Budget Planning Council Meeting Agenda
October 4, 2018 • 11:00am – 1:00 pm
Baker Center ~ Room 230

Meeting Objectives
• Provide members with an update on Fall 2018 Enrollments
• Review Financial Impact of the Fall FY20 Planning Assumptions
• Vote: Online MSW Program Fees

1. Fall Enrollment Update (PPT Presentation) – Craig Cornell

2. Financial Impact of the Fall FY20 Planning Assumptions

3. Graduate Program Fee Request* – Vote
   *Note change in Non-Resident Fee, online graduate programs charge $19 per credit hour.

<table>
<thead>
<tr>
<th>New Programs</th>
<th>Instructional Fee</th>
<th>General Fee</th>
<th>Program Fee</th>
<th>Spec Services / Materials Fee</th>
<th>Ohio Resident Total</th>
<th>Non-Resident Fee</th>
<th>Out of State Total</th>
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<tbody>
<tr>
<td>College of Health Sciences &amp; Professions</td>
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<tr>
<td>Online Masters of Social Work (MSW)</td>
<td>505</td>
<td>3</td>
<td>146</td>
<td>-</td>
<td>654</td>
<td>19</td>
<td>673</td>
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Next Meeting: October 25, 2018 ~ Baker Center, Room 219 (Multicultural Center)
Topic(s): Benefits Advisory Committee Update
October 4, 2018

BPC Enrollment Update
Total University Enrollments- Fall Census

Currently at 34,443

Down 1,434 (3.9%) over last year.

These numbers are based on the Fall 15th day census.

There will be changes over the term, mostly due to multiple start online programs before final fall numbers.

Fall Term 2018
Fall Census Enrollments – New Athens Freshmen

New Freshmen Students
• 3,980
• -65 (1.6%) over last year
• +5 over FY19 budget
Fall Census Enrollments – New Athens Freshmen

Freshmen Highlights and Milestones

Under-Represented Students (%)
- 535, 13.2% of Freshman Class, RECORD
- 553, 7.2% increase, 13.9% of class

Out-of-State Students (#)
- 39, an 11 student (39.3%) increase

International Students (#)
- 5%
- 10%
- 15%
- 20%
- 25%
- 30%

First-Generation Students* (%)
- 1,037, 26.3% of Freshman Class, RECENT RECORD

Appalachian County Students (%)
- 731, 18.4% of Freshman Class, Tied for RECENT RECORD

*parents less than 2 year degree
Fall Census Enrollments – New Athens Freshmen

Freshmen Highlights and Milestones

Freshmen Student Quality

- Average Composite ACT of 24.0
- Average High School GPA of 3.54 (tied with last year)
- 44.4% in top 25% of their high school class - 2nd highest in 14 years

• Analysis of scholarship program success in attracting students and impact on retention is ongoing
• Discussion of outcomes at future meeting
Undergraduate Online Programs

Online Degree Completion Programs

Total Undergraduate Online Students
- 5,210
- -278 (5.1%) over last year

RN-to-BSN Students
- 4,758
- -330 (6.5%) over last year
- Resident down 361 at 3,118
- Non-resident up 16 at 1,640 (record)

Other Online Programs Outside of RN-to-BSN
- 452 (record)
- +50 (13.9%) over last year
Athens Graduate Enrollments

Graduate / Ground-Based and Hybrid
- 2,726 Students
- -279 (9.3%) over last year
- Predominately Ph.D. programs
- Little budgetary impact

Graduate Online Programs
- RECORD
- 2,428 Students
- +153 (6.7%) over last year
HCOM Enrollments- All Campuses

Heritage College of Osteopathic Medicine

- RECORD
- 982 Students
- +60 (6.5%) over last year
- Fall 2018 is final year of planned growth
Regional Higher Education and College Credit Plus

**Regional Higher Education**
- 5,990
- -436 (-6.8%)

**College Credit Plus**
- 820 Total
- -39 (4.5%) over last year
- RHE enrollment accounts for 88% of total CC+ enrollments
Moving Forward

FY19+
2019 Efforts and Planning
New Freshmen and Transfers

Expanded Marketing and Communications

Video Link
2019 Efforts and Planning
New Freshmen and Transfers

12,000+ More Inquires (students who have already “raised their hand”)

Expanded Domestic and International Outreach

Continued Enhancements to Affordability with Scholarships and Leveraging

OHIO Honors - Fall 2019
University-Wide Cohort (following three college pilot in fall 2018)
2019+ Efforts and Planning
New Freshmen and Transfer Students

