

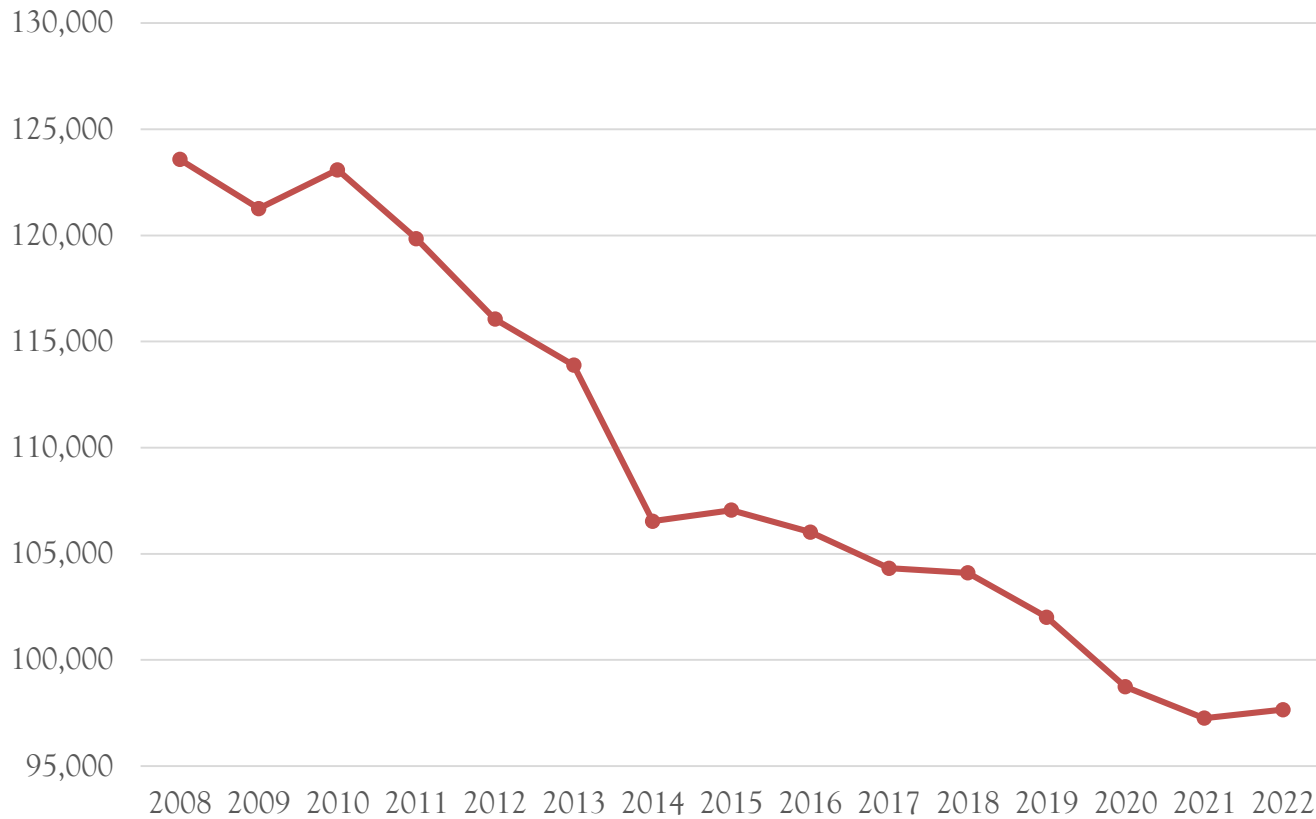
Enrollment and Budget:

Enhance Student Enrollment
Maintain and Enhance State Revenue
Develop and Grow Other Revenue Sources

