

Presentation to
Colorado Workforce Development Council

July 16, 2015



WESTERN STATE
COLORADO UNIVERSITY

Learning, Elevated.

Western – Learning, Elevated

- I. Western Overview
- II. Western Now
- III. Western Moving Forward



I. Western Overview

A. History

B. Programs

C. Notable Alumni



I. Western Overview:

A. History

- **1901:** Founded as a State Normal School; the first college on Colorado's Western Slope.
- **Since 1911,** Western has won 15 national and 89 RMAC championships. Individuals have won 88 national championships in skiing, swimming, track and field, cross country, and wrestling.
- **1923:** Name was changed to Western State College of Colorado in recognition of its expanding programs in the liberal arts.
- **Since 1968,** Western has run one of the oldest collegiate radio stations in CO (91.1 KWSB).



I. Western Overview:

A. History (cont.)

- **1975:** The Western State Colorado University Foundation is founded.
- **2007:** Borick Business Building was the first major academic building, at any public university in CO, built entirely with private investment. It received the LEED (Leadership in Energy & Environmental Design) Silver Certification.
- **2012:** Became Western State Colorado University.
- **2014:** Completion of the 65,000 square foot Mountaineer Field House.



I. Western Overview:

B. Programs- current undergraduate offerings

- 22 liberal arts and professional majors, with 76 emphases, and 29 minors.
- We offer 8 of the top 10 majors nationally, all but Nursing and Engineering (Pre-engineering agreement with Colorado State University in final stages of approval).
- All programs emphasize career readiness, as well as graduate and professional school preparation.
- All graduates complete a 35-credit liberal arts GE core which aligns with the CO gtPathways program.
- Western receives applications from all 50 states and roughly 15 countries each year.



I. Western Overview:

C. Notable Alumni

- Paul Rady, Geology, Chairman and CEO of Antero Resources
- Sean Markey, Biology, neurological spine surgeon
- Michael Johnson, Political Science, CEO of Herbalife
- Elva Dryer, Business, 2-time Olympian runner
- Barry Clifford, History and Sociology, undersea explorer and best selling author
- Steve Borick, Business, CEO of Superior Industries International, Inc. and CEO of Texakota Inc.



Western – Learning, Elevated

- I. Western Overview

- II. Western Now**
 - A. New Leadership Team
 - B. Student Body
 - C. Affordability
 - D. Student Support Strategies
 - E. Key Financial Ratios
 - F. Funding



II. Western Now:

A. New Leadership Team



President
Greg Salsbury



COO, EVP
Brad Baca



CFO
Julie Feier



VP Marketing & Inst. Adv.
John Kawauchi



VP Academic Affairs
Bill Niemi



VP Student Affairs
Gary Pierson



AVP Academic Affairs
Dean of Graduate Studies
Gaye Jenkins



II. Western Now:

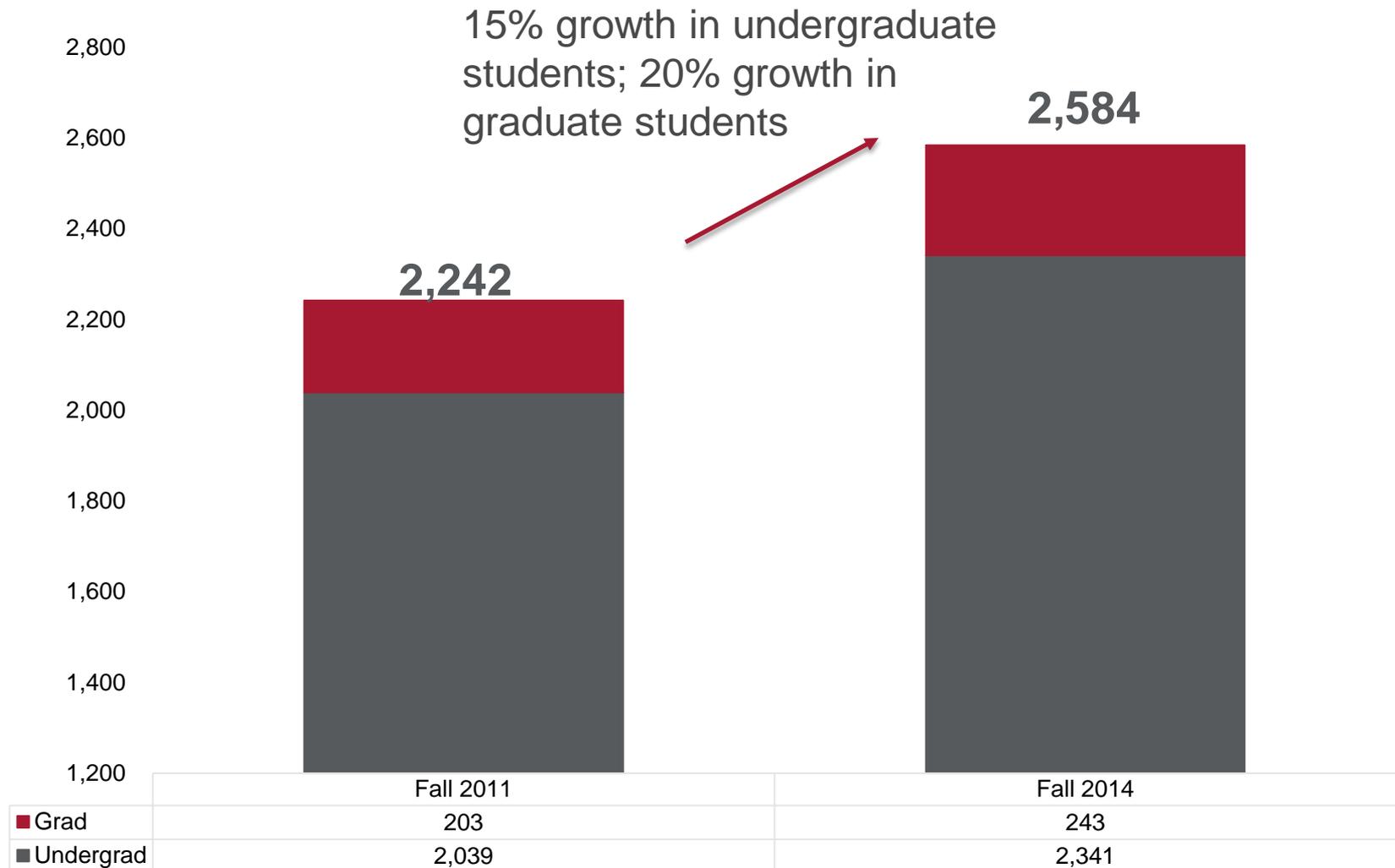
B. Student Body

	2014-2015 est.
Head Count Undergraduate	2,341
Head Count Graduates	243
Head Count Total	2,584
FTES Undergraduate	1,939
FTES Graduate	168
FTES Total	2,107
% resident / nonresident	74 / 26%
% female / male	45 / 55%
% diversity	14.8%
Average age undergraduate	21.0s



