Asset Development and Stewardship

Subcommittee

Jeanne Hoferer, Chair
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Ken Hackler, WU
Wanda Hill, WU SPC Council

Jim Lagerberg, WU Regents
Carol Perry, Community
Tom Romig, WU School of Law
Sue Unruh, School of Nursing
Initiatives

#1 – Be proactive in assuring all assets are used efficiently and effectively to support the University’s core mission of educating students and in enabling it to adapt to changes in the educational and economic environments.

#2 – Improve transparency in the University budget process.

#3 – Pursue new sources of revenue and strategies to increase existing revenue sources. Use tuition as a tool to build enrollment and increase revenue.

#4 – Increase enrollment to 8,000 to 9,000 students in the next 10 years to fully utilize excess capacity in physical facilities and faculty resources.
# 5 – Develop a formal marketing program that promotes the distinction and value of a Washburn education. Improve the admissions process so it is seamless and user friendly. Identify and target appropriate recruitment markets.

# 6 – Improve the first-time freshman retention rate to stabilize enrollment and improve utilization of recruitment resources. Retention is an important factor affecting tuition revenue.

# 7 – Ensure educational programs add value to students’ educational experience without creating a disincentive to attend Washburn. Assure that educational programs offer flexible options to accommodate non-traditional and working students.
Initiatives

Initiative # 8 – Make financial aid information available to prospective students and their parents as early as possible during the admissions process.

Initiative # 9 – Pursue partnerships with area businesses, military entities, and others in order to: attract new students; pursue innovative course and degree offerings; and increase employment opportunities for graduates.
Reviewed revenue and expenses and factors that affect both: Tuition, enrollment, retention, etc.

David Monical – current political environment and prospects for increasing public funding.


David Sollars & Gordon McQuere – accelerated degree programs and academic partnerships

Rick Ellis & Tim Peterson – University partnerships

Richard Liedtke – recruitment and marketing – 2007 Admissions & Marketing Assessment Report
Information Sources (cont)

- Retention analysis and comparison data
- Headcount and enrollment data for past 5 years
- Gail Palmer & Carol Prim – scholarships and financial aid
- Roxanne Kelly – Washburn Institute of Technology
- Conducted 2 Open Forums
- Participated in General Open Forum