



Progress...
Priorities...
Challenges...

Presented by:
Dr. Stephen J. Kopp
President

**Marshall University
Foundation Board
Presentation
*February 27th, 2009***

Presentation Topics

- Enrollment & Recruitment Updates;
- Fiscal Perspectives & Challenges;
- Legislative Update/Challenges;
- Communication and Conservation;
- Planning and Campus Improvements



Enrollment and Recruitment Updates

Enrollment Update: Spring 2010

OVERALL (FTE):

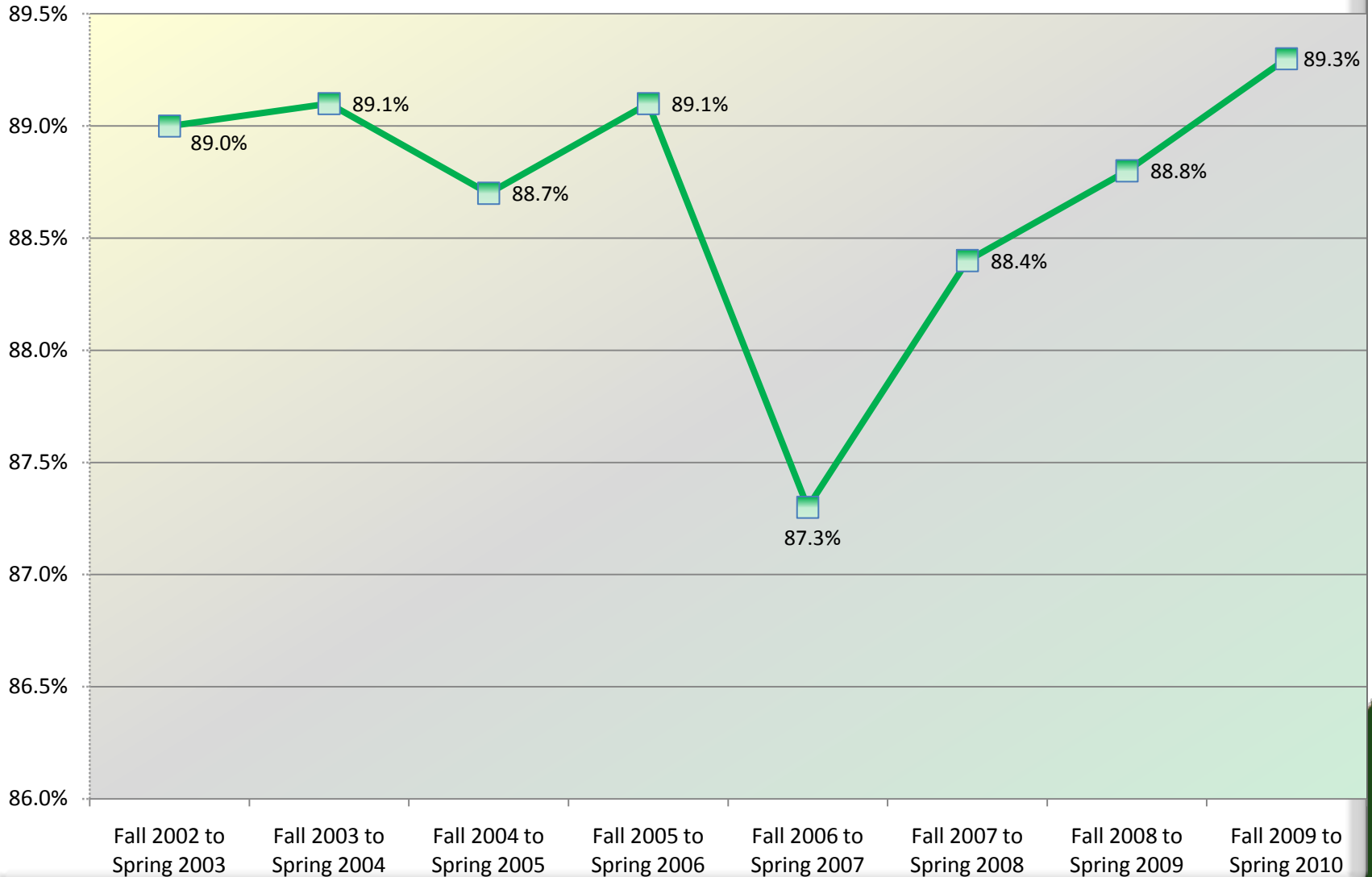
- Total FTE enrollment for SPRING reflects an increase of +318 (3.3%) FTE Students over last year (10,057);
- Total undergraduate FTE enrollment has increased by +315 (4.2%);
- Total part-time undergraduate enrollment has increased by +119 (9.7%);
- Total FTE of WV resident undergraduates has increased by +212 (3.7%);
- Total FTE of nonresident (excl metro) undergraduate enrollment has increased by +65 (5.9%) FTE;
- Total graduate FTE enrollment has decreased slightly by -23 (-1.2%); however, 1st professional student enrollment increase by +25 (9.3%).