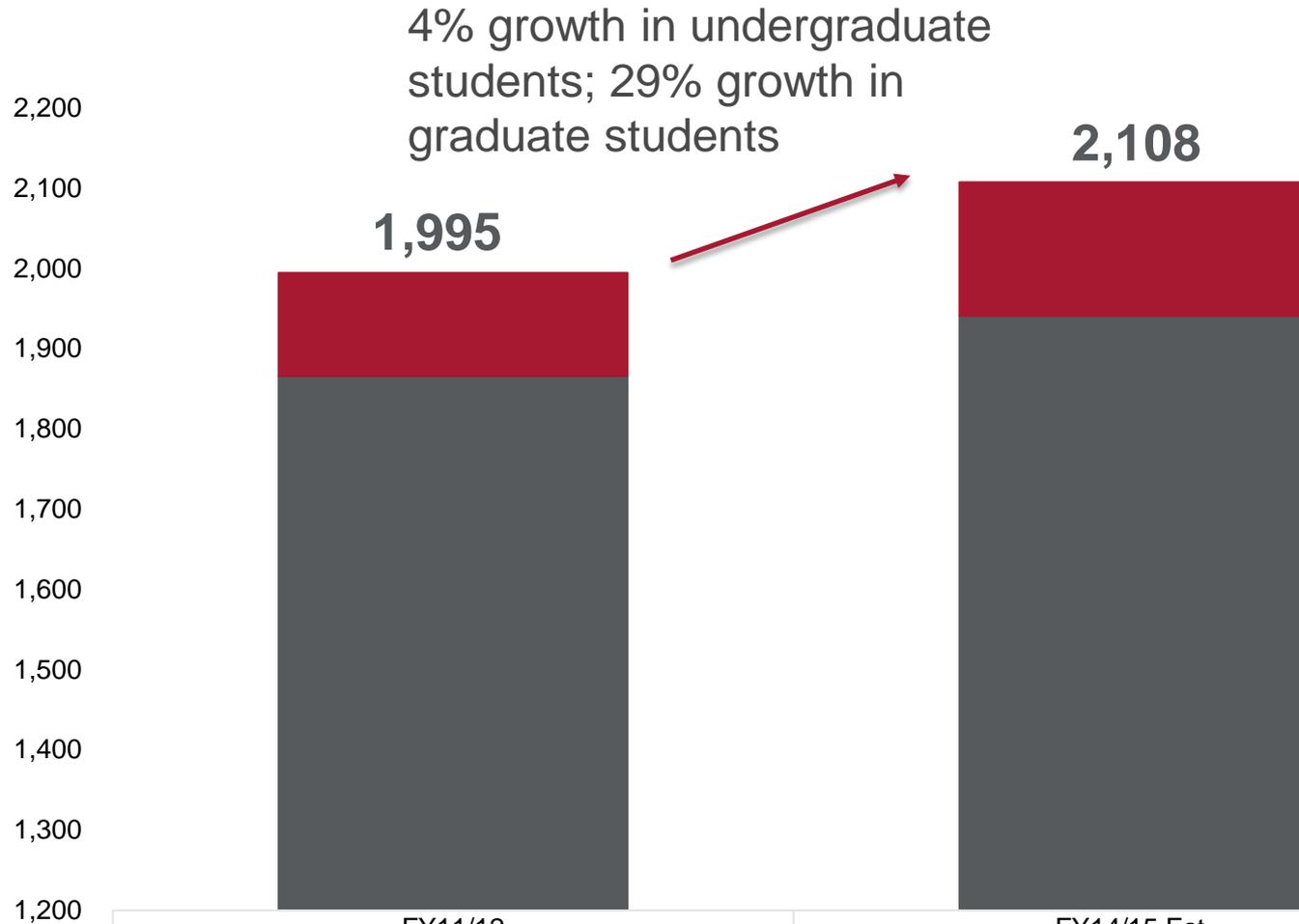
II. Western Now:

B. Student Body- enrollment growth (headcount)



II. Western Now:

B. Student Body- enrollment growth (FTE)



■ Grad FTE
■ Undergrad FTE

FY11/12

129

1,866

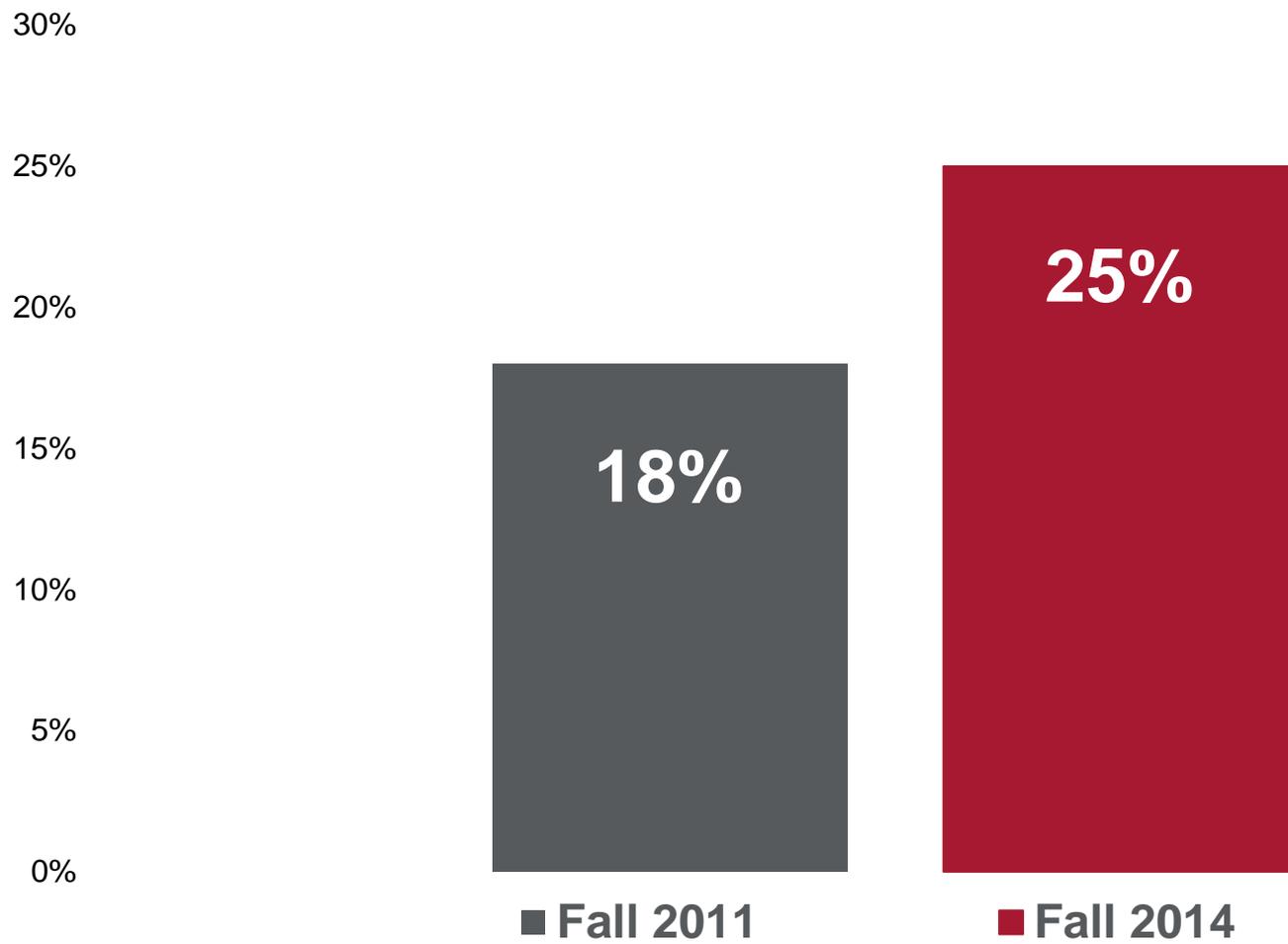
FY14/15 Est.

