



WELCOME

UNIVERSITY ASSEMBLY – MAY 2019

PACIFIC LUTHERAN UNIVERSITY



AGENDA

1. Welcome – Allan Belton
2. Budget – David Ward
3. Enrollment – Mike Frechette
4. Strategic Planning Process – Allan Belton
5. Board Update – Michelle Ceynar
6. VP of Administrative Services Search –
Anna Leon-Guerrero and Jennifer Smith
7. Q & A



Budget and Budget Advisory Committee Update

David Ward

PACIFIC LUTHERAN UNIVERSITY



19-20 Budget Highlights

- A balanced budget
- Significant, and possibly the largest, investment in salary and benefits for continuing employees in the history of PLU (almost 2 million)
- Strategic and person/position centered attention to salary issues rather than an across the board approach
- Attention to compression issues among staff due to the increasing minimum wage
- The largest (\$834,000) contingency every reserved for handling enrollment fluctuations



20-21 Budget Concerns

- Generation of net revenue
 - Tuition pricing and discount rate
- Retention
- Aging facilities
- Staying up to date with technology
- Staff and faculty salaries



19-20 BAC Recommendations

- Matriculation fee for new students in fall 2020
 - Replaces the discontinued graduation fee
- Discontinue cell phone allowance policy
- Reaffirmed alcohol travel policy
- Reaffirmed tuition remission/exchange policy
- Change to policy on restricted gifts



Lesson from Sitting in this Chair

- Continue to share ideas and explore options within your section of the university for savings and revenue generation
- Continue to ask questions
- Demand for PLU has to increase
 - We all need to take responsibility for sharing the PLU story
- PLU will be here for a long time
- Care is at the heart of this place



Enrollment Update

May 13, 2019

Mike Frechette

*Dean of Enrollment Management and
Student Financial Services*



Class of 2023

- 628 deposited first year students (short of goal)
- Average GPA = 3.69
- 26 ACT/1191 SAT (up 23)
- 30% test optional
- 44% students of color
 - Asian: 68
 - Black: 21
 - Hispanic: 94
 - Mixed: 81
 - Native HI/PI: 8
 - Nat Am/AK Native: 2
- White students down over 1.5%
- 43% first generation

- Up 7 in Montana
- Record year in NV (14)
- 36% male
- Down 18 in Nursing
- 22% varsity athletes (up 5%)
- 12% Lutheran
- 93 253 Scholars (up 32)
 - 49 from outside Pierce Cty
- 59% signed for PLU Pledge
- Down 20 in Western WA
- Down 6 in Eastern WA
- Down 10 out of state
- Transfers: 125 and counting...

