

Ohio University Faculty Senate
Monday, April 8, 2013
Room 235, Margaret M. Walter Hall
Minutes

Faculty Senate Chair Elizabeth Sayrs called the meeting to order at 7:10 p.m.

In attendance:

College of Arts and Sciences: N. Bernstein*, R. Boyd, S. Hays, K. Hicks, G. Holcomb, P. Jones†, G. Negash, R. Palmer, B. Quitslund, L. Rice, A. Rouzie, H. Sherrow, K. Uhalde
College of Business: J.M. Geringer†, K. Hartman, T. Luce*, T. Stock†
College of Fine Arts: C. Buchanan, V. Marchenkov, D. McDiarmid†, E. Sayrs, D. Thomas
College of Health Sciences and Professions: T. Basta, D. Bolon†, D. Ries†, A. Sergeev*
Group II: RA Althaus
Heritage College of Osteopathic Medicine: S. Inman, J. Wolf
Patton College of Education: G. Brooks, D. Carr, B. Vanderveer
Regional Campus—Chillicothe: N. Kiersey†, B. Trube*
Regional Campus—Eastern: J. Casebolt
Regional Campus—Lancaster: S. Doty, L. Trautman*
Regional Campus—Southern: M. Crawford for D. Marinski
Regional Campus—Zanesville: A. White
Russ College of Engineering: H. Pasic†, G. Suer*
Scripps College of Communication: B. Bates, L. Black, J. Lee, B. Reader*, J. Slade
Voinovich School of Leadership and Public Affairs: J. Milleson for A. Ruhil
Excused: H. Akbar†, C. Elster, D. Marinski, A. Ruhil, Z. Sarikas*, B. Sindelar*, S. Walkowski*, S. Wyatt*
Absent: E. Ammarell, C. Bartone*, B. Branham†, D. Duvert, L. Lybarger, S. Patterson, B. Stuart, J. Taylor*

*Newly elected, voting on officers only

†Ending Senate term, voting on everything but officers

Overview of the Meeting:

- I. Craig Cornell, Vice Provost for Enrollment Management
- II. Roll Call and Approval of the March 11, 2013 Minutes
- III. Chair's Report
 - Updates and Announcements
 - Elections Report and Introduction of New Senators
 - Election of Faculty Senate Officers for 2012-13
Nominating Committee: Toby Stock, Ken Hicks, Doug Bolon
 - Upcoming Senate Meeting: Monday May 6th, Walter Hall 235
- IV. Executive Committee
 - Resolution on Updating the Faculty Handbook—Second Reading
 - Resolution to Institute a Faculty and Staff Survey—Second Reading

- V. Promotion & Tenure Committee—Joe Slade
 - VI. Professional Relations Committee—Ben Bates
 - Resolution on the Establishment of a Professional Name and Possibility for Promotion for Group II—Second Reading
 - VII. Educational Policy & Student Affairs Committee—Ruth Palmer
 - VIII. Finance & Facilities Committee—Judith Lee
 - Resolution on Shared Governance under RCM—Second Reading
 - Resolution on Fairness in Faculty Salaries—First Reading
 - Sense of the Senate Resolution on Principles for the Task Force on Total Faculty Compensation—First Reading
 - Sense of the Senate Resolution on Raise Pools—First Reading
 - IX. New Business
 - X. Adjournment
-

I. Craig Cornell, Vice Provost for Enrollment Management

Cornell provided an update on the activities of the Student Scholarship Task Force.

- Composition and task: The complete list of Task Force members is on slide #2 of the appended presentation; it includes two faculty members, **Hala Annabi** (Management Information Systems) and **Laurie Russell Hatch** (Sociology and Anthropology). The goal is to make recommendations for a more sophisticated and strategic program that increases OHIO’s competitiveness for student enrollment. [Maguire and Associates](#) provided consultation.
- Current Scholarships: FY13 academic scholarship funding is about \$19.5 million, with the majority in the Gateway Programs (three tiers providing merit, need-based, and blended awards; in response to a question from **Steve Hays**, Cornell clarified that neither athletic scholarships nor employee tuition waivers are included in the general scholarship funding or model). Awards are fixed, with a grid showing the amount given according to defined academic scores and financial metrics. The current program allows for clear communication in recruiting, addresses both excellence and access missions, and provides aid for 92% of students demonstrating need. Despite having the 4th highest sticker price in the state, OU graduates have only average indebtedness at graduation. At the same time, many awards are far less than those given by competitors for the same levels of merit, increasing tuition is widening the “gap” between cost and aid, and the grid does not allow for awards to vary in response to the amount of incentive particular students need in order to attend OU.
- The New Model: Scholarships need to align with the Strategic Enrollment Plan (SEP) to recruit the number and kind of student we want. As an early step, raising the out-of-state surcharge award dramatically increased out-of-state enrollment, from just over 300 students to just under 600. OU plans to move toward determining scholarship awards based more on the price sensitivity of the target students than on the amount earned by

particular academic achievement. This requires analysis of precisely sliced populations and targeted enhancements of \$1000-3500.