167

1,941



II. Western Now: B. Student Body- diversity



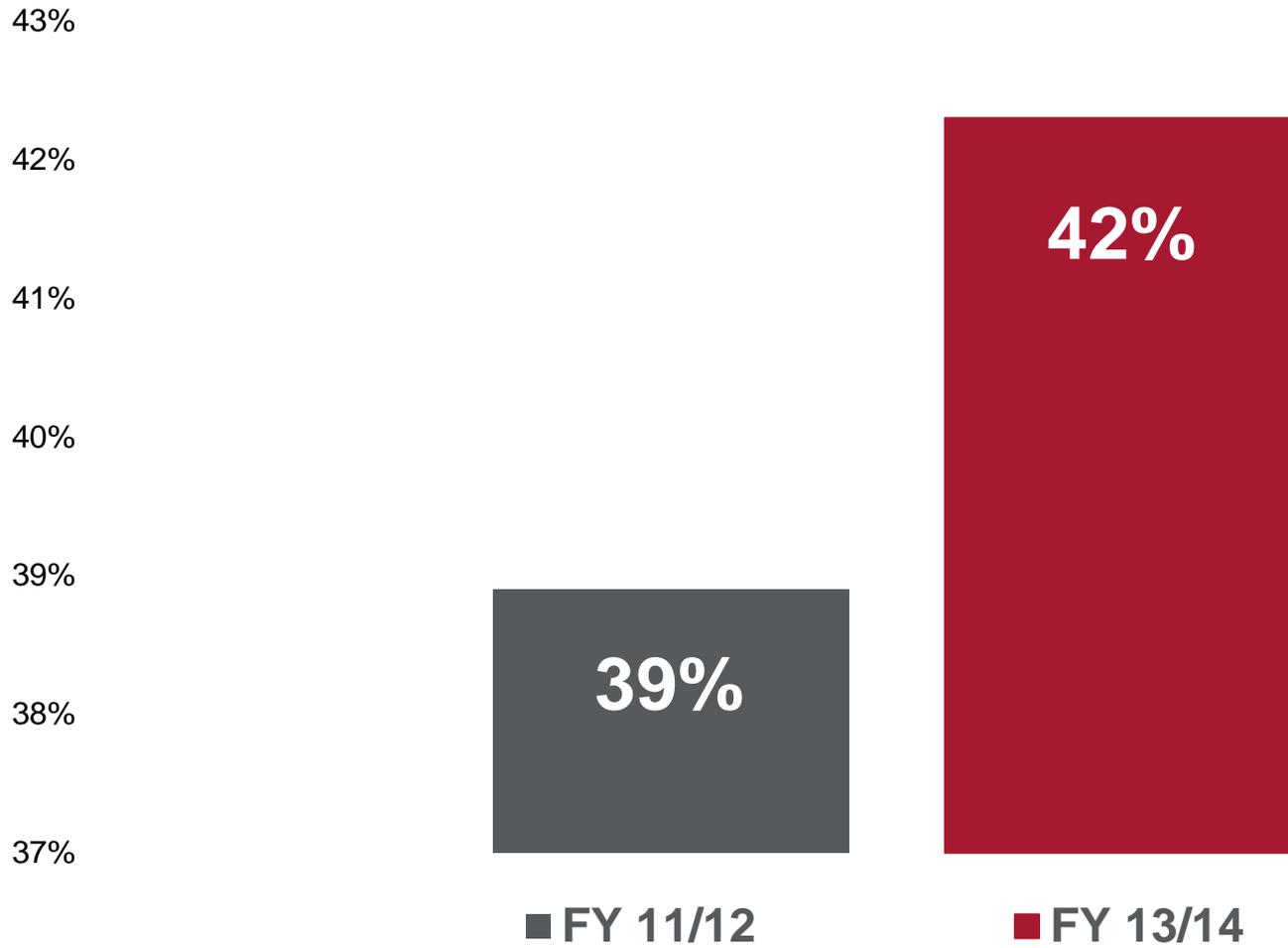
*Based on incoming Freshman class

Source: Western Office of Institutional Research



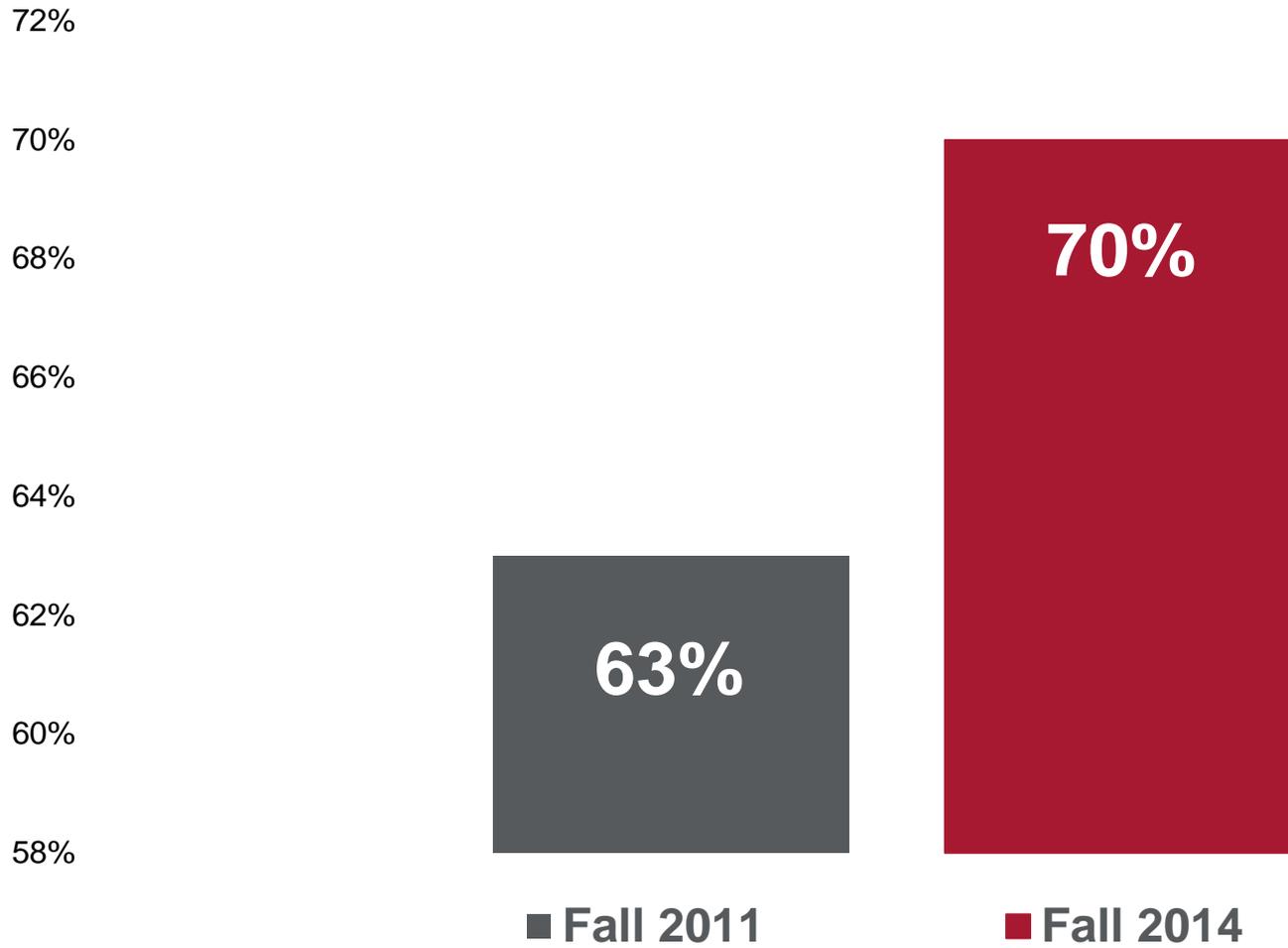
II. Western Now:

B. Student Body- graduation rate (6-yr)



II. Western Now:

B. Student Body- retention rates (freshman to sophomore)



II. Western Now:

B. Student Body- retention rate comparisons

Full Time First Time Retention Rates	Fall 2009	Fall 2010	Fall 2011	Fall 2012	Fall 2013
Adams State Univ	58	62	54	59	56
Colorado Mesa Univ.	63	66	64	64	65
Colorado State Univ.-Pueblo	66	64	66	58	63
Fort Lewis Univ.	60	63	65	61	65
Western State Colorado Univ.	54	59	63	63	68
Average	60.2	62.8	62.4	61	63.4
Source: IPEDS Data Center					

