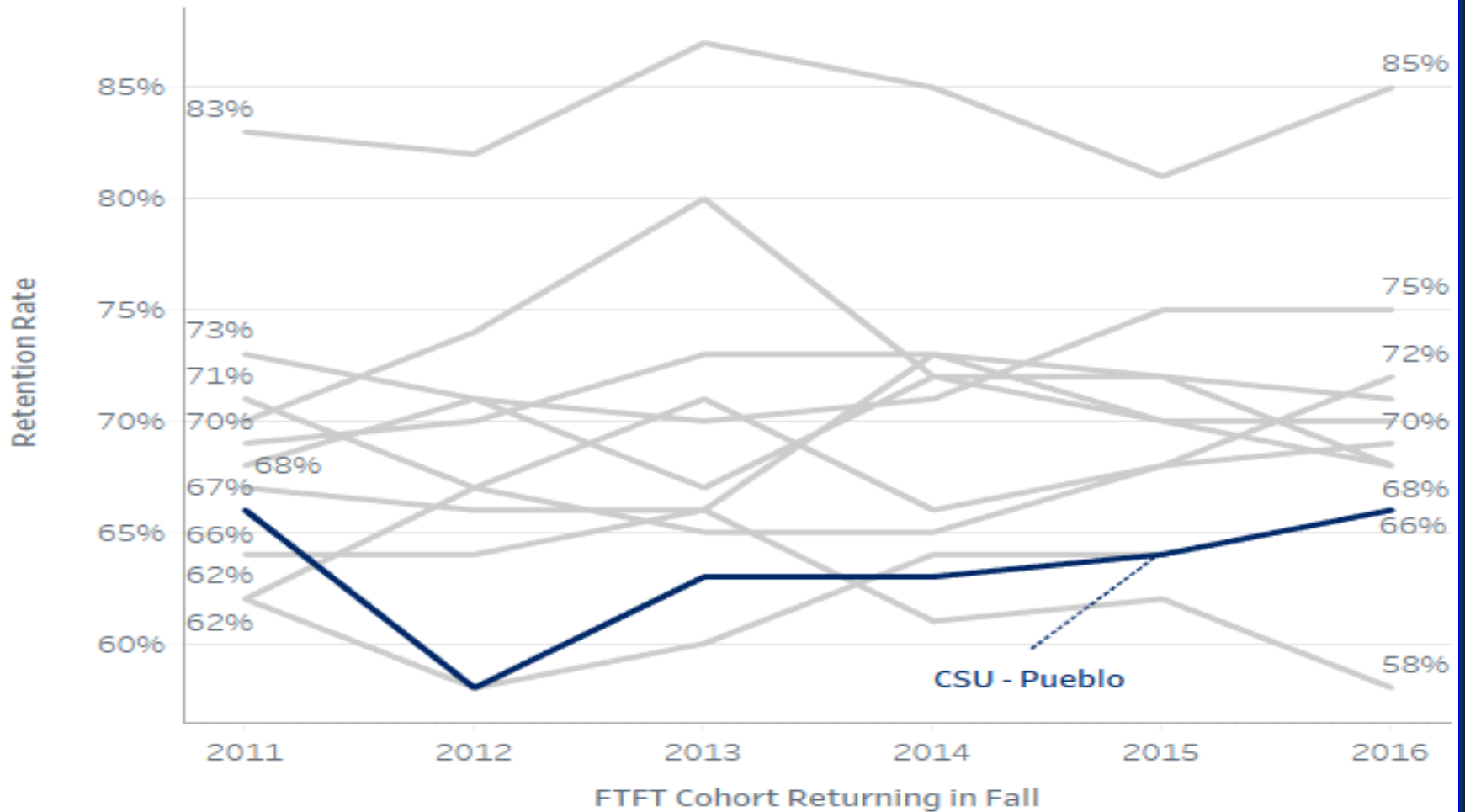3 Year Change in Degree Seeking Undergraduate Students

Institution	Fall 2013 - 2016 Change
The University of Texas at Tyler	21%
University of Colorado Colorado Springs	14%
California State University-Stanislaus	11%
Midwestern State University	2%
University of South Carolina-Upstate	2%
Emporia State University	-4%
Washburn University	-7%
Colorado State University-Pueblo	-10%
University of Michigan-Flint	-14%
The University of Tennessee-Martin	-15%
Missouri Western State University	-15%

Retention

Retention

Comparison to Peer Institutions

Hover over lines for university names and rates

Retention Rate vs. FTFT Cohort Returning in Fall (2011–2016)