NEW ENROLLMENTS

- Total new full-time FRESHMEN headcount enrollment is 85... an increase of 13 (18.1%) students over last year's count.
- Total new full-time TRANSFER headcount enrollment is 306... an increase of 69 (29.1%) students over last year's count.

Freshmen Retention

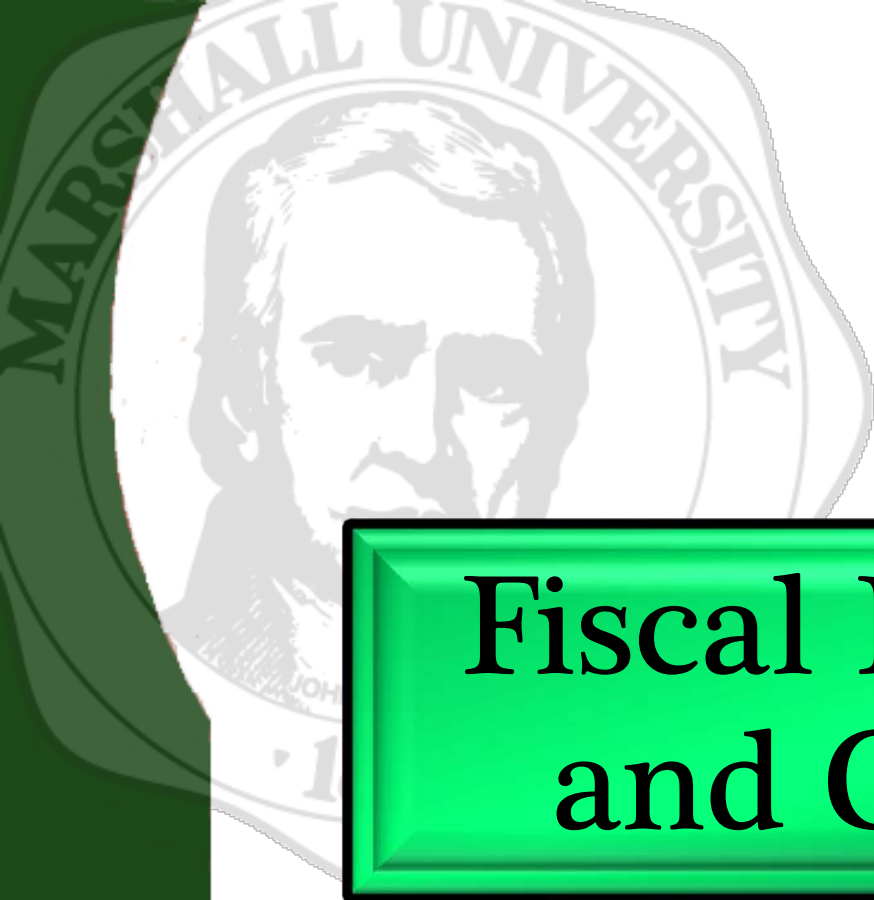
% Freshmen (FTE) Retention Fall-to-Spring



Fall 2010 Enrollment Perspectives:

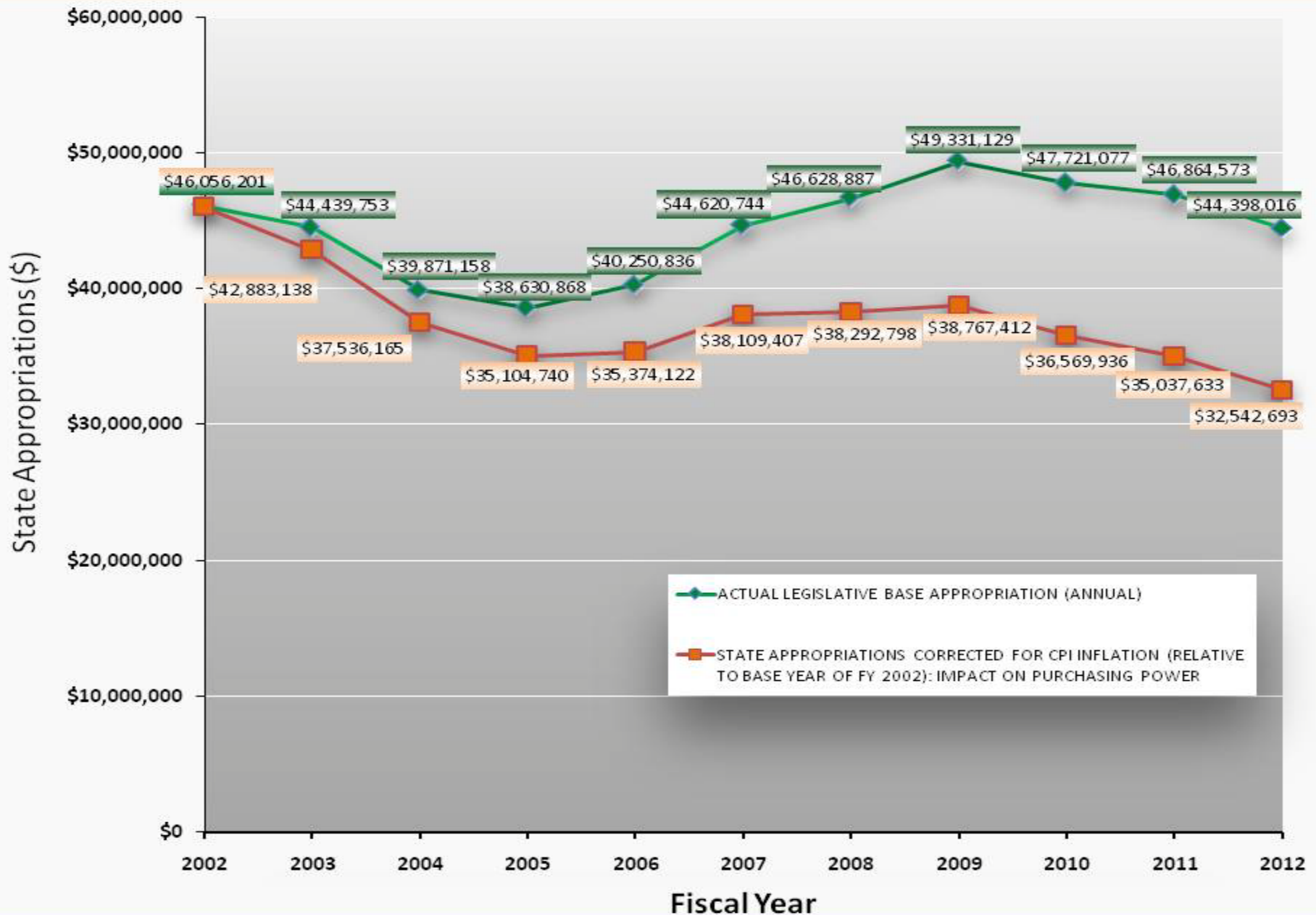
As of Mid-February 2010:

- ◆ Currently, new freshmen applications have increased by +24.7% (+991) over last year at this time;
- ◆ Likewise, overall freshmen admits have increased by +29.3%, virtually paralleling the rise in completed applications;
- ◆ Current application numbers are increased over last year at this time in all categories:
 - ◆ Nonres/Metro Freshmen applications: +355 (+18.4%);
 - ◆ Total First time Freshmen admits: + 656 (+29.3%);
 - ◆ Nonres/Metro Freshmen admits: + 246 (+24.7%);
- ◆ Record First-Time Freshmen Enrollment Anticipated