Questions and Discussion:

Senators were curious about the enrollment goals that the scholarship plan would support. Asked by **Ken Hicks** whether we would target more elite enrollment or go for larger numbers at the bottom, Cornell said that the point is to maximize the effect of financial aid dollars in recruitment. The SEP calls for cautious quality improvement (.1 ACT/year), without compromising the access mission of the institution or reducing the number of students. Hicks commented that OSU only funds—or admits—ACTs of 28 or higher, and, **James Casebolt** observed, for the first time this year has more out-of-state than in-state applications. Cornell noted that OSU has been working toward that profile for 15 years, but has a different mission. **Linda Rice** wondered whether admissions goals were framed as dollars in revenue or in number of students; Cornell explained that while enrollment goals are set by the BPC, the point is to raise tuition revenue given the desired mix of students. In response to a question from **Hays** about total enhancements to scholarships, Cornell said that the current model calls for spending about \$1.8 million more on scholarships but also netting about \$.8 million more from tuition.

There were also questions about faculty involvement. **Joe Slade** wondered why only two faculty sat on the Task Force. Cornell noted that the EVPP had put the Task Force together (though he asked for members from Financial Aid who would be implementing the result), and that the plan is now being deliberately put in circulation with deans and the Faculty Senate in hopes of faculty feedback. He also expressed willingness to work with Sayrs to find ways to include as many faculty as are interested going forward. **Hicks** noted that faculty doing recruiting had found the grid helpful, and Cornell promised talking points for future recruiting. As examples, he mentioned OU's strong commitment to making attendance possible, attention to each student's individual situation, and encouragement to apply for financial aid as soon as possible.

The plan will go to the Provost next month and to the Board of Trustees in July.

II. Roll Call and Approval of the March 11, 2013 Minutes

The minutes were approved by a voice vote.

III. Chair's Report

• Updates and Announcements

- A retirement reception for Individual Course Committee Chair **Anita James** will follow the April 30 UCC meeting in Baker 239. The reception should begin about 4:30 p.m., and all senators and program coordinators are invited. Senate Vice Chair & UCC Chair **David Thomas** applauded James's enormous, essential work in the Q2S process.
- Workload and H.B. 59: The Inter-University Council has voted to ask that the [language about faculty workload](#) be removed from the state budget bill. Sayrs thanked the university presidents for their support.
- Semester feedback: a luncheon to discuss our implementation of semesters will take place on April 15 at noon in Baker 242, with food provided for those who RSVP'd prior to the end of April 9. The call for feedback produced 77 emails; a summary of responses is available on the [Faculty Senate website](#) (requires OHIO identification to

- access the files). The top issues, in descending order, were coordination of spring break with city schools, class scheduling, and the possibility of a fall break, with further thoughts about student workload, the semester start and end dates, and the choice between 14- and 15-week terms. Sayrs urged senators to review the data, as anything related to courses could end up in the Senate.
- Joint Police Advisory Committee (JPAC): With **Toby Stock** rotating off the Senate, a new volunteer for JPAC is needed. Stock commented that the constituencies represented on the committee are quite broad (Athens and OUPD, citizen and neighborhood groups, etc.), and that he learned quite a bit from the assignment.
 - Standing committee nominations: All senators are encouraged to nominate and/or recruit faculty representatives for university standing committees. The goal is to have committees constituted by the time the fall term begins.
 - Faculty Senate website: The new website is nearing its debut. Other technological improvements will include electronic balloting for Senate elections, and the Senate now has both a Facebook page and Twitter account. A trial newsletter will come out in May, with plans for monthly issues if reception is positive.
- **Elections Report and Introduction of New Senators**: Sayrs recognized the newly-elected senators and clarified which senators vote in the April and May meetings.
 - **Election of Faculty Senate Officers for 2012-13**
The Nominating Committee of **Toby Stock**, **Ken Hicks**, and **Doug Bolon** presented a slate of officers: **Elizabeth Sayrs** for Chair; **David Thomas** for Vice Chair; and **Beth Quitslund** for Secretary. There were no further nominations from the floor.
James Casebolt moved to vote on the slate as a whole by acclamation, seconded by **Ben Bates**. The motion passed by a voice vote. The slate as a whole was elected by acclamation.
 - **Upcoming Senate Meeting**: Monday May 6th, Walter Hall 235. This is the Monday *after* finals (but before grades are due).

IV. Executive Committee

- **Resolution on Updating the Faculty Handbook—Second Reading**
The resolution authorizes the Executive Committee to make minor corrections to the text of the Faculty Handbook. All changes will be posted annually in the fall, and the Provost or Executive Committee may force any change to go through a resolution process.
The resolution passed by a voice vote
- **Resolution to Institute a Faculty and Staff Survey—Second Reading**
The resolution replaces the current annual evaluation of the President and Provost by the faculty with a comprehensive survey of campus climate including both faculty and staff. The freeform comments in the current surveys often raise issues not contained in the questions themselves, and the Executive Committee feels that a different way of measuring faculty opinion could be more productive. The resolution mandates that an existing, tested instrument be adopted by the fall of 2014. If the assessment has stalled at that point, the survey now used would be readopted.
The resolution passed by a voice vote.