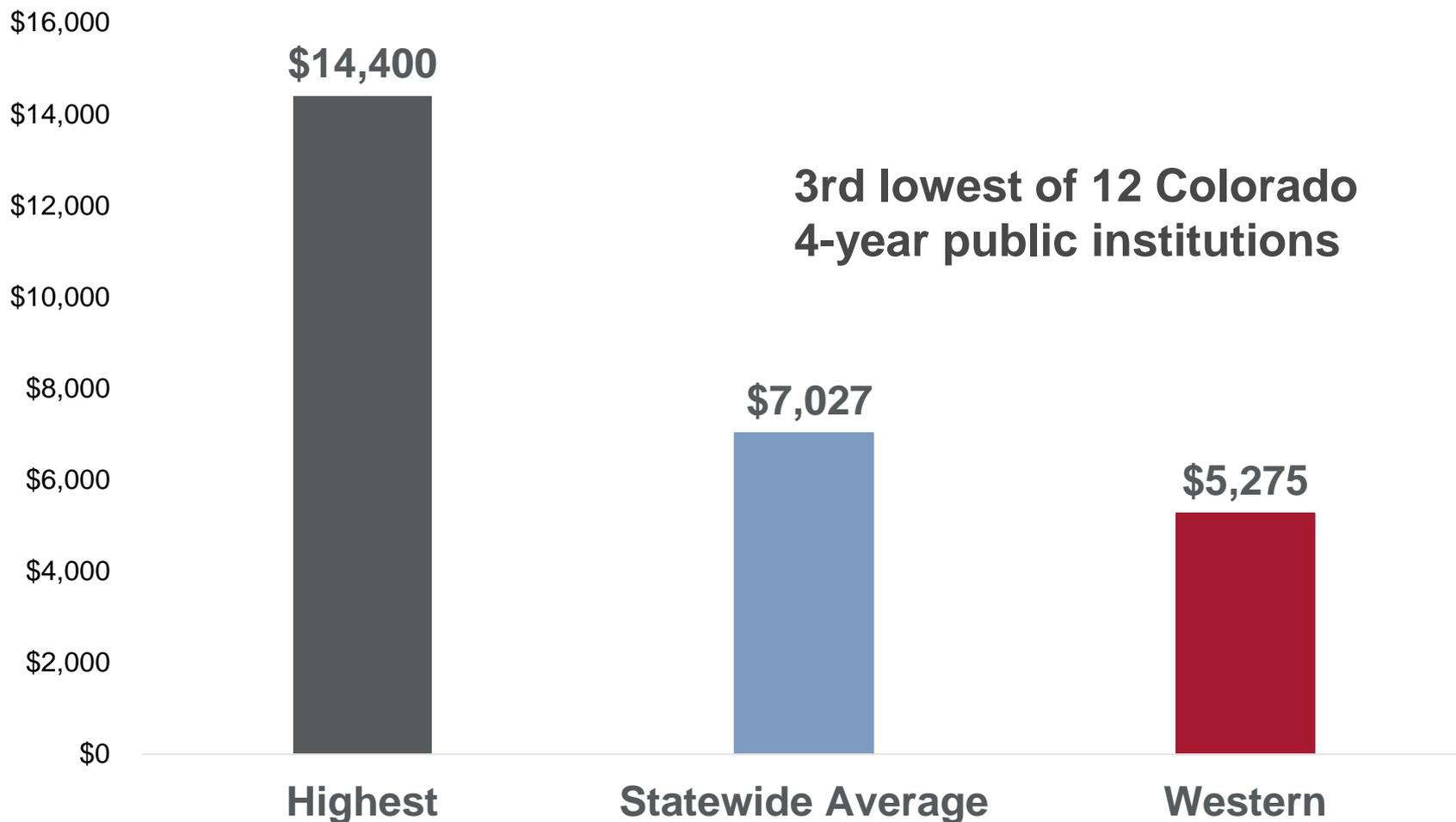
II. Western Now:

B. Student Body- graduation rate comparisons

Graduation Rates	Fall 2003 Cohort	Fall 2004 Cohort	Fall 2005 Cohort	Fall 2006 Cohort	Fall 2007 Cohort
Adams State Univ	29	25	20	21	23
Colorado Mesa Univ.	29	30	27	29	30
Colorado State Univ.-Pueblo	27	31	32	34	33
Fort Lewis Univ.	34	38	37	38	37
Western State Colorado Univ.	39	36	39	37	42
Average	31.6	32	31	31.8	33
Source: IPEDS Data Center					

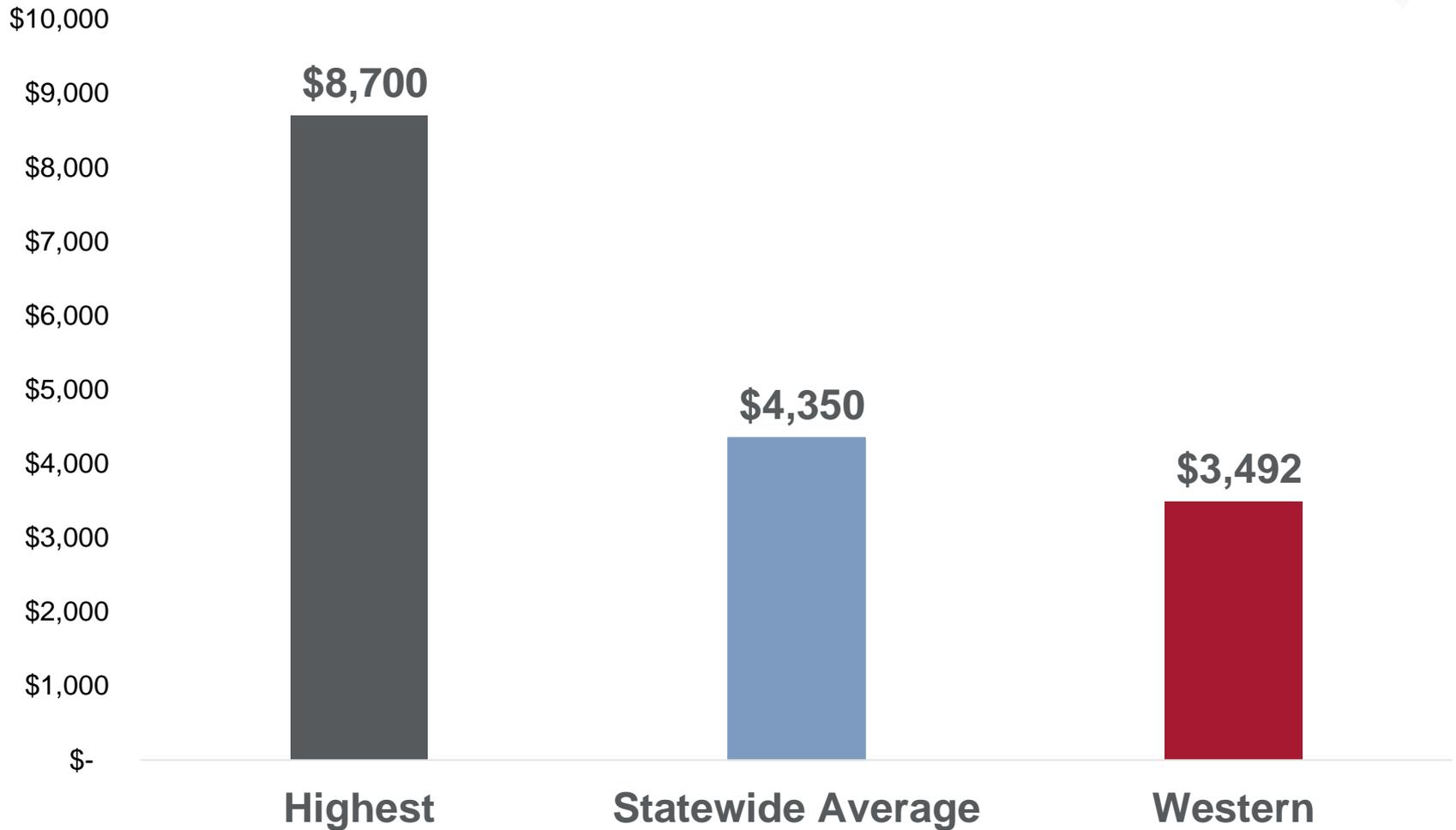
II. Western Now:

C. Affordability- tuition rates (FY2013-14)



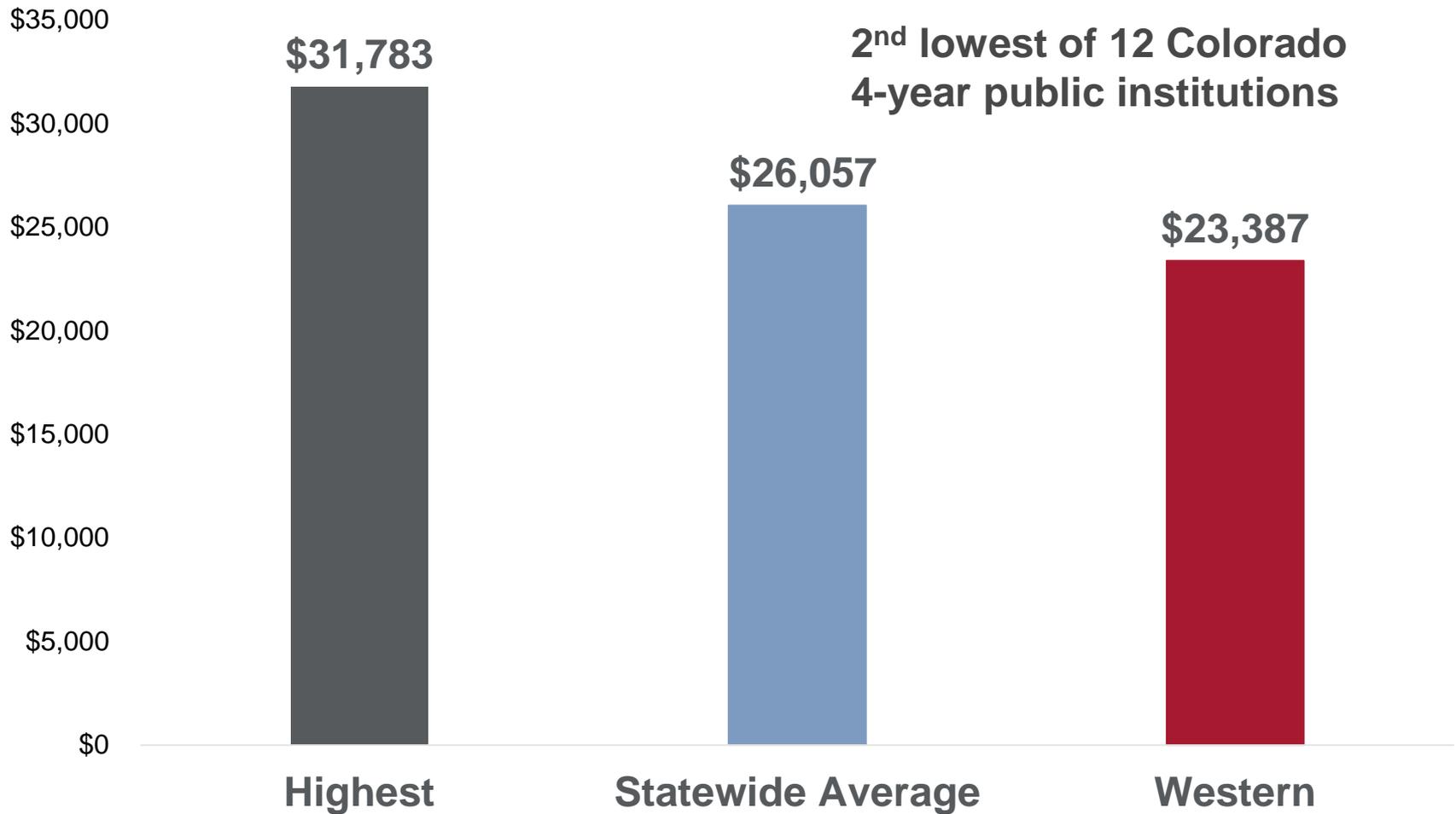
II. Western Now:

C. Affordability- increase in resident tuition (FY03-04 - FY13-14)

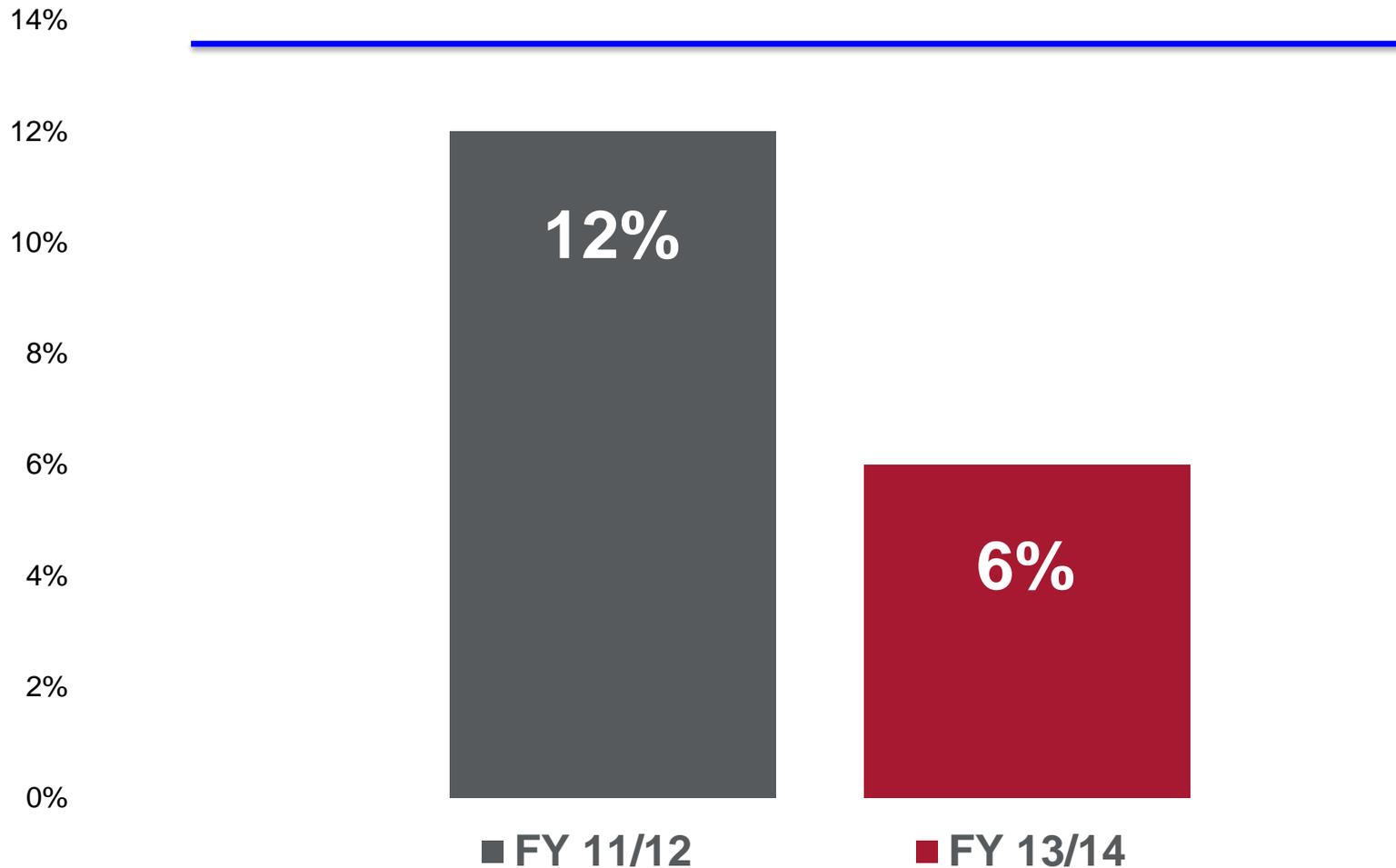


II. Western Now:

C. Affordability- student debt load (2014)



II. Western Now: C. Affordability- student loan defaults



*3-year default rate

— National Average (13.7%)