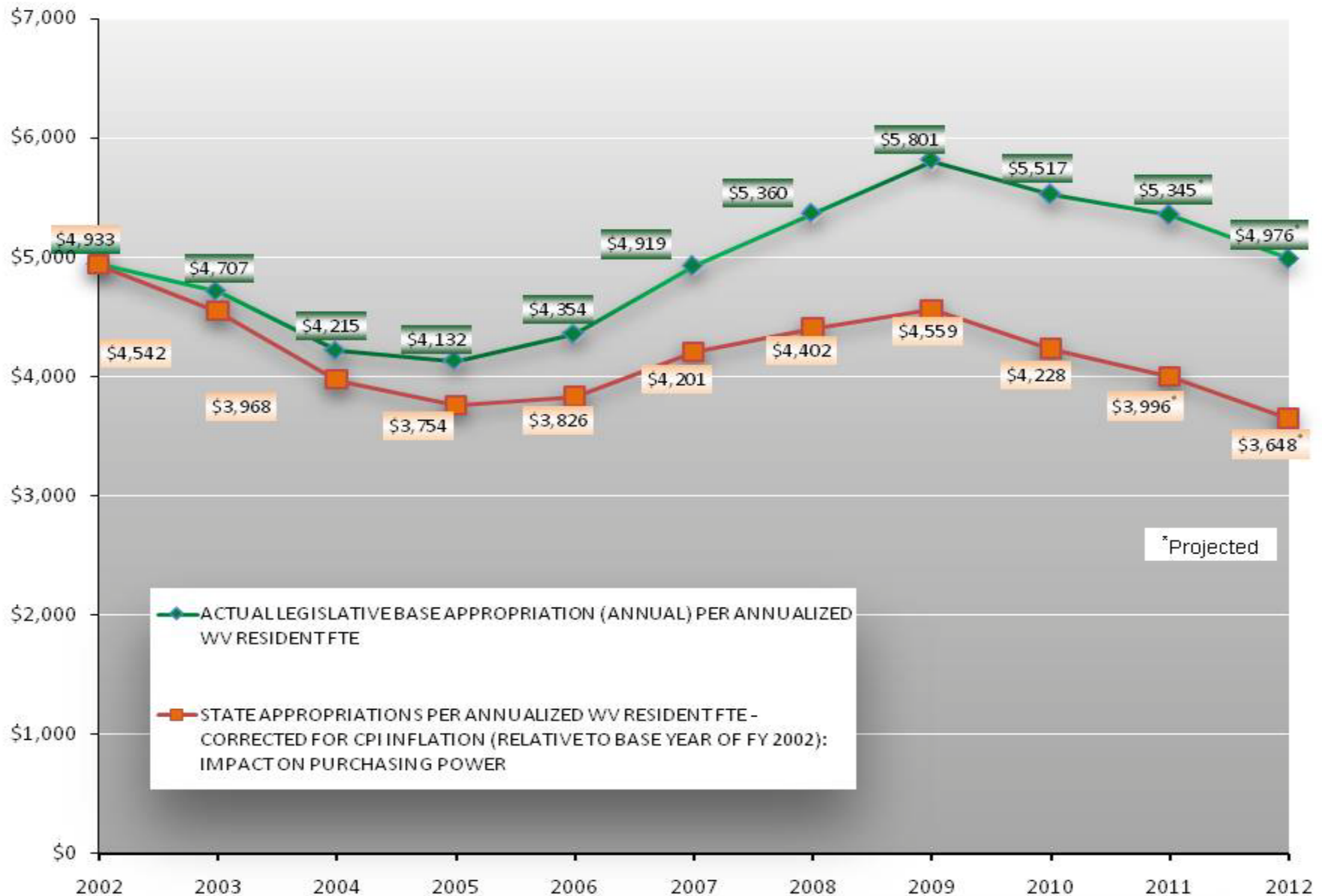
Fiscal Perspectives and Challenges

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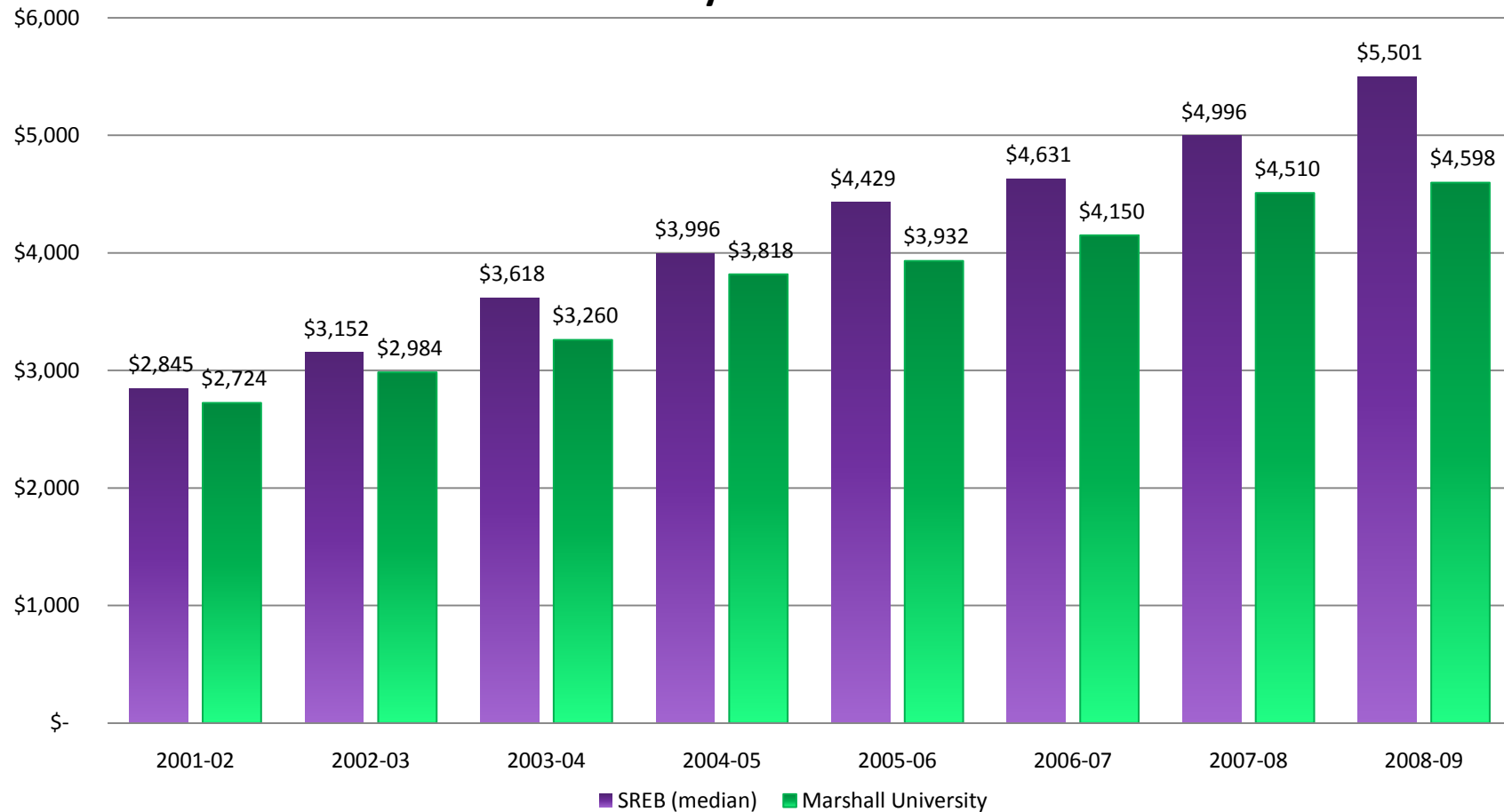
Fiscal Perspectives and Challenges

