

Total University Current Funds Budgeted Revenues & Transfers In

(Athens Campus, UORC , COM and Auxiliaries)

FY 2010 Budgeted Resources Source of Revenues	FY 2010 Budget	% of Total University	% of Unrestricted
Tuition & Fees ¹	275.3	40.2%	45.9%
State Support	152.1	22.2%	25.3%
Auxiliaries	87.9	12.9%	14.6%
Sales	9.7	1.4%	1.6%
Other	16.7	2.4%	2.8%
Transfers In	58.4	8.5%	9.7%
Unrestricted Funds	600.1	87.7%	100.0%
Restricted Funds	83.9	12.3%	
Total Current Funds	684.0	100.0%	

¹Includes tuition and fees attributable to designated programs

Key Factors in Development of FY 2011 Budget

Revenue Factors: Enrollment-Driven Tuition Revenue

October 9, 2009

ENROLLMENT PROJECTIONS AND STRATEGIC TARGETS:

How does recent trend data inform opportunities for strategic enrollment planning?

- How can OU effectively manage enrollments to increase tuition revenues within current capacity and resources?
 - Identify best practices for targeted enrollment growth
 - Identify academic units and programs (undergraduate, graduate and regional) with capacity to manage expanded enrollments
 - Identify targets by cohort (student retention and transfers)
 - Calculate the revenue impacts of expanded enrollments (short-term and long-term)
 - Identify programmatic impacts of targets (short-term and long-term)
 - Develop consistent strategy for pursuit of targeted enrollments through collaboration with the Enrollment Management Committee, the Admissions Office and the Marketing Department. Consider current “markets” identified by the Admissions Office and Marketing Department and costs of potential redirections.

- What targeted low cost/high return interventions can be implemented to increase tuition revenues that are not achievable within current capacity and resources?
 - Identify best practices in enrollment management and implementation enrollment expansion interventions
 - Identify academic units and programs (undergraduate, graduate and regional) that can manage the expanded enrollments produced by low cost/high return interventions with limited resource expansion
 - Identify targets by cohort (student retention and transfers)
 - Calculate the revenue impacts of expanded enrollments in the identified programs (short-term and long-term)
 - Identify programmatic impacts (short-term and long-term)
 - Develop strategy for pursuit of targeted enrollments

- Establish enrollment and retention goals consistent with the 5-Year Academic Plan and Vision OHIO Targets
 - Identify the FY 2011 goals and strategies
 - Identify the targets and strategy for next 5 Years

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TUITION REVENUE ESTIMATION AND PRICING STRATEGIES:

- What degree of conservatism should be built into tuition revenue projections?**
 - Are current enrollment reserves sufficient?
 - How confident are we that the current enrollment levels can be maintained?
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- What strategy can/should Ohio University pursue for pricing non-resident, graduate and College of Medicine tuition rates?**
 - **Graduate and College of Medicine Tuition**
 - Maintain current graduate tuition rates?
 - Apply differential tuition rates?
 - Decrease tuition rates in targeted programs to attract increased enrollments that are supportable long-term?
 - Increase tuition rates in targeted programs that will not negatively impact enrollments?
 - Establish targets for fee waivers based upon anticipated graduate tuition receipts? Establish a net revenue goal?

 - **Non-Resident Fees:**
 - What is the strategic balance between non-resident/resident students? Consider the current Ohio demographics.

- Price Setting Strategies, Generally:** How would university respond to flexibility in tuition setting?
 - Tuition Discounting
 - Differential Tuitions
 - Balance Between Instructional and General Fees
 - Financial Aid and Scholarship Packaging

- Based upon the above discussion, what assumptions should be built into the 5-Year Financial Plan?**