V. Promotion & Tenure Committee—Joe Slade

- The Committee has not recently adjudicated any large cases, but it has been advising candidates and looking at requests for probationary period extensions.
- The Committee is concerned that understanding about the P&T process in departments and colleges has been decaying in the absence of the annual meetings for deans and chairs held by the Associate Provost for Faculty and Academic Planning (a position that has been vacant for two years). The Committee reminded the units that mentoring around P&T is essential and that P&T guidelines are to be updated *annually*. Updates should take into account the changing professional environment, e.g. online publication.

VI. Professional Relations Committee—Ben Bates

• Resolution on the Establishment of a Professional Name and Possibility for Promotion for Group II—Second Reading

Changes since the last discussion include the following: 1) Only one track for Group II faculty—rather than varieties of “lecturer” *and* “instructor,” just three flavors of “lecturers.” Group II faculty *currently* using the title Assistant Professor may continue to use professorial courtesy titles upon promotion. 2) The language about 5-year contracts has been tweaked to acknowledge that such contracts are not automatic but given based on performance and departmental needs. 3) The language about who negotiates contracts has been modified to cover non-departmental units.

The resolution passed by a voice vote.

Sayrs called for the Senate to recognize the long and difficult work by the PRC and Bates on this resolution, and applauded it as an important step forward in better treatment of Group II faculty. Bates commended the previous PRC Chair, **Sarah Wyatt**, for initiating the resolution 523 days before it was passed.

- The Committee will next be taking up the question of whether guidelines should be established to ensure that service is clearly recognized in merit evaluations. It will also (next year) be working on refining and renaming faculty Groups to make them more legible both inside and outside the university.

VII. Educational Policy & Student Affairs Committee—Ruth Palmer

EPSA is reviewing copyright and intellectual property policies. Of those currently in place, all but one date to 2003 or earlier. Issues include student projects (including apps), theses and dissertations using copyrighted material, and the status of intellectual property created by faculty in the context of instruction, including courses materials posted online and lecture capture.

VIII. Finance & Facilities Committee—Judith Lee

• Resolution on Shared Governance under RCM—Second Reading

This resolution creates liaisons between college budgeting and planning and F&F in order to maintain Faculty Senate’s role as the designated representative of faculty interests in finance and facilities decisions. The deans have approved it and the Provost has been extensively consulted.

The resolution passed by a voice vote.

- **Resolution on Fairness in Faculty Salaries—First Reading**

This resolution proposes that, as a general principle, compensation across units in the university should be fair in the sense of recognizing all faculty as educators (rather than primarily as disciplinary practitioners) and that there should be a “floor” under salaries in each rank. It identifies current problems of fairness in large salary disparities between disciplines (e.g., \$55,000 between the average in Dance and Accounting), some unwarranted differences by gender, and compression as existing faculty lose ground relative to new hires. In an RCM model, which requires subsidies from one unit to another, salary disparities are particularly challenging. A friendly amendment suggested striking the language about policy 18.009, which discusses the distribution of workload but not salary.

Parts of the discussion focused on the implications of a net salary increase. Some confusion surrounded the part of the resolution calling for average salaries by rank to at least match those of “the top three public universities in Ohio.” It was suggested that this be clarified to specify academic rankings (where OU is currently third; salaries are running 7th out of 13). Discussion elicited that improving salary ranking had been a goal under EVPP Krendl but not pursued specifically since then, while “effective total compensation” is one of the strategic priorities named as supporting the “[Four Fundamentals](#).” The Committee did not have figures for overall costs or particular suggestions for funding sources; Lee noted that the university budgets less than its total projected revenue (officially 98%), and that allocations always make choices based on priorities. Raises of approximately 4-5% per year for three years might make up OU’s relative standing among Ohio universities (as long as other institutions did not undertake similar plans).

Further discussion focused on the meaning and implications of freezing the gap between the top and bottom quartiles of faculty salaries. The biggest question was “quartiles of which faculty (by department, college, university)?” While narrowing the group size would make for clearer comparisons—the quartiles probably don’t overlap at all between some disciplines—a single hire could distort the range in a department-sized group, resulting in runaway costs or the denial of raises to senior faculty. Some senators argued that a mechanism for preventing compression should be provided, while others wondered if a statement that compression should be addressed would be preferable to an incomplete mechanism. There was a suggestion that this specific issue be pulled out and made into a separate resolution.