David L. Eisler, president

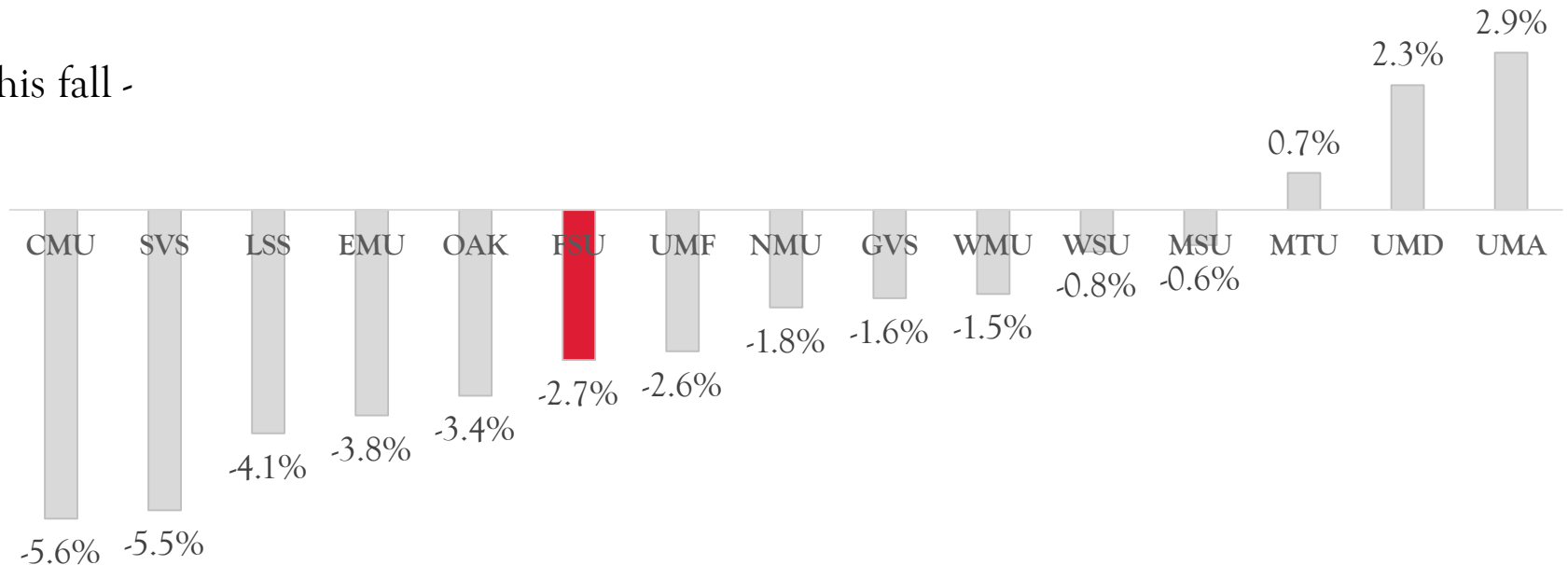
Sally DePew, director, budgetary planning & analysis

Projected Number of Michigan High School Graduates



Michigan Public Higher Education

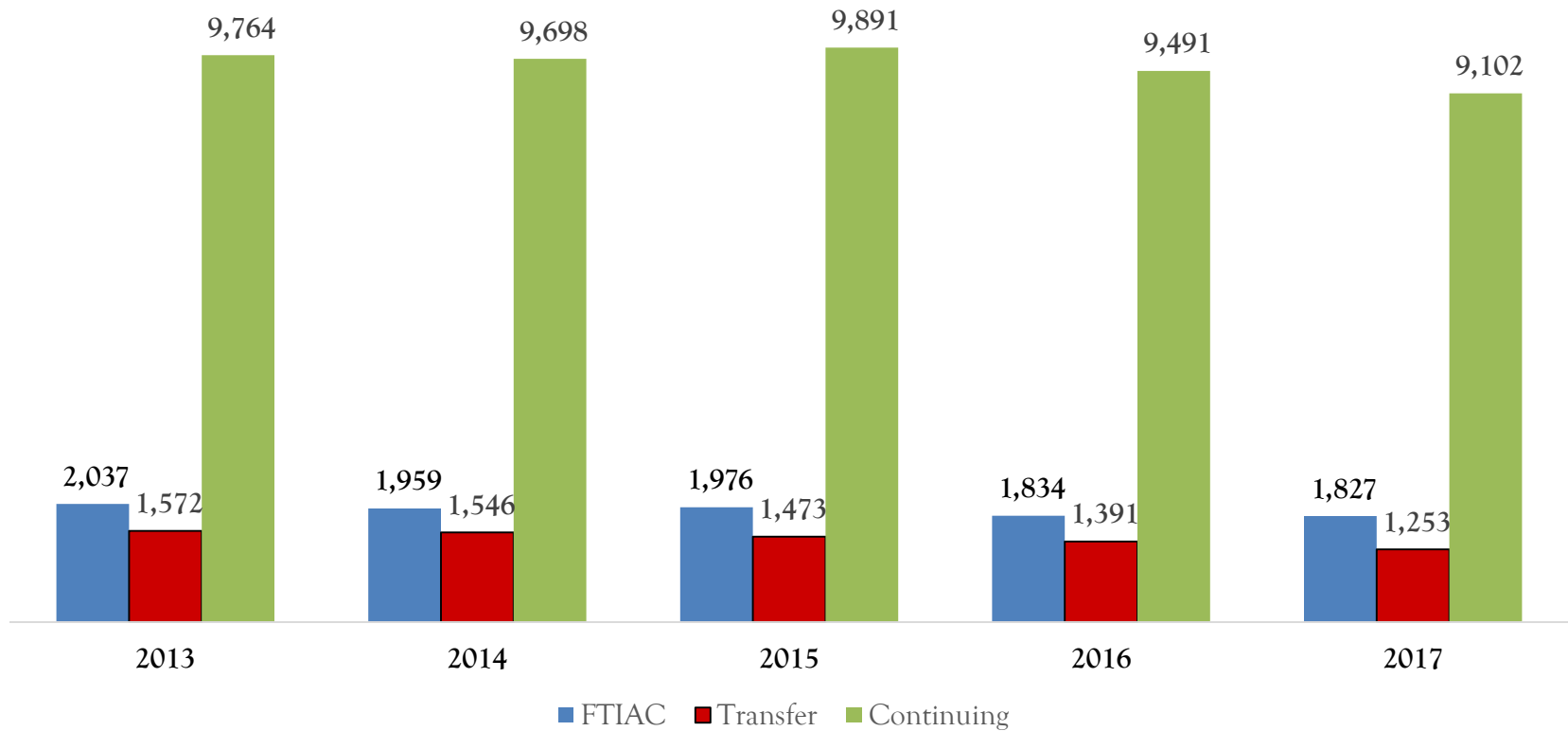
This fall -



Since 2013-2014 -

- Public university enrollment has declined by 10,590 students
- Community college enrollment has declined by 37,187 students
- Collectively there are 47,777 fewer students in Michigan public higher education

