

## Faculty Senate/All University Committee Report (2012-2013)

<b>Committee:</b>	Budget and Priority	<b>Prepared By:</b>	Langmeyer	<b>Date:</b> October 24, 2012
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<b>Faculty Members at the Meeting:</b>	Langmeyer, Said, Gilligan, Hodges, Boyce, Lutz, Shearn Guest: Dr. Caroline Miller, Enrollment Management (Admissions, Financial Aid, One Stop, Registrar, Advising oversight)
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<b>Topics Discussed:</b>	<p>Caroline Miller has been here for 8 years. She is responsible for enrollment management. When she came to UC we had head count of 33,000 students and now 41,970 (FTE 32,761). She not only directs enrollment planning but gathers marketing information on what students want, how they do once here, what keeps them happy, paying for their education, strategies for attracting students and more.</p> <p>Attracting and retaining students, especially undergraduates, is central to the financial well being of UC. In a research extensive university, undergraduate tuition subsidizes for graduate education and research. With semester conversion there was an unusually large number of students finishing both undergraduates and especially graduate students resulting in wobbly headcounts this Fall semester. But difficulties in college budgets (PBB projected against actual) she asserted was due to many other things besides wobbly enrollment. Uptown enrollments were "ok" but regionals saw an expected drop in Fall enrollments. Economy gets better and students work rather than go to associate programs. Not so much in baccalaureate programs.</p> <p>Major problem with baccalaureate enrollments will be paying for college. Federal aid especially for parent loans is becoming more difficult for instance. Pell grant requirements are being tightened.</p> <p>Now Dr. Miller and enrollment management (a committee) are doing 5 year projections rather than just year to year. Collectively Colleges project that in 5 years they will bring in 7,000 more students. Projections are being vetted but some growth is likely in some areas with appropriate preparation. Some programs are costly and need faculty and equipment.</p> <p>Ideas that Dr. Miller put out there supporting growth:</p> <p>We are becoming more attractive as a destination and alternative to private colleges. Nice campus, good reputation, winning football and one hopes, basketball. Now 65% of undergrads are from outside 50 mile radius (up from 45%, 7 years ago).</p> <p>New markets, international other cities outside of Ohio (Chicago for instance, but learning from past failed attempts)</p> <p>Life long learning, uncompleted former UC students, completer degrees: but need evening or weekend or on line or flexible classes and that means faculty willing and able to do that.</p> <p>Increasing standards for high school by 2014 could mean better prepared college students and</p>
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	<p>higher retention and graduation.</p> <p>For profits not doing as well as before (Phoenix dropping Westchester campus) provides opportunity for us (unless we do nothing and then opportunity for Xavier and Mr. St. Joseph)</p> <p>Reduce cost of tuition, How? 1. Increase state subsidy since that is one main reason for higher tuition 2. Reduce costs but of course you want to maintain services and quality 3. Increase success rate in “killer” courses (a pet focus for Dr. Miller) with high DFW rates so students do not repeat classes and lose the big Mo 4. Make more money available for scholarships that come from outside donors rather than general funds (Cincinnati is all general funds driven).</p> <p>Take Aways:</p> <p>Lucky to have Dr. Miller doing what she is doing</p> <p>Develop programs for new markets and include faculty in design</p> <p>Develop strategy for donors wanting to support scholarships or programs that support student success and not just buildings or non impactful programs. Fund raising for success</p>
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<b>Action Items: List item and attach supporting document if action requires such background</b>	Report to be produced and presented to faculty senate
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<b>Describe action needed on items above (discussion and input, vote, etc):</b>	<b>By Whom:</b>
	<input type="checkbox"/> By Faculty Senate <input type="checkbox"/> By Cabinet <input type="checkbox"/> Others (List-)
<b>Next Meeting Date? November 14, 2012 (Provost Johnson) and whenever Ambach presents the draft of the FY2014 budget</b>	

When complete, save your report with the committee name and report date as the file name. Please send the file to Faculty Senate ([Faculty.Senate@uc.edu](mailto:Faculty.Senate@uc.edu)). Thank you!