Some senators also expressed doubt that salary disparities were inherently pernicious. It was suggested that lower salary is sometimes the result of inferior performance (drawing the response that this resolution was primarily about equity and a professional level of pay as a floor). Another senator also pointed out that academics choose their fields in the full knowledge of salary differentials by discipline, and that the level of compensation necessary to recruit faculty does in fact vary considerably.

- **Sense of the Senate Resolution on Principles for the Task Force on Total Faculty Compensation—First Reading**

The three resolutions for first reading began with the desire for movement on the goal of “effective total compensation” for faculty, preceding the Provost’s formation of the Total Compensation Task Force. Two members of F&F are on that task force, and this resolution effectively constitutes the Senate’s instructions to them as our representatives. It asks that “total compensation” take into account the fact that benefits are not

distributed equally across faculty (e.g., faculty without dependents do not take tuition waivers; faculty married to other OU employees do not get double the benefits) and that some, like health care, look more generous than they are because of our regional economy (e.g., the same care costs more here than in major cities). It also asks that salaries be raised to match our academic ranking in the state without taking those funds out of benefits.

Most of the discussion returned to a topic raised under the previous resolution, the question of relative pay between disciplines. Strong objection was raised to eliminating market forces on salaries by fiat. Others responded that there should be a minimum acceptable salary for educators with terminal degrees. Questions about data on comparative indebtedness and workload came up; it was noted that even where workload distribution in TRS varies, it always adds up to 100%. Lee suggested that this overlap with the previous resolution might be unnecessary.

- **Sense of the Senate Resolution on Raise Pools—First Reading**

This resolution is meant to give full Senate support to the three senators who serve on the Budget Planning Council. First, it asserts that a “raise” must, by definition, increase salary, which means that a raise pool lower than the rate of inflation should be called something else. Second, it states that as salary increments under the rate of inflation are not raises, they should not be treated as merit pay but distributed across the board as cost of living adjustments. Some urgency comes from BPC’s current debate of this year’s “raise pool.” Lee reminded senators that the President recently had a substantial raise considerably above inflation.

A regional senator noted that his campus has done something like this in recent scant years except when required by the Provost to distribute the raise pool by merit criteria only.

Some senators wanted the resolution to also provide for transparency and consistency in the distribution of merit raises, both among and within units.

The amount of the ICA deficit was contested and defended. There was objection to using athletics as an example of unnecessary expense, based on the value of strong athletics programs to substantial numbers of students in academic disciplines related to sports. A compromise suggestion emerged to note in the resolution that large amounts of money are allocated opaquely.

In response to concern about the effect on morale of not recognizing merit at all over long periods of small salary increments, Lee suggested that the resolution call for all years to provide pools greater than inflation.

Lee requested that comments be sent to leej@ohio.edu before the next meeting.

IX. New Business

There was none.

X. Adjournment

Slade moved to adjourn, seconded by **Sandy Doty**. The meeting was adjourned at 9:19 p.m.

OHIO UNIVERSITY

The Student Scholarship Task Force



Craig Cornell, Vice Provost for Enrollment Management

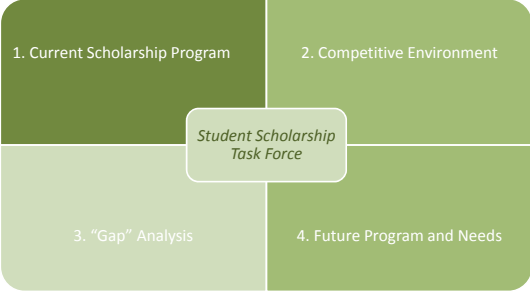
OHIO UNIVERSITY

Membership of the Student Scholarship Task Force

- Mike Angelini, Assoc. VP for Finance
- Hala Annabi, Assoc. Professor, MIS, College of Business
- Candace Boeninger, Asst. VP for Enrollment and Director of Undergraduate Admissions
- Candice Casto, Director of Investments and Endowed Operations
- Craig Cornell, Chair, Vice Provost for Enrollment Management
- Jim Fonseca, Interim Exec. Dean for Regional Higher Education
- Laurie Hatch, Chair, Department of Sociology and Anthropology
- Jim Hill, Assoc. VP for Development and Campaign Manager, University Advancement
- Norma Humphries, Assistant Dean, College of Fine Arts
- Jill Lallier, Assoc. Director of Operations, Student Financial Aid and Scholarships
- Valerie Miller, Director, Student Financial Aid and Scholarships
- Cecil Walters, Director, Office of Multicultural Student Access and Retention
- Mike Williford, Associate Provost for Institutional Research and Assessment

OHIO UNIVERSITY

Scholarship Programs at Ohio University



1. Current Scholarship Program

2. Competitive Environment

Student Scholarship Task Force

3. "Gap" Analysis

4. Future Program and Needs

OHIO UNIVERSITY

The History of and Current Academic Scholarship Programs



OHIO UNIVERSITY

Academic Scholarship Programs

The FY13 general fund academic scholarship budget of approximately \$19.5 million is used to leverage our costs and effectively create a discount rate for our students and families. These programs consist of the following three categories:

- **Gateway Programs- Excellence, Scholarship and Trustee - \$12 million annually**
- Fine Arts Talent, Transfer, Upperclass Deans, Targeted Scholarships and various miscellaneous awards - \$7.5 million annually

OHIO UNIVERSITY

Gateway Award Program

The Gateway Award Program Consists of three tiers:

1. Pure Merit (academic credentials only)
 - Gateway Excellence
 - Gateway Scholarship
 - Gateway Trustee
 - Room and Board Discount
2. Merit Blended with Financial Need
 - Gateway Grant
3. Pure Financial Need
 - OU Bobcat Award

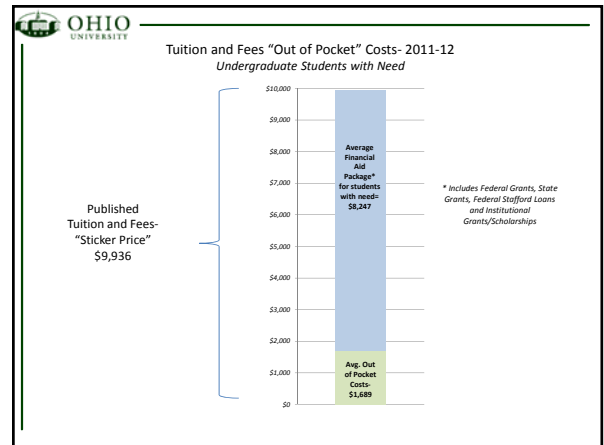
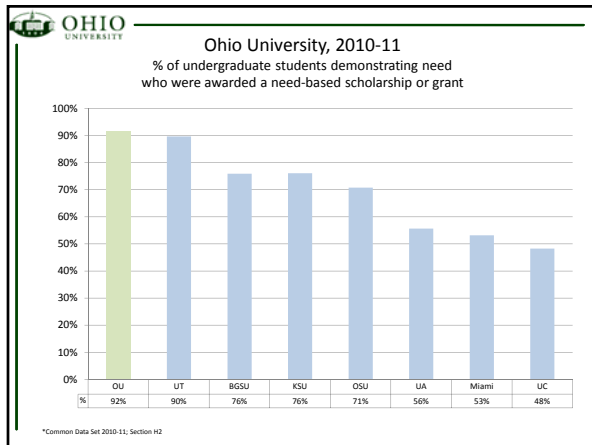
OHIO UNIVERSITY Gateway Award Program

Current Program

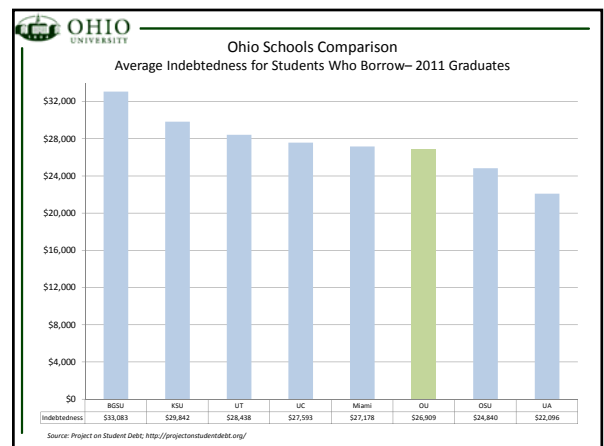
ACT	SAT	Gateway Excellence Scholarships (No Need or No FAFSA)	
		Award	Non-Res Trustee
36	1580-1600	In-State Tuition	\$6,000
35	1530-1579	In-State Tuition	\$6,000
34	1480-1529	In-State Tuition	\$6,000
33	1430-1479	In-State Tuition	\$6,000
32	1380-1429	In-State Tuition	\$6,000

ACT	SAT	Gateway Scholarships (No Need or No FAFSA)		Gateway Grants (FAFSA by Fall Priority Deadline)			OU Resident Award	
		Award	Non-Res Trustee	0-2000 EFC	2001-4000 EFC	4001-6000 EFC	0-2000 EFC	2001-4000 EFC
31	1360-1399	\$4,000	\$6,000	\$2,700	\$2,400	\$2,100	\$1,200	\$1,800
30	1310-1359	\$2,000	\$6,000	\$2,400	\$2,100	\$1,800	\$1,200	\$1,800
29	1260-1309	\$1,000	\$6,000	\$2,100	\$1,800	\$1,500	\$1,200	\$1,800
28	1210-1259	\$1,000	\$6,000	\$1,800	\$1,500	\$1,200	\$1,200	\$1,800
27	1200-1239	\$750	\$6,000	\$1,500	\$1,200	\$900	\$1,200	\$1,800
26	1170-1199	\$500	\$6,000	\$1,200	\$900	\$600	\$1,200	\$1,800
25	1130-1169	\$500	\$6,000	\$900	\$600	\$300	\$1,200	\$1,800
<25	680-1129	\$0	\$0	\$0	\$0	\$0	\$1,200	\$1,800