State Appropriations Per WV Student (Undergraduate) Over the Past Decade



Fiscal Perspectives and Challenges

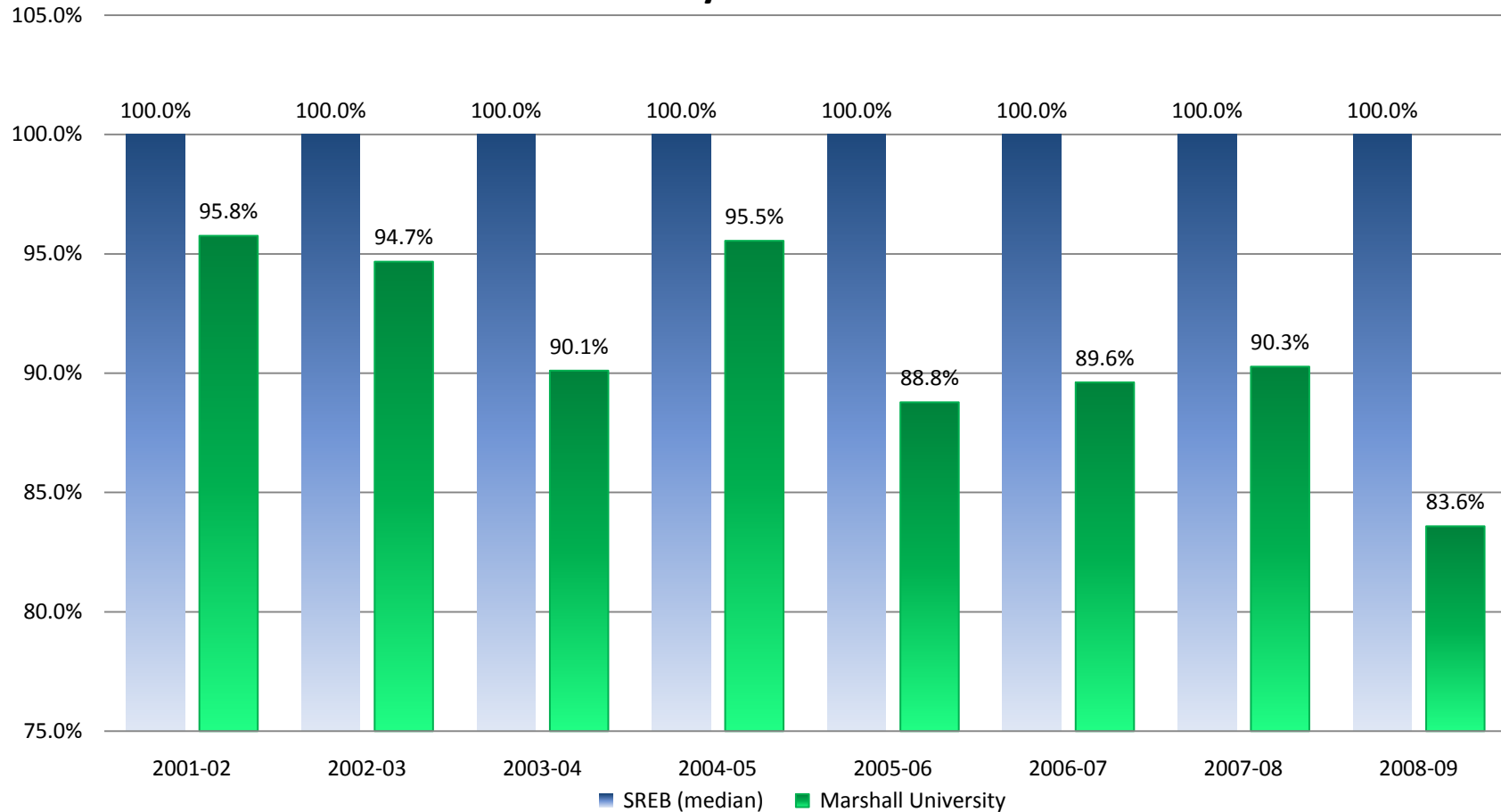
Undergraduate In-state Tuition and Required Fees Marshall University vs. similar SREB schools



