Senate Ways & Means Subcommittee on Higher Education

President Richard Myers
Kansas State University

February 20, 2020
Thank you to the 2019 Kansas Legislature for supporting higher education and Kansas State University.
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.
Update on Strategic Initiatives

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 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
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
$50M operating increase

Education & General Operating Budgets[^1] $2,543,462,629
Less Scholarships/Fellowships & “Other” -$467,109,147
Subtotal $2,076,353,482

Higher Education Price Increase 2.6%
Result $53,985,191

Rounded to $50.0 million

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