II. Western Now:

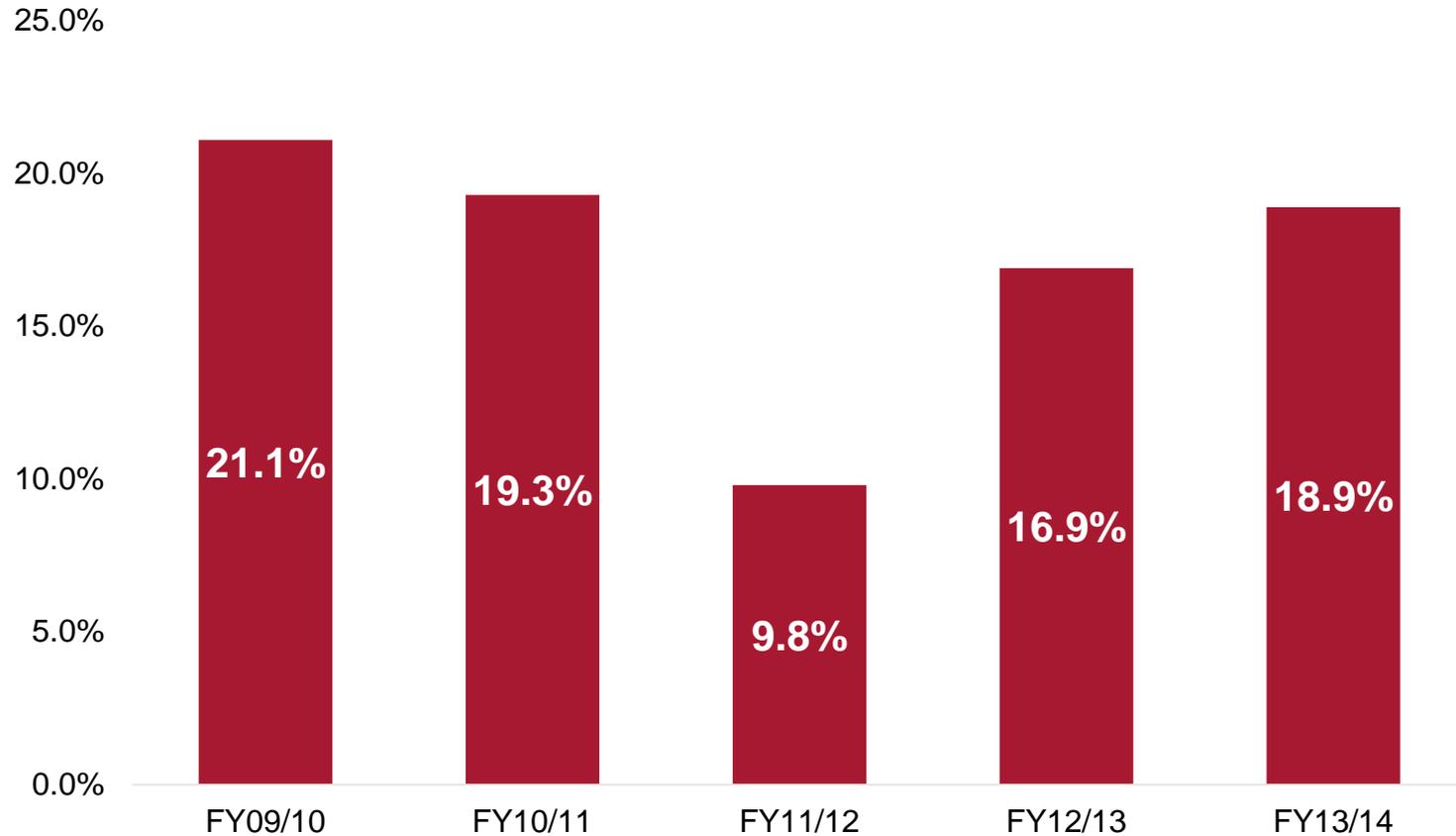
D. Student Support Strategies

- **First-Year Experience:** First Year Seminar, Extended Orientation (wilderness-based option), Residence Hall Learning/Living Communities, Exploratory Majors.
- **Supplemental Academic Instruction:** Western is a first adopter of new state policy providing co-requisite remedial coursework, moving 50% of students in need of basic skills into gateway courses.
- **PRIME Program:** Linked basic skills courses and programming aimed at assisting double-deficiency students in need of remediation.
- **Supplemental Instruction:** Student-led study sessions for lower-division coursework with high DFW rates (e.g., MATH, CHEM, ACC, CIS).
- **Institutional Financial Aid:** Institutional financial aid increased 34% from FY2011-12 to FY2014-15.
- **Financial Aid Counseling:** Increases in staffing in financial aid have allowed for more comprehensive counseling services.



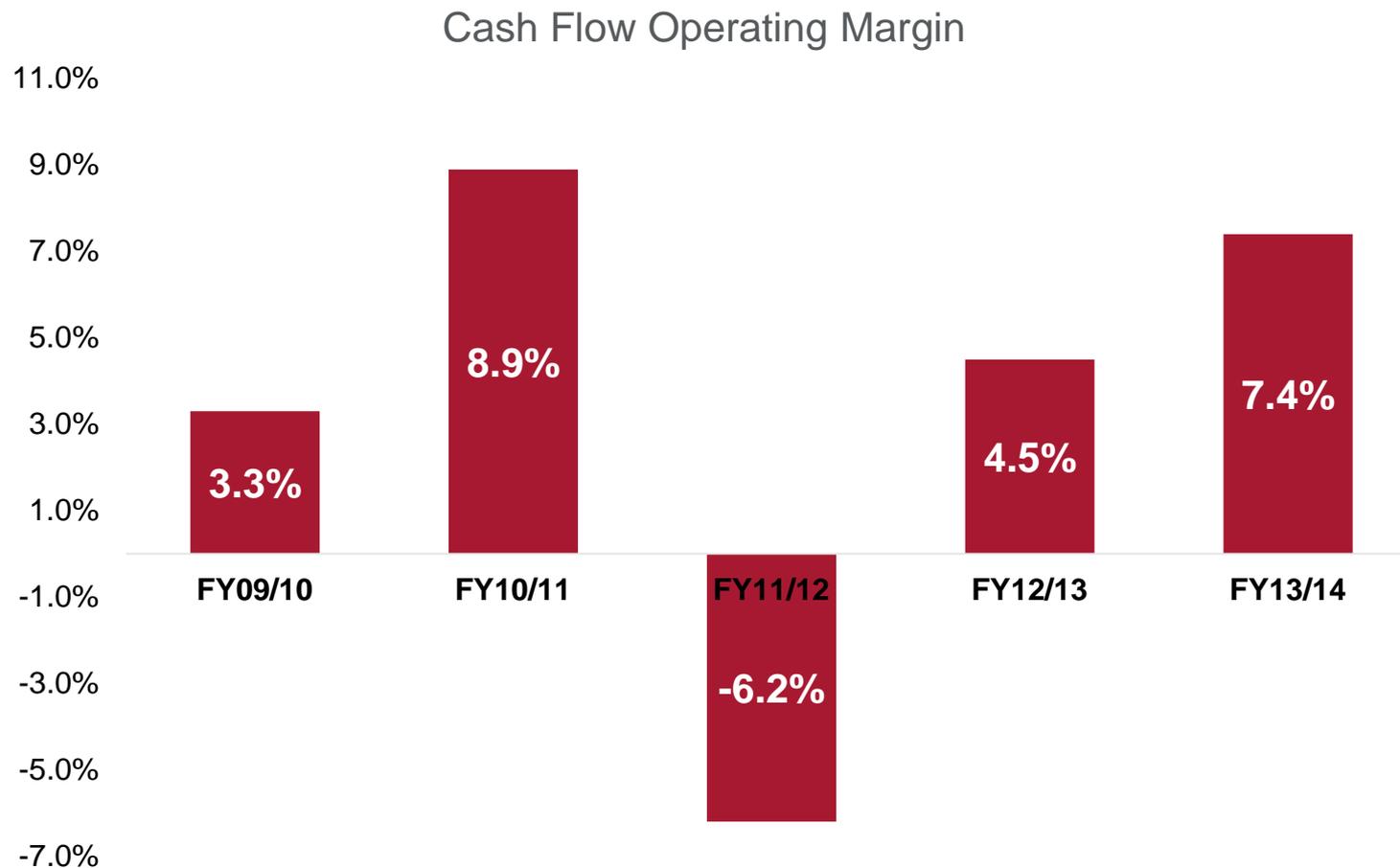
II. Western Now: E. Key Financial Ratios- five-year trends

