

# Senate Ways & Means Subcommittee on Higher Education

President Richard Myers  
Kansas State University

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**Thank you to the 2019 Kansas Legislature  
for supporting higher education and  
Kansas State University.**

# FY 2020 Budget Update



Kansas State University in FY 2020 received a total of \$4.4M from Kansas Board of Regents block grant and \$2.9M for the 2.5% pay plan, and increased our tuition rates for non-resident students and graduate students. The combination of this funding resulted in the following actions:

- Paid for state mandated increases to employer paid fringe benefits.
- Funded Faculty Compensation plan to continue university's effort to move the average faculty salary from at or near the bottom of university peer comparisons.
- 2.5% merit pool – SGF funding did not cover the full cost of merit pool. The balance was financed with tuition funds.
- Implemented new scholarship programs to improve recruitment and retention of students.



## Strategic Enrollment Management

- Purchased and began implementation of first institution-wide technology to cohesively execute and track university marketing and recruitment campaigns for prospective students.
- Increased student recruitment and marketing efforts — hired additional student recruiters to broaden university recruitment funnel.
- Engaged with a marketing and branding consultant to update university marketing materials to articulate the value of a K-State degree and experience to prospective student audiences.
- Brought experienced new leaders in enrollment management to campus.



## Budget Modernization

- FY 20 bridge year
- FY 21 implementation continues
- Strategic Investment Fund

## IT and Data Infrastructure

- Business intelligence (data)
- Migration to the cloud
- Project governance

# K-State 2025 Refresh — Strategic Initiatives

K-State 2025 is the university's strategic plan. A refresh of this plan will be announced in Fall 2020 highlighting the following initiatives:

- Global food, health and biosecurity
- Aviation
- Cyber land-grant university
- Innovation in education

# K-State in Kansas, Nation, Worldwide



## Financial Investments

- Operating Budget contributions from non-state appropriations - \$738.5M
- Competitively awarded funding invested in K-State research - \$122M
- Private donor contributions - \$212M

## Recent Graduate Success

- 97% are employed or furthering their education
- 70% are employed in Kansas and surrounding states

## K-State in Kansas






- 92,427 alumni living in Kansas
- 5,752 K-State employees in Kansas
- K-State employees in all 105 Kansas counties
- 85.8% - Fall 2018 freshman-to-sophomore retention rate

### Net Present Value of K-State degree

10 years - \$97,000

40 years - \$951, 000

# Proud to be Purple

-  **No. 1 Best College Value in Kansas by SmartAsset, 2015-2019**
-  **Top-ranked university value in Kansas by Money Magazine, 2016-2019**
-  **No. 1 average starting salary in Kansas for college graduates by SmartAsset, 2015-2019**
-  **No. 1 choice of Kansas high school graduating seniors**
-  **Princeton Review 2020 ranked K-State**
  - No. 2 for best quality of life
  - No. 3 for students who love their colleges
  - No. 7 for best-run colleges
  - No. 16 for best college dorms



# Request for Fiscal Year 2021



## **\$50M operating increase**

Education & General Operating Budgets <sup>[1]</sup>	\$2,543,462,629
Less Scholarships/Fellowships & “Other”	<u>-\$467,109,147</u>
Subtotal	\$2,076,353,482
<b>Higher Education Price Increase</b>	<b>2.6%</b>
Result	\$53,985,191

*Rounded to \$50.0 million*

<sup>[1]</sup> Operating Summaries of Legislative Budget submittals, as published in the State University Data Book, Table 1.12.