CSU - Pueblo

Graduation

6 Year Graduation Rate Targets & Actuals

Preliminary

Completion Year	6 year Graduation Rate
2015 Actual	33.4%
2015 Target	33.0%
2016 Actual	32.4%
2016 Target	33.0%
2017 Actual	34.7%
2017 Target	34.0%
2018 Target	34.0%
2019 Target	35.0%
2020 Target	36.0%

Legend: Actual, Target
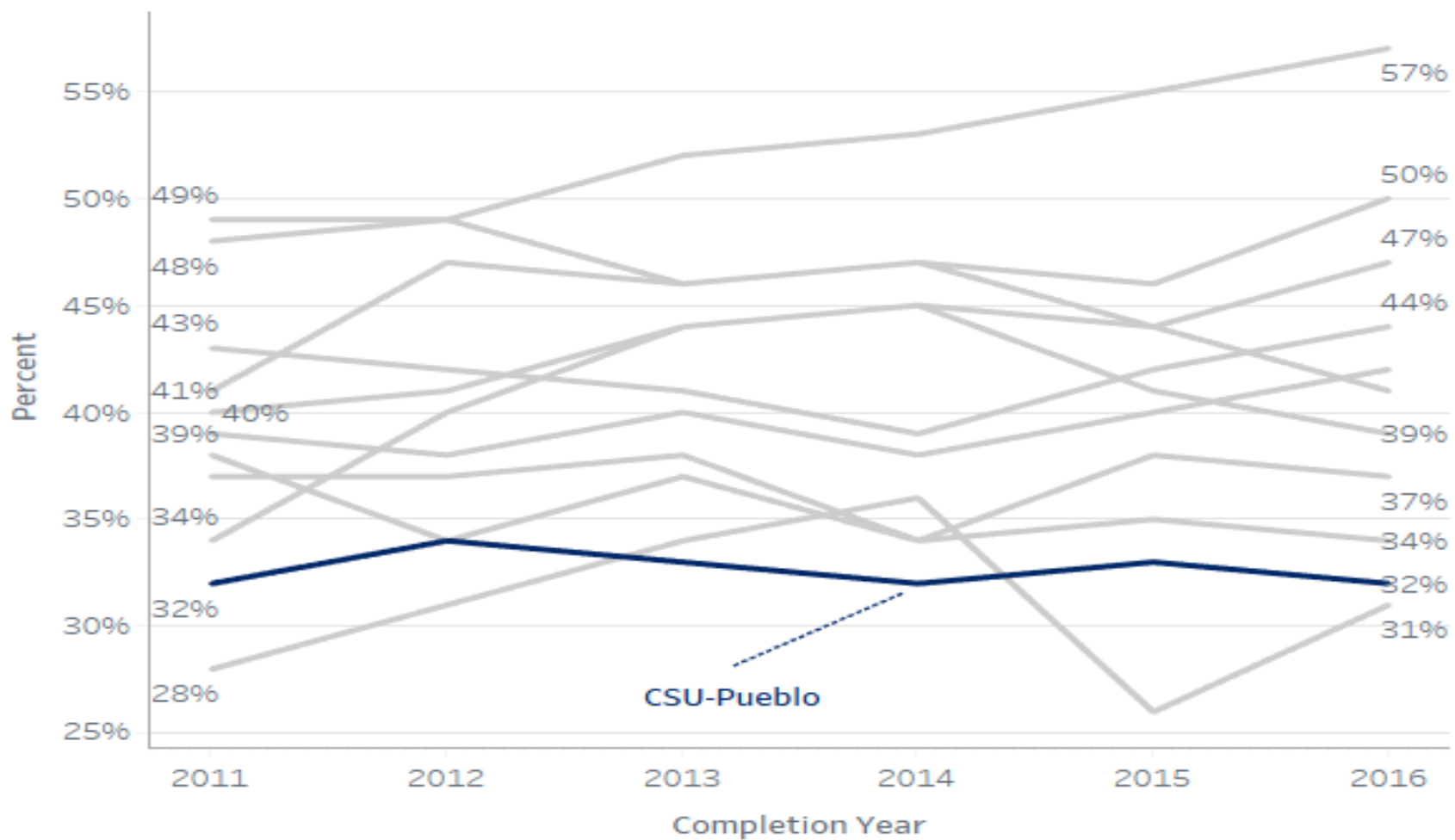
Graduation

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
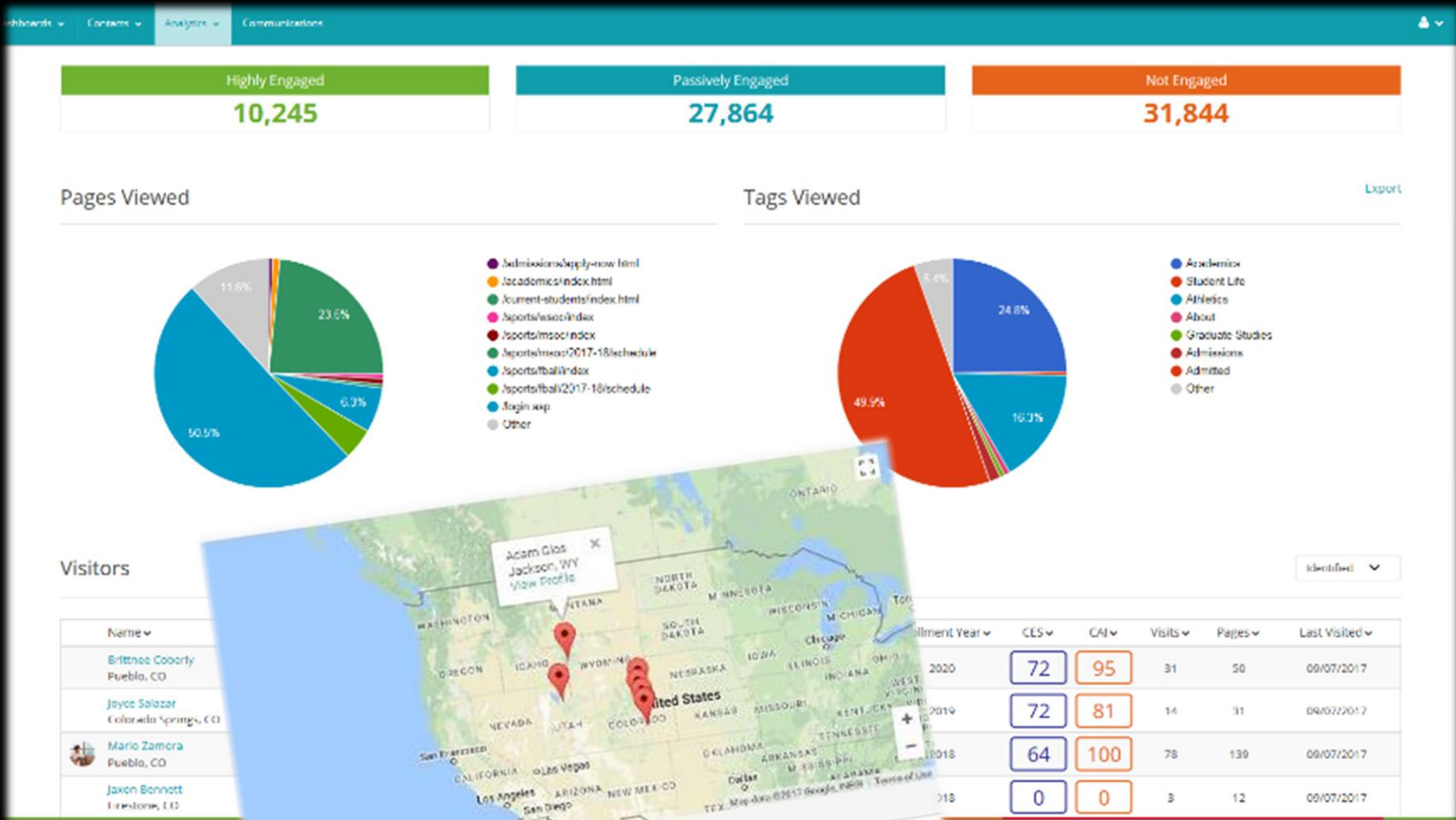
Web tracking

Progressive ID

Affinity scoring

Emails

.EDU content
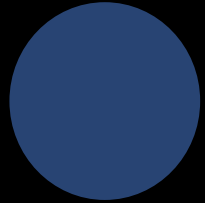
Retargeting

Print

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

- Enrollment
- Retention
- Graduation
- Placement

20 jumpstart initiatives

- 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
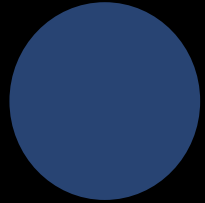
Enrollment

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
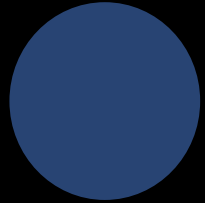- Implement advising week
- Connect all students to another person

4 metrics

- Enrollment
- Retention
- Graduation
- Placement

20 jumpstart initiatives

- 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

Questions and thank you for your time and attendance!