Unrestricted Net Assets to Operations



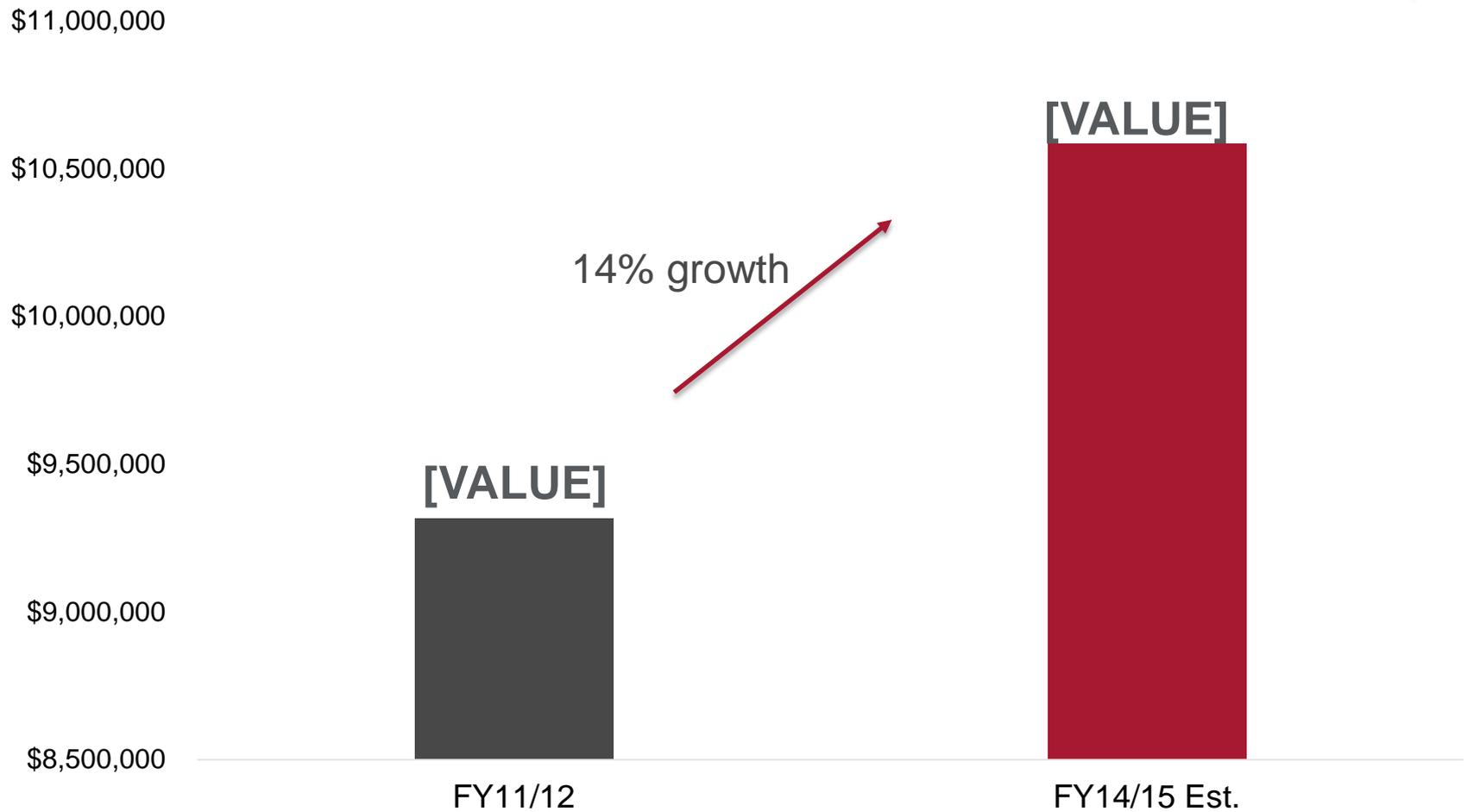
II. Western Now:

E. Key Financial Ratios- five-year trends (cont.)



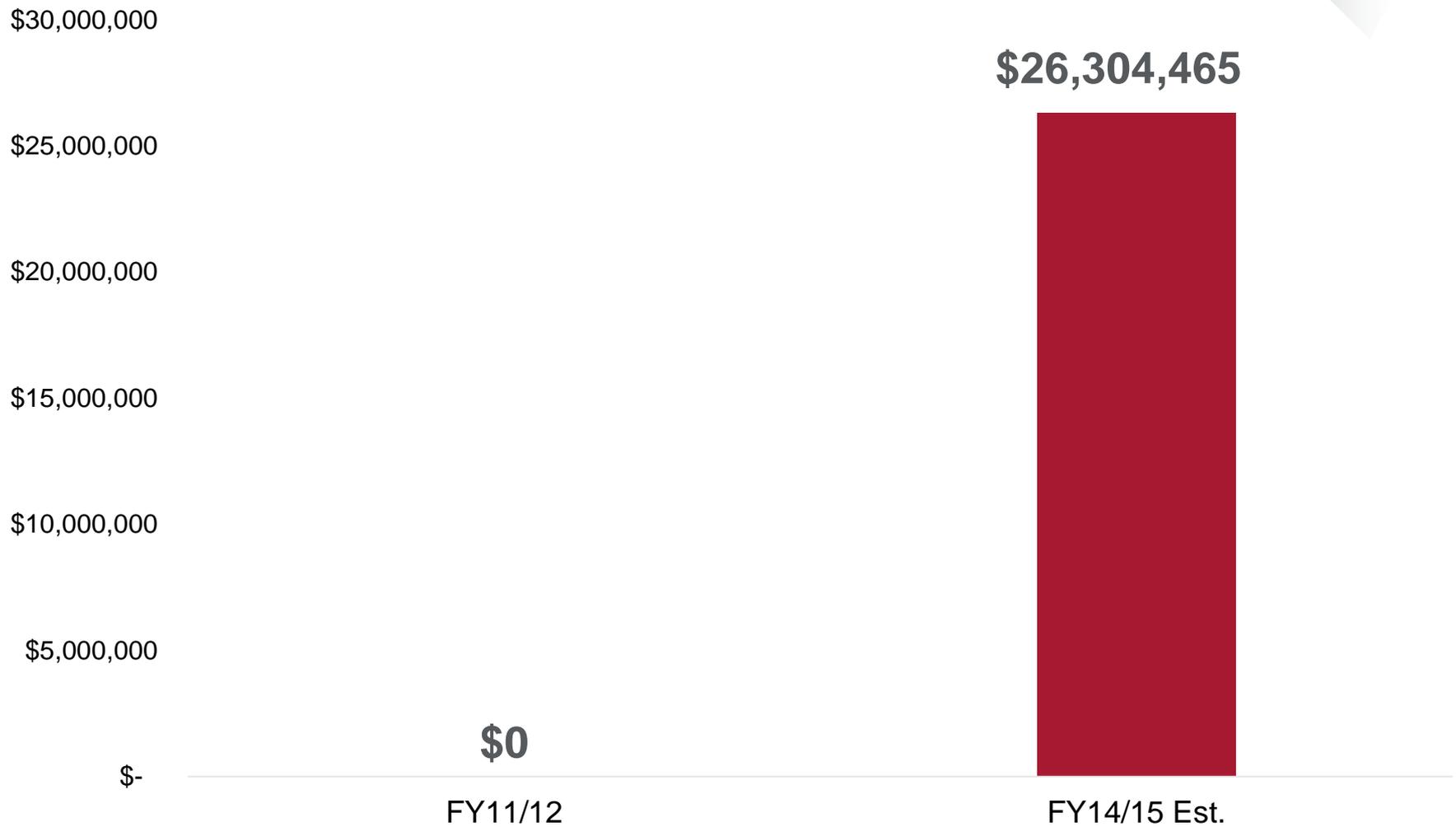
II. Western Now:

F. Funding- state funding on the rise



II. Western Now:

F. Funding- state capital funding on the rise



II. Western Now:

F. Funding- private support

Over the past 10 years, the Western State Colorado University Foundation has raised over \$50 million in support for the University.