- OHIO UNIVERSITY Gateway Award Program**
- Pros
 - Clear, published guidelines for merit awards
 - Transparent for students and families
 - In-state tuition for high achievers
 - Generous non-resident award
 - Unique blend of merit and need
 - Need-based awards promote our access mission
 - Clear guidelines allow, to some extent, ease of administration

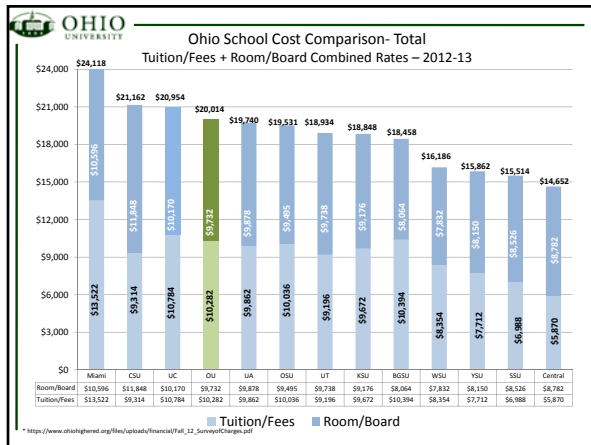
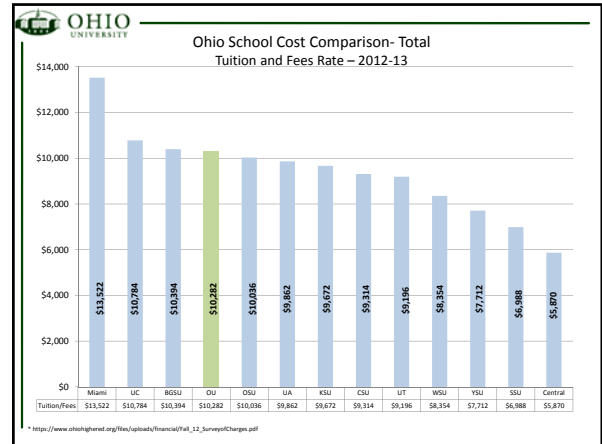


- OHIO UNIVERSITY Gateway Award Program**
- Cons
 - The published guidelines are very restrictive
 - No leeway for students who hold high ACT/SAT but miss the 3.0 gpa or have extremely high gpa but below a 25 ACT
 - No ability for case-by-case judgments/exceptions
 - Several levels have lost their "purchasing power" and are no longer competitive with other institutions



OHIO UNIVERSITY

The Current Competitive Environment



OHIO UNIVERSITY

The Competitive Environment

Most institutions in Ohio have lower requirements for scholarships and higher award amounts

University	Scholarship Award Ranges	Required ACT	Required GPA
University of Akron	\$1000 - \$6000	21+	3.00
Bowling Green State University	\$1000 - \$8000	20+	3.00
University of Cincinnati	\$2000 - \$6000		
Cleveland State University	\$1000 - \$4500	23+	3.00
Kent State University	\$1000 - \$4500	23+	3.25
Miami University	\$2000 - \$13075	26+	3.70
Ohio State University	\$2000 - \$5000	28+	class rank
Ohio University	\$500 - \$4000	25+	3.00
University of Toledo	\$1500 - \$6500	16+	2.75
Wright State University	\$500 - \$18,500	23+	3.00
Youngstown State University	\$1500 - \$4500	22+	3.00

OHIO UNIVERSITY

The Competitive Environment

Students doing on line comparisons can quickly gauge where we are not as competitive with other schools

ACT Score*	# of applications in applicant pool for the 2012 class	OU Gateway Program	BGSU on-line calculator	Difference
25	1285	\$500	\$1,000	(\$500)
26	1093	\$500	\$1,000	(\$500)
27	933	\$750	\$4,000	(\$3,250)
28	709	\$1,000	\$4,000	(\$3,000)
29	510	\$1,500	\$4,000	(\$2,500)
30	378	\$2,000	\$4,000	(\$2,000)
31	272	\$4,000	\$4,000	Even
32	269	In-State Tuition	\$4,000	Approx. \$4,000
33	147	In-State Tuition	\$4,000	Approx. \$6,000
34	67	In-State Tuition	\$6,000	Approx. \$4,000
35-36	19	In-State Tuition	\$6,000	Approx. \$4,000

* ASSUME 3.0 GPA

OHIO UNIVERSITY

"Gap" Analysis

OHIO UNIVERSITY "Gap Analysis"

The good news is that we continue to commit institutional dollars to discount our tuition.

The bad news is that we continue to fall behind with the value of our scholarships in spite of those efforts.