SREB schools include other large master's institutions (designated by SREB as Four-year-3 institutions)

Fiscal Perspectives and Challenges

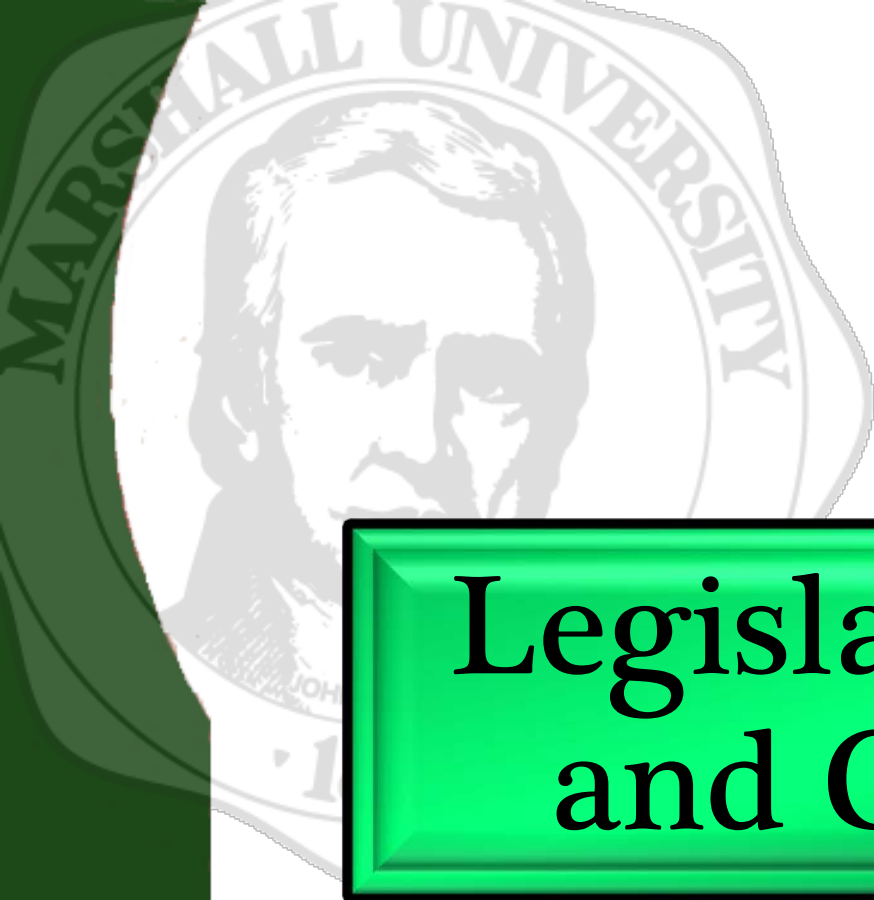
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Fiscal Horizons

- FY 2010 Mid-Year Budget Reductions
 - University = - **\$1.71 million**;
 - MUSOM = - **\$414,024 (Total FY 10, >\$800K)**
- FY 2011 Reduction in State Appropriations (Federal Stimulus Backfill):
MU: -**\$2.5-million (5%) + Tuition Freeze**;
MUSOM: -**5%**
- FY 2012 Reduction in State Appropriations:
MU: -**\$5-million**;
MUSOM: -**10%**



