

## **YSU Budget Advisory Council**

Meeting Minutes – May 17, 2017

10:00 a.m. – Kilcawley Center, Bresnahan 3

Members in attendance: Dr. Martin Abraham, Dr. Jeffrey Coldren, Amy Gordon, Carly Devenburgh, Lisa Mudryk, Gabriella Gessler, Dr. Ken Learman, Dr. Charles Howell, Dr. Thomas Wakefield, Neal McNally.

Guests in attendance: Gary Swegan.

Members absent: Elaine Jacobs, Len Schiavone, Connie Augustine-Thompson, Eddie Howard, Dr. Tomi Ovaska, Dr. Jeff Tyus, Carole Weimer, Jacob Schrinier-Briggs.

1. The meeting convened at 10:00 a.m. The minutes from the 4/28/17 meeting, which had been distributed prior to today's meeting, were accepted as final without changes.
2. Gary Swegan, Associate Vice President for Enrollment Management, gave an enrollment update. Noting that the residence halls and Courtyard Apartments will be full, Mr. Swegan said that the incoming freshmen class is projected to be 5-6% higher than 2016, with the incoming class this fall semester again being the most academically prepared in YSU history. Fall-to-fall freshmen retention appears to be headed toward 74% for the first time ever.

Despite these positive signs, Mr. Swegan noted that a higher than expected graduating class this past spring resulted in the second highest annual graduation in YSU's history. Consequently, growth in overall enrollment levels next fall will be highly dependent on late summer activity of international, graduate, and transfer enrollments. Mr. Swegan also reminded the group that changes made last year to expand YSU's full-time tuition bulk-rate and to reduce the number of credit hours required for most bachelor degree programs will have a dampening effect on FTE enrollment levels that may hinder revenue growth. Nevertheless, Mr. Swegan agreed that overall enrollment growth in the 2% to 2.5% range is not out of the question, though on the more optimistic end of his projections and everything will have to break in our favor to hit that range.

Mr. Swegan provided information regarding the University's investment in Royall & Company, which showed that YSU's return on this investment is easily \$4 to \$1. He said that YSU is considering an additional \$15,000 investment in a similar service

that is targeted toward parents of prospective students. Dr. Ken Learman suggested that current YSU students should more frequently participate in student recruitment activities. Dr. Learman said that the Physical Therapy department has successfully utilized existing students who can more easily relate to and interact with prospective students.

3. Update on the FY 2018 - FY 2019 biennial state budget bill (H.B. 49). The Council reviewed a document prepared by the Inter-University Council of Ohio, which summarizes and compares the Governor's executive budget proposal to the changes made by the House of Representatives. This document is available [online](#). Notable changes to H.B. 49 include flat SSI funding (instead of a 1% increase as proposed by the Governor); new textbook language requiring five-year affordability plans; and the exclusion of some fees, such as career services fees and "non-instructional program fees," from the 0% tuition cap. After having solicited and received feedback from Budget Advisory Council members (via e-mail) regarding a fee for career services, Neal McNally noted that YSU would in fact propose a new career services fee, effective this fall semester. H.B. 49 now heads to the Ohio Senate. Final budget legislation is expected to be signed by the Governor no later than June 30<sup>th</sup>.
4. Neal McNally shared a brief PowerPoint [presentation](#) recapping the results of the town hall meetings that President Tressel hosted on campus during the past several months. Based on the feedback provided at the town hall meetings, the budgetary priorities laid out by Mr. Tressel were validated. After tabulating all of the responses received from approximately 700 faculty and staff who attended one of Mr. Tressel's 14 town hall meetings, the ranked priorities are: (1) workforce compensation; (2) personnel replacement; (3) facilities improvements; and (4) information technology infrastructure. There were other write-in priorities, such as marketing/advertising as a student recruitment tool, but ranked priorities were overwhelmingly aligned with the four listed above. Consequently, YSU's FY 2018 operating budget will reflect these priorities as much as reasonably possible.
5. Neal McNally briefed the group on the Tuition Guarantee Plan, which enables a state university to raise tuition for incoming cohorts of new students as long as the university guarantees that the tuition for each cohort remains unchanged for 4 years. Both Miami University and Ohio University have already implemented these programs. Current law caps the initial tuition increase at 6%, though the House-passed version of H.B. 49 would remove the cap altogether. Since this is an administratively complex endeavor, YSU is already forming a committee to help guide its implementation that is tentatively planned for fall 2018. Since state-imposed tuition caps are expected to remain intact for the foreseeable future,

participation in the Tuition Guarantee Plan may be the only mechanism by which universities can raise tuition revenue (aside from enrollment growth).

6. As the University's finance and budget staff work to complete the University's FY 2018 budget, which will be reviewed and acted upon by the Board of Trustees' Finance & Facilities Committee on June 8<sup>th</sup>, future Council meetings will be scheduled at a later date. The budget document will be distributed to the Council for review and comment as soon as it's available.
7. The meeting adjourned at approximately 11:40 a.m.