- Regular meetings with students and administration at partner institutions
- STEP (Strategic Transfer Education Plan) enhancement with The OHIO Guarantee™
- Exploring expanded pathway programs for students from partner institution through graduate school at OHIO
Online Programs

• Developing streamlined graduate enrollment support services to align our coordinated efforts

• Developing a project-management approach through OII office to assure efficiencies, market analysis, and clear pathway for program development

• Looking at key out-of-state markets for expansion of select programs and necessary services to support
2019+ Efforts and Planning
Medical HCOM Enrollments

• Enrollment growth strategy attained

• Strategic initiatives to optimize student experiences
  o Create a long-range plan for medical school affordability
  o Launch flexible, innovative, continuously evolving, osteopathic curricular
  o Build a new, modern medical education facility on Athens campus
  o Expand and enhance recruitment activities and pipeline programs to attract a diverse student body that aligns with health care needs in Ohio, ultimately increasing access for students
  o Create an individualized student success program
  o Develop and implement a comprehensive plan for student physical and mental health, wellness and resilience
  o Expand student scholarship support
  o Develop an alumni engagement and connection strategy
2019+ Efforts and Planning
RHE and Extension Campuses

- RHE Task Force recommendations
  November, 1st
- Shared position with Enrollment Management for student communications and recruitment
- Development of new hybrid programs at extension programs and/or alignment with partner institutions on those campuses (early conversations)
BPC Fall Planning Assumptions FY20 Update

October 4, 2018
FY20: Fall Budget Planning Assumptions

Does not reflect:
- College’s planned use of FY20 fund balance, based on bridging strategies: $6.1M
- SOR Investments

<table>
<thead>
<tr>
<th>Models</th>
<th>Corresponding Initiative</th>
<th>Description</th>
<th>Fall BPC FY20 Assumptions</th>
<th>Impact to Colleges</th>
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<tbody>
<tr>
<td>Tuition/SSI</td>
<td>OHIO Guarantee</td>
<td>New Cohort: % (CPI)</td>
<td>1.3%</td>
<td>$ 660,000</td>
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<td>Tuition/SSI</td>
<td>OHIO Guarantee</td>
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<td>($ 1,300,000)</td>
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<td>Tuition/SSI</td>
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<td>Direct Expenses</td>
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<td>Direct Expenses</td>
<td>Raise Pool</td>
<td>December 2018</td>
<td>Strategic Priority</td>
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<td>CM</td>
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<td>December 2018</td>
<td>Strategic Priority</td>
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<td>Employee Fee Waivers - Direct</td>
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<td>Capital Costs</td>
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<td>CM</td>
<td>Admin Cost Savings</td>
<td>Base Reductions to Administrative Planning Units</td>
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Assumed FY20 Impact - Planning Assumptions ONLY

Unaddressed College Imbalance

$(14,860,495)

Assumed Use of Fund Balance (before revenue/expense actions)

$(17,460,495)
FY20 Athens UG Enrollment Assumptions

Total UG Athens Headcounts

Athens UG - Residents

Athens UG - Non-Residents

Athens UG – International
Athens UG Net Tuition

<table>
<thead>
<tr>
<th></th>
<th>FY15</th>
<th>FY16</th>
<th>FY17</th>
<th>FY18</th>
<th>FY19 Planning Assumption</th>
<th>FY19 Budget</th>
<th>FY19 Forecast</th>
<th>FY20 Proj</th>
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<td>Guarantee Tuition Rate Growth*</td>
<td>1.5%</td>
<td>5.1%</td>
<td>1.7%</td>
<td>1.3%</td>
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<tr>
<td>Non-Guarantee Tuition Rate Growth*</td>
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<td>0.0%</td>
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<td>Discount Rate</td>
<td>20.2%</td>
<td>21.9%</td>
<td>23.0%</td>
<td>22.9%</td>
<td>24.6%</td>
<td>24.6%</td>
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<tr>
<td>Total Headcount (Fall)</td>
<td>17,660</td>
<td>17,965</td>
<td>18,197</td>
<td>17,936</td>
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<td>17,323</td>
<td>16,991</td>
<td>16,991</td>
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<tr>
<td>New Freshmen (Fall)</td>
<td>4,377</td>
<td>4,423</td>
<td>4,309</td>
<td>4,045</td>
<td>3,971</td>
<td>3,980</td>
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<td>Gross Tuition</td>
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<td>$183.4</td>
<td>$180.9</td>
<td>$179.2</td>
<td>$177.9</td>
<td>$175.1</td>
<td>$170.1</td>
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BPC Members In Attendance: Deb Shaffer, Chaden Djalali, Joe Shields, Madison Sloat, Joe McLaughlin, Sarah Helfrich, Randy Leite, Amanda Graham, Tim Epley, Hans Meyer, Maria Modayil, Matthew Shaftel, Dale Masel