The analysis of a student's aid against the student cost we are calling "The Gap"

OHIO UNIVERSITY "Gap Analysis"

The good news is that we continue to commit unrestricted institutional dollars to discount our tuition:

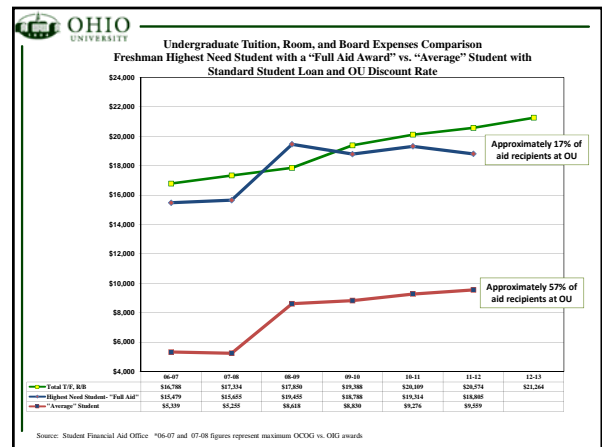
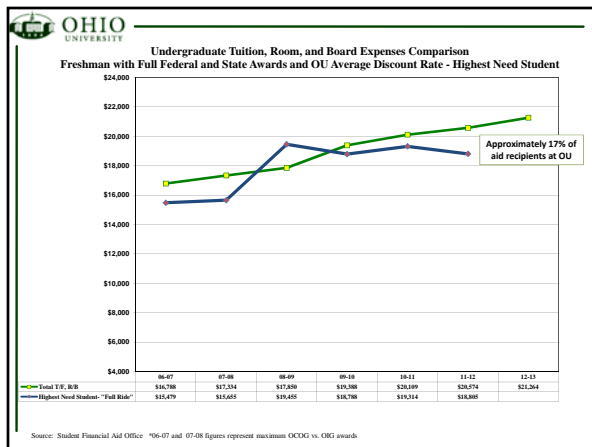
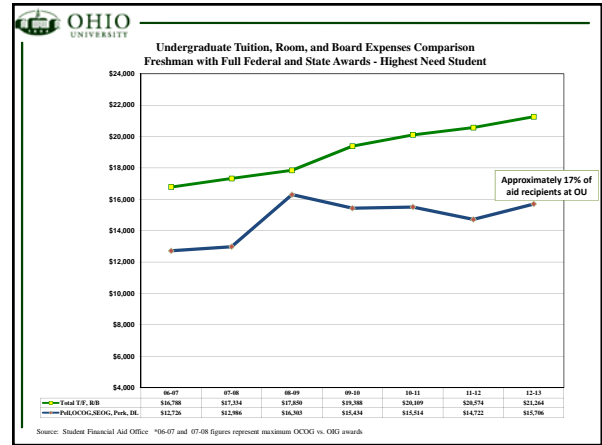
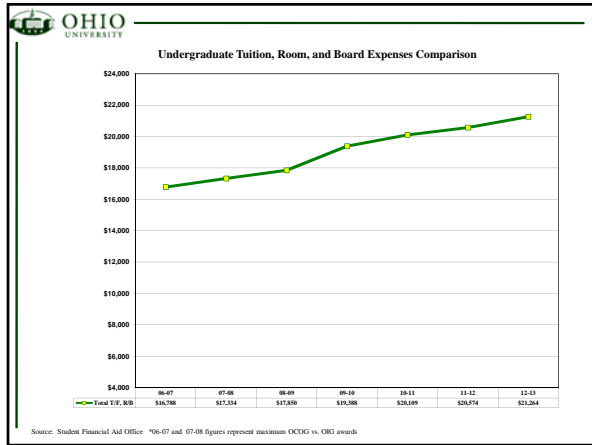
NACUBO and College Board Definition of Discount Rate:	
Total Discount Rate =	Total Institutional Grant Aid
Total Gross Tuition and Required Fee Revenue	