Legislative Update and Challenges

Legislative Update –

Bills with Major MU Implications

- **SB 480** (+SB 588 HE Inflexibility Bill) – *Personnel Bill+ Revisions to HE Flexibility + Revisions to WV Code Concerning University Research Corporations;*
- **SB 212/HB 4026** – Capital Facilities Bill;
- **SB 219** – Fleet Management – would significantly change convenience features of current University vehicle usage;
- **SB 612** – authorizes issuance of additional revenue bonds for capital improvements, passed Senate Education on 2/23/10. Goes to Finance
- A number of House Bills of interest – *e.g.*, **HB 2433** [would increase AEI from \$60 to \$100/year] ; **HB 4586** – Provides for a one-time, \$1,200 cost of living adjustment to all eligible state employees & retirees; **HB 4587** –freezes PEIA premiums for 3 years

Legislative Challenges – SB 480

§18B-1B-4. HEPC Powers & Duties: Removes SB 603 flexibility to Marshall University and WVU. Relegates BOG's to Advisory Role under HEPC

Key Issues: Repeals MUBOG Governing Authority For:

- Capital projects, property and University Master Plans;
- Setting of Tuition and Fees;
- New academic/degree program approval authority;
- Approval of University operating budgets;
- Removes delegatory authority of BOG's

Bill Also,

- Contains unfunded mandates (\$1.6 million base);
- Restructures MURC Board to lay board – possible loss of sovereign immunity & institutional control over federal grant and contract compliance



Communication and Conservation



Presidential Communiqués

OFFICE *of the*
PRESIDENT



- **February 3, 2010**

Understanding our budgetary challenges:

<http://www.marshall.edu/president/comm/feb2010.pdf>

We must exercise a strategic and principled approach to responsible financial stewardship

- **January 22, 2010**

Success in Challenging times

<http://www.marshall.edu/president/comm/jan2010.pdf>

- More than surviving, we must focus on thriving during a deep recession

Presidential Communiqués: Success in Challenging times

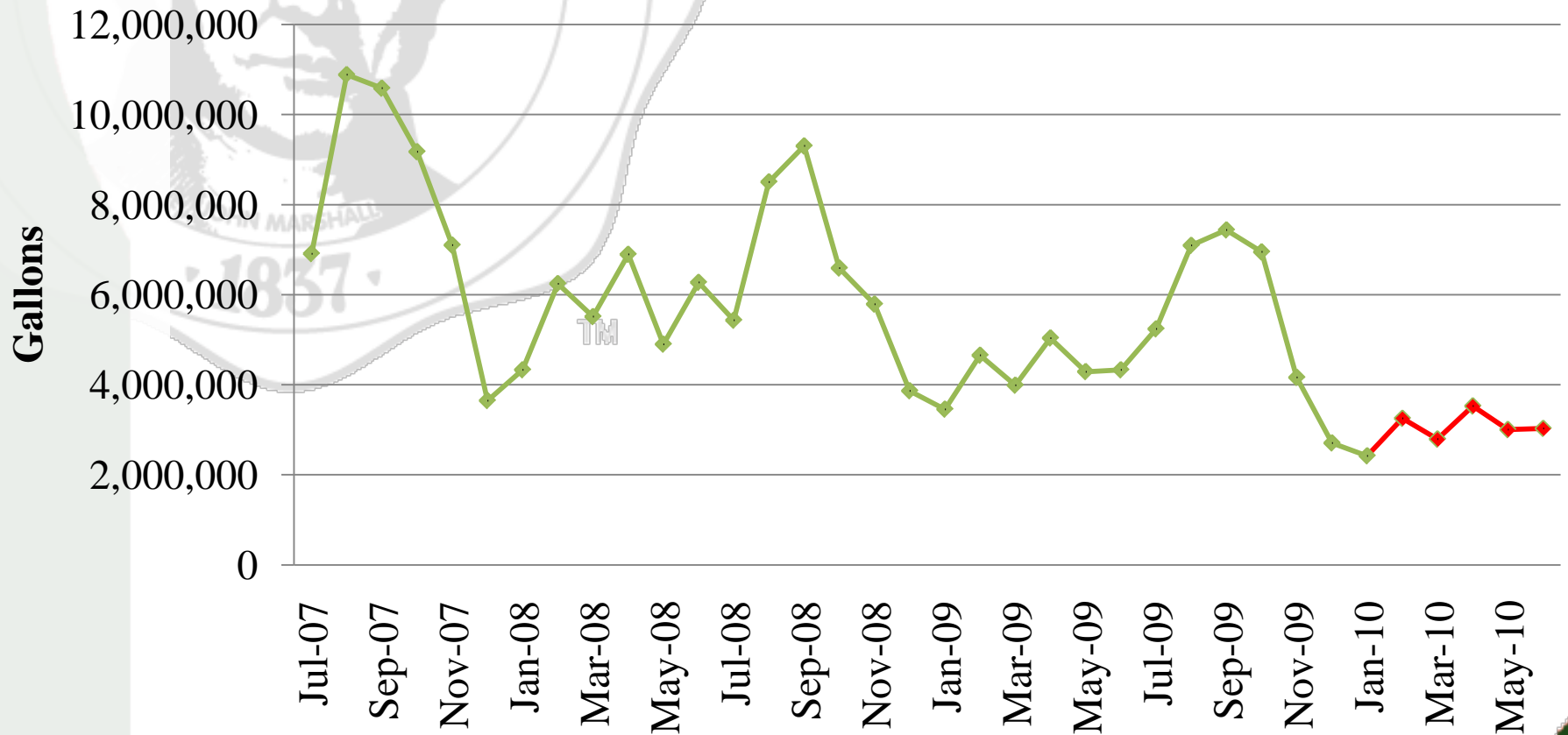
(January 22, 2010)