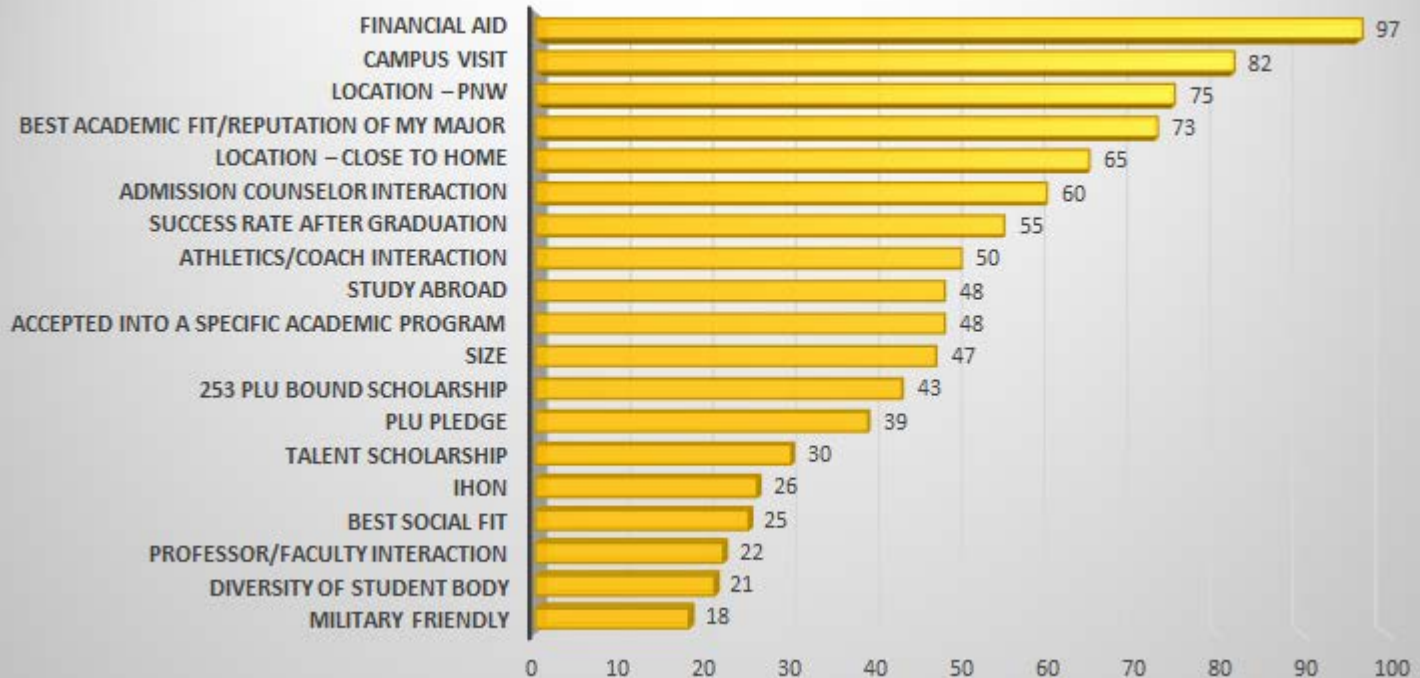


Top Intended Majors

- Nursing - 113
- Business - 69
- Kinesiology - 39
- Biology - 38
- Pre-Professional Health - 37
- Psychology - 36
- Music - 34
- Education - 30
- Computer Science - 24
- Engineering, 3/2 - 22
- Theatre - 21
- Communication - 20
- Only 18 did not list an intended major

Deposit Survey Results

Deposit Survey Results (269 responses)





Discount Rate and Net Tuition Revenue

| | Fall 2018 | Fall 2019 | Difference |
|--------------------------|-----------|-----------|------------|
| Discount Rate | 62.2% | 61.0% | -1.2% |
| Avg NTR/Student | 15,772 | 16,890 | +1,118 |
| Total Net Revenue | 9,591,000 | 9,923,000 | +332,000 |



Recruitment and Yield Challenges

- Western WA now has regional admission counselors from over 50 schools from every region of the country and three foreign countries
- Strong economy and labor market
- Less financial aid this year
- Financial aid wars with competitors



Washington State Need Grant Expansion

- Beginning in fall 2020, the Washington College Grant will be fully funded, meaning that no eligible student in the state of Washington will go unserved
- Students up to 55% of median family income will receive an award that covers full tuition at a public institution
- Students between 56 and 100% median family income will receive prorated awards
- Original idea was to fund free tuition at the publics only
- Fully funding the Washington College Grant allows students to take these dollars with them to private schools if they choose
- Still, this new purchasing power for an education at a public institution in Washington will make competition for students even fiercer



Recruitment and Financial Aid Strategies

- Based on current student enrollment, the Washington College Grant expansion would save approximately \$370,000 in financial aid dollars
- To remain competitive with public institutions, we may need to use some of these savings to expand the 253 Scholarship
- Summer will be spent developing creative around renewed marketing efforts for the 253 Scholarship



Other Recruitment Strategies Going Forward

- Regional admission counselor situated in Denver area
 - Already recruit there
 - Lutheran population
 - Only school from the PNW
 - Persistent demand for regional four year schools through 2029
- Considering more robust rural recruitment
 - Few recruiters spend much time in rural areas
- Pricing Study with Ruffalo Noel Levitz
 - Already underway
 - Project will take 12 weeks to complete
 - Includes in-depth analysis of lost admits and a price sensitivity and value survey of 300 prospective students and 300 prospective parents



Current Registrations - First Years (YTD)

| | 3 Year Average | Current | Difference |
|---|--|---|------------|
| 1 st Fall – 2 nd Fall | 86.0% 90 Unregistered – 14.0% | 83.4% 42 Unregistered/Active – 6.5% 66 Unregistered/WD – 10.2% | -2.6% |
| 2 nd Fall – 3 rd Fall | 74.2% 179 Unregistered – 24.3% 9 Graduated – 1.5% | 74.2% 23 Unregistered/Active – 3.7% 128 Unregistered/WD – 20.7% 9 Graduated – 1.5% | 0.0% |
| 3 rd Fall – 4 th Fall | 65.3% 179 Unregistered – 28.8% 37 Graduated – 6.0% | 64.2% 18 Unregistered/Active – 2.7% 164 Unregistered/WD – 24.2% 61 Graduate – 9.0% | -1.1% |



YTD Nursing and Non-Nursing Registrations

| | 3 Year Average | Current | Difference |
|--|--|--|------------|
| 1 st Fall – 2 nd Fall (Nursing) | 83.9% (89/106) 17 Unregistered – 16.1% | 75.8% (100/132) 13 Unregistered/Active – 9.8% 19 Unregistered/WD – 14.4% | -8.1% |
| 1 st Fall – 2 nd Fall (Non-nursing) | 86.4% (467/541) 74 Unregistered – 13.6% | 85.3% (441/517) 29 Unregistered/Active – 5.6% 47 Unregistered/WD – 9.1% | -1.1% |

Current Registrations – Transfers (YTD)

| | 3 Year Average | Current | Difference |
|---|--|---|--------------|
| 1 st Fall – 2 nd Fall | 83.7% 28 Unregistered – 15.7% 1 Graduated – 0.6% | 87.7% 6 Unregistered/Active – 3.4% 16 Unregistered/WD – 8.9% 0 Graduated – 0.0% | +4.0% |
| 2 nd Fall – 3 rd Fall | 44.0% 50 Unregistered – 24.7% 63 Graduated – 31.3% | 42.7% 4 Unregistered/Active – 2.5% 28 Unregistered/WD – 17.8% 58 Graduated – 36.9% | -1.3% |
| 3 rd Fall – 4 th Fall | 10.0% 59 Unregistered – 26.6% 142 Graduated – 63.4% | 13.1% 7 Unregistered/Active – 4.0% 38 Unregistered/WD – 21.6% 108 Graduated – 61.4% | +3.1% |



Questions?

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Thank you!