BPC Members Absent: Susan Williams, Faith Voinovich, Jason Pina

Non-voting Members: Katie Hensel, John Day, Dawn Weiser, Kayla Righter, Bob Kissell, Jennifer Cox, Jim Sabin, Jen Kirksey, Craig Cornell, Chad Mitchell, Nico Karagosian, Rosanna Howard, Shelley Ruff

Fall Enrollment Update - Craig
  o Craig shared Enrollment demographics and statistics for Fall 2018
    o Fall 15th day census total 34,443 – down 3.9% (1,434) over prior year
      ▪ Down 65 freshman over prior year, but +5 versus revised June 2018 budgeted enrollment
        (Reminder: June BOT enrollment projection was 173 fewer students than the planning assumptions that established the Athens FY19 UG revenues)
        ▪ Quality of incoming class reflects slight drop in ACT to 24 from 24.1 with a higher GPA
        ▪ Online UG programs down 5.1% (278) students; 90%+ are RN to BSN students
          ▪ RN to BSN decreased of 330 students from prior year
          ▪ Other online programs are starting to show growth as new degree completion programs are added to the offerings
          ▪ RN to BSN enrollments are expected a to grow with addition of programs outside Ohio
        ▪ Campus Graduate enrollments showed 9.3% decline while online Graduate programs growing
          ▪ There has been decline in some graduate programs due to college reevaluations as a result of budget reductions; VISA issues could be having on international graduate students, contributing to decline with negative impact
        ▪ HCOM planned growth in Dublin and Cleveland; at 982 students with 1,000 maximum
        ▪ RHE down 6.8% / 436 students; steady decline since 2015
  o FY19 new freshmen and enrollment planning –
    o new marketing efforts include TV spots geared toward freshmen/new students, digital marketing, purchase of student lists, out of state marketing and recruiting, 2 new international recruiters – China and Vietnam
    o New Honors program
    o Affordability / financial aid conversation is tailored to the timing of when students and families report the financial / budget information being instrumental to their decision-making
    o Partnerships with 2-year institutions to provide affordable pathways for students to pursue education
      ▪ OHIO Guarantee is being coupled with these 2-year institution partnerships to benefit students and families choosing these pathways
      ▪ Community Colleges (CC) starting to offer specific 4-year degrees; could impact future
        ▪ CCs enrollments have been down, difficult to estimate impact of these new offerings
    o Online Graduate - streamlining internal support services for these programs involving Enrollment Management, Colleges, Instructional Innovation – working with colleges to identify, working with program vendors, marketing programs and enrolling students
Financial Impact of the Fall 2020 Planning Assumptions
- FY20 planning assumptions will be rolled out to the Colleges throughout Fall
- The state budget bill provisions for Higher Ed won’t be finalized until early summer; planning assumptions of
  - $0 increase in SSI appropriation
  - 0% tuition cap; new Guarantee cohorts will include a 1.3% CPI increase
  - Planning assumption information will be updated to include estimates for revenue generated for each 100 student enrollment increase and 1% revenue value
- The other revenue and expense assumptions and resulting impacts to the budget model were discussed
- Charts were shared to highlight the projected Athens UG annual enrollments and the net revenue impacts through 2021 based on the declining freshmen classes that began in Fall 2016
  - FY20 projected net revenue is currently estimated to be approximately $10M less than FY 18 actual

Graduate Program Fee Request – VOTE
- Online Masters in Social Work – the schedule is different from the last presentation due to the change to $19/credit hour non-resident fee instead of the Athens rate
- Joe M reminded of his objection to the disparity of the general fee per credit hour for graduate online ($3) and graduate on campus ($78)
  - The advent of the OHIO Guarantee has eliminated the separate general fee and there is no longer any connection between the general fee and particular items within the budget. Also the portion of graduate fees that was tied to the general fee has never and still is not covered as part of the graduate fee waiver
  - The general fees identified within the professional / graduate level online programs is an artifact of the past tuition and fee buckets – these programs establish a market rate for the entire program and fit it into the existing tuition and fee charging structure and anything collected for general fees goes to the college budget
- Following the discussion the following action was taken:
  Joe McLaughlin moved approval of the Fee proposal for the Online Masters in Social Work; Randy Leite provided the 2nd; the motion passed with no abstentions and no one opposing.

Next Meeting – Thursday, October 25, 2018 - Baker Center, Room 219 MCC MPR