The University is on track to save approx. \$600,000 . We

- Conserved more than 17 million gallons of water last year;
- Held natural gas costs steady and decreased power usage from 73.5 million kilowatt hours to 71.3 million kilowatt hours;
- Launched a campus-wide recycling program;
- Led the charge in the Demand Response Program, a regional energy curtailment system;
- Opted to reduce electrical usage in five campus academic buildings during peak demand periods;
- Implemented dining without trays to reduce food waste and water and energy usage;
- Continue to give our students a voice in the process of being sustainable through the “Greening Marshall Committee”

Monthly Water Usage FY 07 - YTD

July 2007-December 2009 Predictive to June 2010



◆ Predictions for January - June 2010 based on usage and seasonal changes

Utility Cost Reductions

- Marshall University utility usage decreased from FY 07-08 to FY 08-09 in Electric and Water, while Gas usage increased due, in part, to additional buildings added to the campus.

Electric = (3.89 %)

Water = (22.93 %)

Gas = 3.40 %

- Utility Rates for FY 09/10

Gas Rates declined (17.79 %)

Electric increased 15 %

Water increased 4.32 %

- From July 1 to December 31, 2009, the University has spent \$3,575,269 for Electric, Gas, and Water. A **(1.6 %)** **decrease** over the previous FY 08/09, which spent \$3,633,154.



Planning and Campus Improvements

Planning Updates

- **EAST (Education/Arts/Science/Tourism) BONDS**
 - MU Funding Originally Earmarked for Applied Engineering Complex;
 - MU has been notified that of the anticipated \$90-million authorized for HE, MU will receive \$22-million for deferred maintenance and capital renewal projects for current facilities;
 - Academic Buildings are targeted;
 - The capital renewal and improvement projects will help the University in the following areas:
 - Technological advancements in facilities;
 - Enhancing current building structures;
 - Aid in energy and operational efficiencies – replacement of energy inefficient operational devices to those that are more cost effective and green;
 - Replace outmoded systems and equipment.

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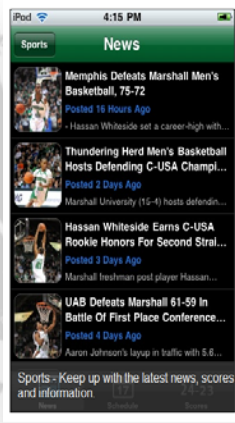
- **MOODY'S BOND RATING REVIEW – A2 (unchanged) Stable**

- **DEFERRED Maintenance/CAPITAL RENEWAL REPORT**

- Deferred Maintenance: \$ 3,963,010*
- ADA: \$ 3,165,750
- Capital Renewal: \$ 37,286,298
- Improvement: \$ 21,528,877

MU Mobile

www.marshall.edu/mumobile



Features

Campus Map

Directory

Sports scores, schedules & news

Event calendar

Current term course listing

Videos & Photos

MU Second Life Virtual Islands



MU Recruitment Island



MU Virtual STEM Academy

Important Happenings

- Chief of Staff, Bill Bissett, began new role as President of the KY Coal Assn. 2/22/10;
- Hiring of John “Doc” Holliday 12/18/09;
- Rapidly Approaching \$2 million Football Enhancement Fund Goal;
- Stellar Football Recruiting Class;
- Football Season Ticket Sales;
- Resurgence of Men’s Basketball;
- Academic success of student-athlete program;
- Campus Conversations, Academic Master Plan;
- 2010 Welcome Weekend and New General Education Launch



Questions?