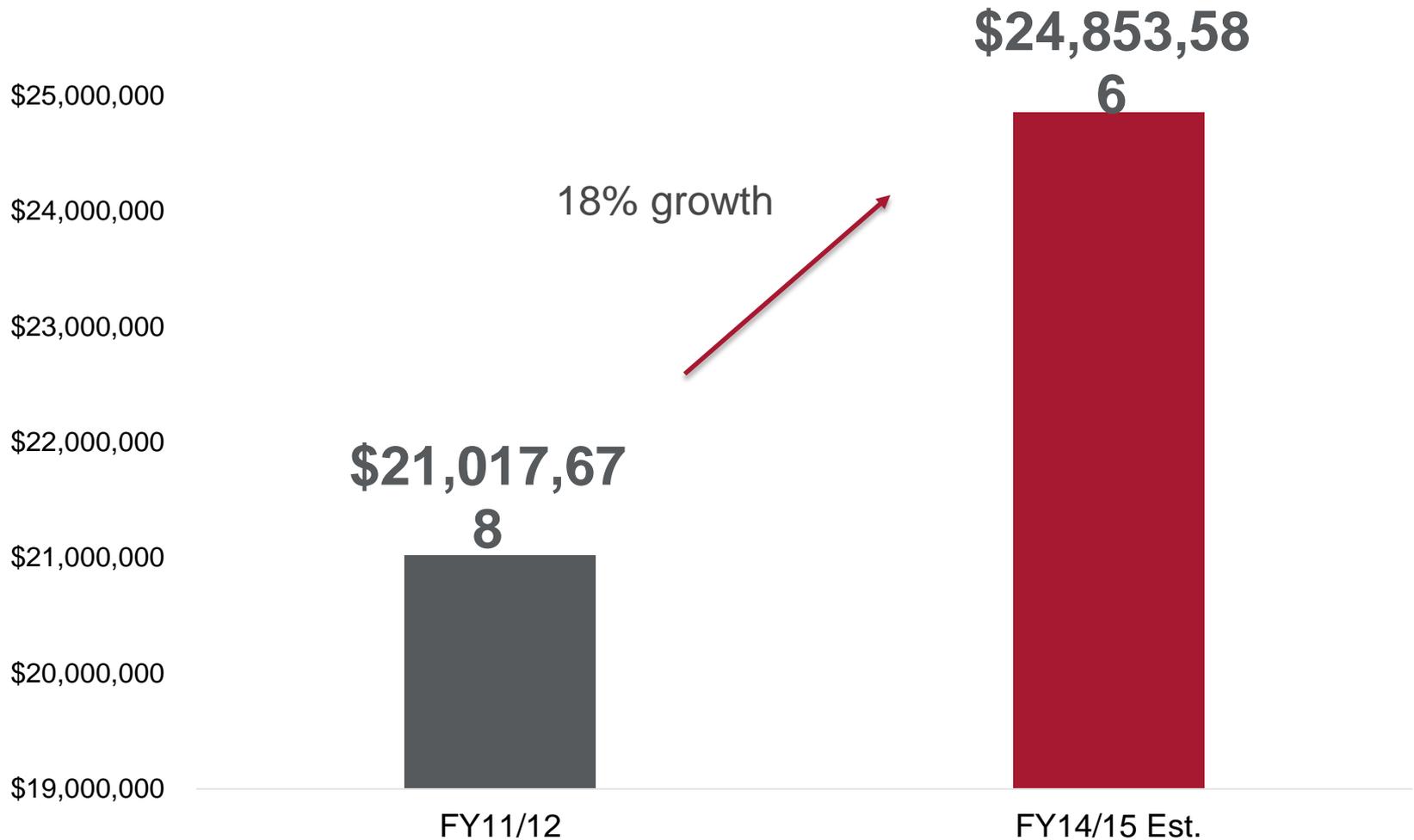
Major Gifts	\$ Amount	Purpose
Borick Business Building	\$7,500,000	Construction
University Center	\$6,000,000	Construction
Rady- Petroleum Geology	\$2,500,000	Endowed Chair
Moncrief- Petroleum Geology	\$2,500,000	Endowed Chair
Rice- Art	\$2,000,000	Endowed Chair/ Museum
University Advancement	\$1,500,000	Marketing/Recruitment
Moncrief- Anthropology	\$1,500,000	Endowed Chair
Moncrief- PLRM	\$1,500,000	Endowed Chair
Brach- Library	\$1,500,000	SW Center/ Scholarship
Shear- Business	\$1,000,000	Business School
Smith- Scholarship	\$1,000,000	Scholarship



II. Western Now:

F. Funding- private support (cont.)

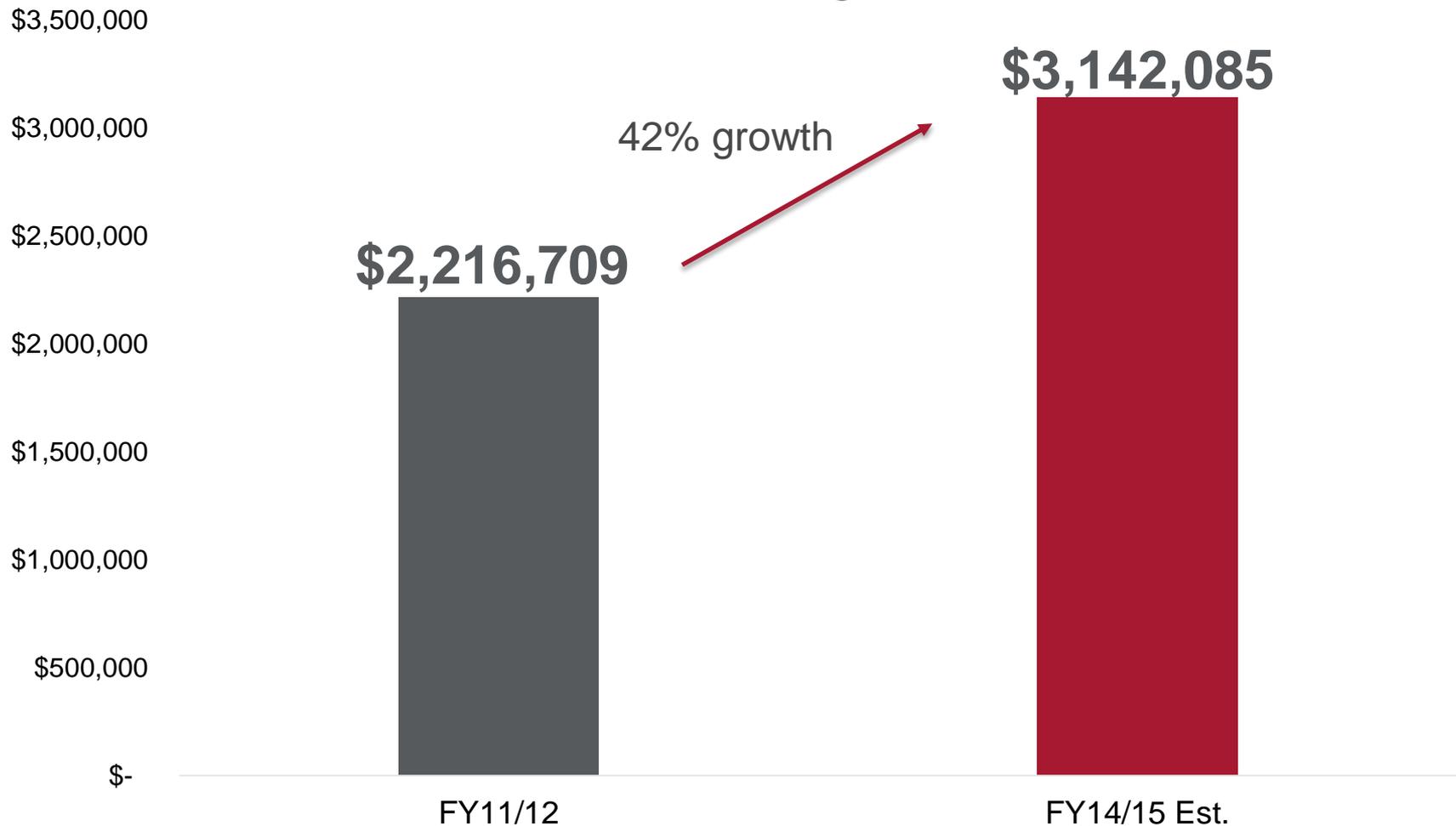
Foundation Assets



II. Western Now:

F. Funding- private support (cont.)

Gifts/Pledges



Western – Learning, Elevated

- I. Western Overview
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- III. Western Moving Forward**
 - A. Strategic Plan
 - B. Marketing and Recruitment



III. Western Moving Forward

A. 2015-2018 Strategic Plan

- The Board of Trustees has approved the 2015-2018 Strategic Plan for Western.
- The five goals of the Strategic Plan are:
 1. Increase enrollment
 2. Improve institutional outcomes
 3. Increase revenue and donations
 4. Enhance organizational efficiency
 5. Improve third-party assessments



III. Western Moving Forward:

B. Marketing and Recruitment- brand building



Summary and Conclusions

- We were one of only two four-year CO schools last year to experience net enrollment growth.
- Our greatest impediment to growth has not been a fundamental flaw but a lack of brand awareness and proactive recruiting. Our Foundation has recently invested over \$1m toward removing this impediment.
- We are one of the only CO schools with capacity for continued growth without additional, significant capital infusion.
- Many of our key academic outcomes are not only improved but higher than DHE and CO peer groups.
- Donors are reawakened and have increased giving.
- Under new leadership, developed a strategic plan that will leverage and build upon these recent successes.