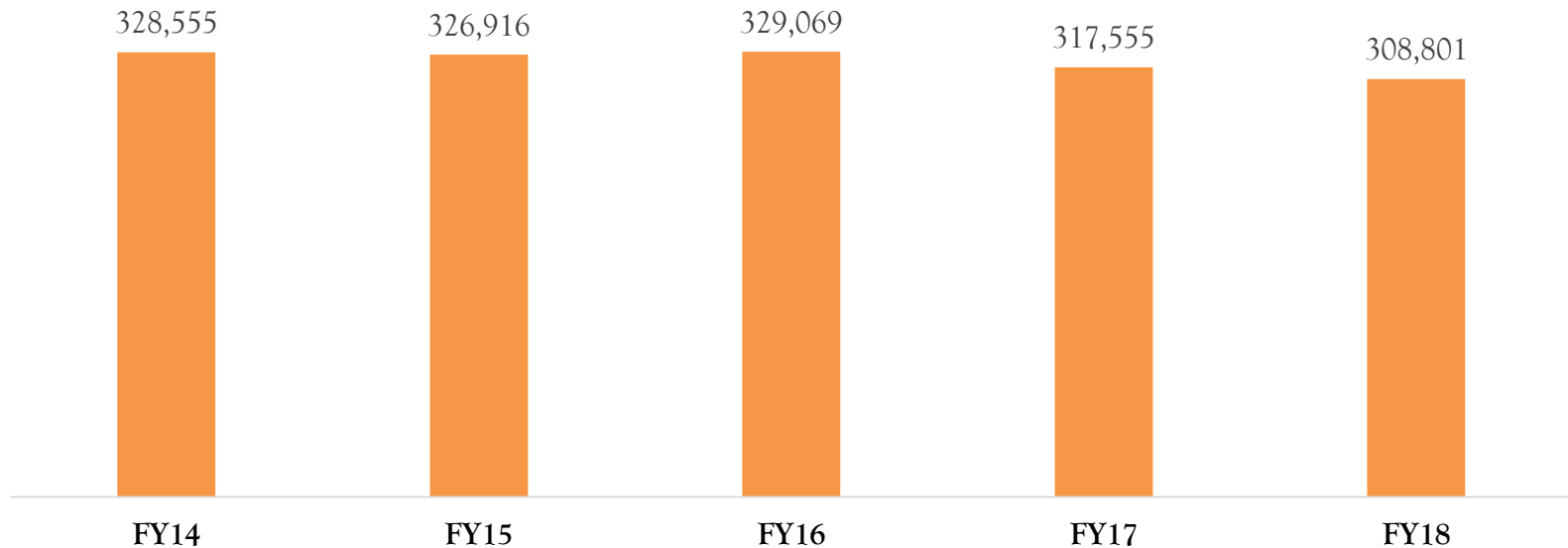
FTIAC* - New Transfer – Continuing Students Fall Semester



*Without dual/continuing

Reality of the Present

Annual – Big Rapids/Regional/Online



In Big Rapids:

- 2016 -2017 Reduction of \$5.15 million
- 2017 -2018 Reduction of \$4.10 million

Difficult Decisions Ahead

If student recruitment and retention trends continue, we face continued annual enrollment declines between 3 and 4%.

Next year we need to reduce the budget

\$5 million in Big Rapids

Unless enrollment patterns change the next three years represent -

\$4 - 5 million annual base reductions in Big Rapids

Strategies to Enhance Revenue Enrollment

- Strong student recruitment efforts
- Push back state cap on TIP
- Increase summer school enrollment to take full advantage of year-round Pell
- Remove impediments for transfer students
- Address decline in on-line SCH
- Improve student retention

Strategies to Enhance Revenue Enrollment

- Build on renewed interest in programs at community colleges
- Leverage concurrent and dual enrollment into full-time students
- Create innovative, high-demand, new programs

Strategies to Enhance Revenue

External Support

- Attractiveness of Ferris mission to State decision makers
- Comprehensive campaign scholarships
- New branding campaign
- New strategic plan

How Do We Change this Path?

Enhanced Revenues

- What strategies will enhance student enrollment?
- How do we maintain and enhance State revenues?
- What do we develop and grow other revenue sources?

What are your ideas?

Thank You

Your thoughts and ideas are needed.

Your willingness to work through this together is needed.

Our success relies on your help.

Working together we can and we will solve these challenges, continuing to build a greater university together.

Thank you for your help and support.

David L. Eisler, president