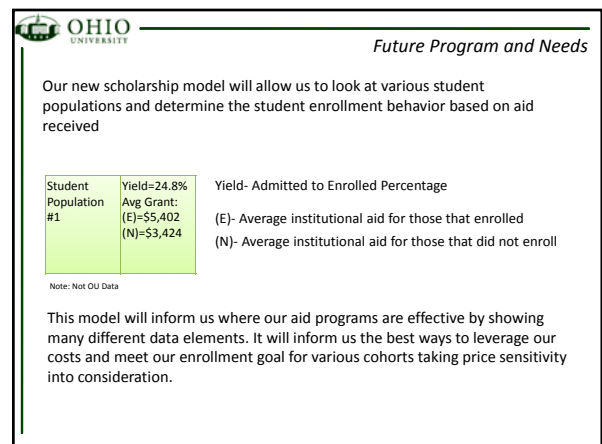
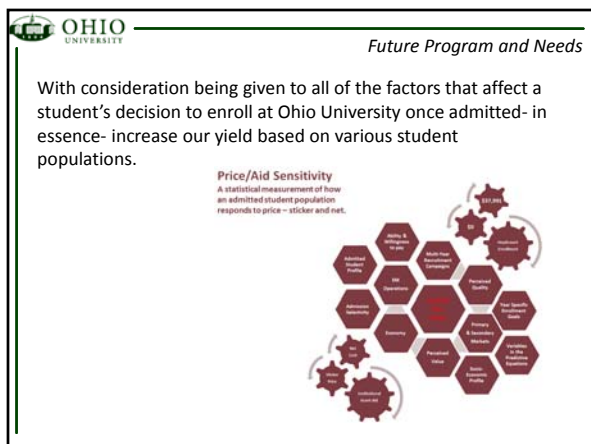
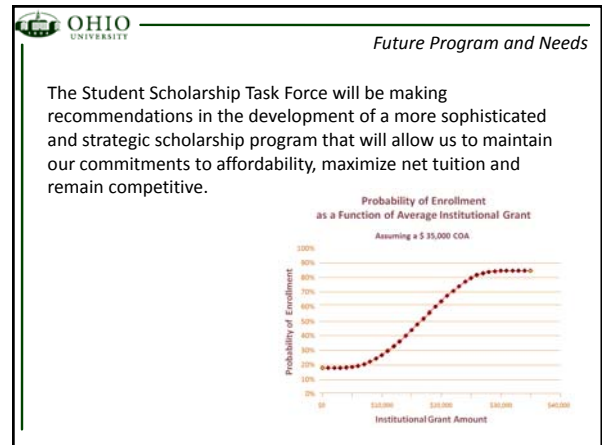
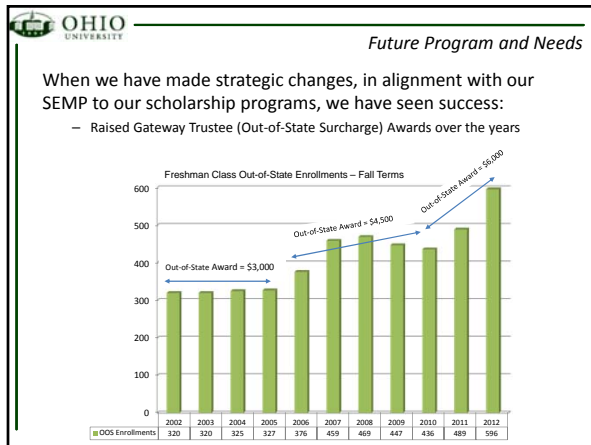
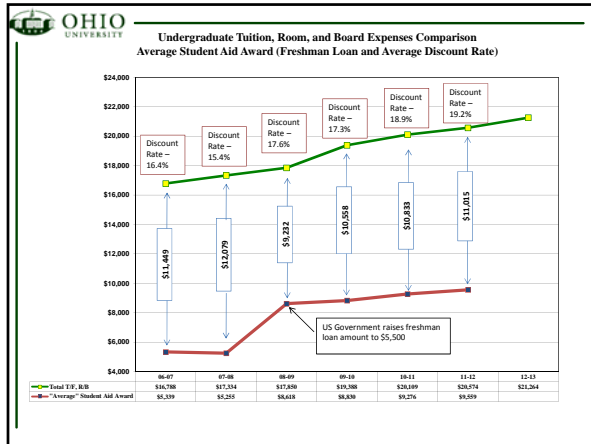
http://www.collegeboard.com/prod_downloads/press/tuition-discounting.pdf

DATA SHARED WITH BOARD OF TRUSTEES IN THE DASHBOARD - provided by Finance and Administration.*

Year	Total Undergraduate Gross Tuition and Required Fee Revenue*	Total Institutional Scholarship and Grant Aid for Undergraduate Students **	Discount Rate for Undergraduate Athens Students
2006-7	\$ 240,990,636	\$ 39,543,722	16.4%
2007-8	\$ 257,254,813	\$ 39,514,236	15.4%
2008-9	\$ 262,264,797	\$ 46,280,584	17.6%
2009-10	\$ 277,553,921	\$ 47,959,272	17.3%
2010-11	\$ 303,352,545	\$ 57,466,229	18.9%
2011-12	\$ 331,064,132	\$ 63,729,790	19.2%

* Ohio University Consolidated Statement of Activities; includes all tuition and fees and what is called "scholarship allowance"







Preliminary analysis is showing us some encouraging things:

- Students are price sensitive but we do very well considering that and in comparison to other schools due to the strong academic reputation of OU.
- Competitive pressures and a locked scholarship model do not allow us to be flexible enough to meet students on a student-by-student basis and make individual adjustments to meet enrollment goals
- Students may be opting out of even applying to OU for fear that there is not enough financial aid when looking at our current awarding structure
- Targeted scholarship enhancements ranging from \$1,000 - \$3,500 above current scholarship awards can make a large difference in our student yields for many of the populations



The Student Scholarship Task Force



Craig Cornell, Vice Provost for Enrollment Management