

Academic Staff Senate

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Reductions

- Close the University during the last week of December
 - This is an extremely busy time for the Distance Learning Center as we have a spring start that rivals our fall start in terms of number of new students
- Centralize marketing and identify savings
 - Not sure if this involves campus and the DLC joining forces in marketing, but if it does:
 - We market to a completely different audience
 - Age of students – ours = average age of 36.5
 - Locations of students – ours = across the country and around the world
 - Type of students – ours = not traditional; often well into their careers
 - Type of programs – ours = more heavily focused on graduate degrees
 - Reasons for going to college are not even similar
 - Campus students physically located here, so the amenities that interest them are completely different than those that attract our online students, who most often do not have reason to come to campus
- Review curriculum/offering: low count majors/enrollments
 - While this can be painful, we also have to work smarter. DLC is cost-recovery; we have to make the money before we spend it, so we have to be sure our programs are successful and profitable
- Review curriculum/offering: number of minors offered/emphases/certificates
 - These should be held to the same standards as programs as far as being profitable
 - They can carry a great deal of value for marketing purposes, which ultimately can convert to more registrations which convert to profit
- Eliminate sabbaticals
 - Rather than take off the table completely, perhaps consider a temporary moratorium
- Eliminate intramurals
 - I think the idea to have a palatable fee associated is a better suggestion
- Suspend MCIC
 - Unless it is a revenue-generator, I would support suspending it at this point
- Examine elimination of print-based program
 - Print-based program is cost recovery and returns dollars to the University each year
- Move graduate processes to DLC
 - Support as this makes sense – the majority of graduate programs are in the DLC
- Review backfill policy for DLC positions
 - Many of our positions are unique and don't necessarily have a campus counterpart, so as a 'blanket' policy this is potentially detrimental to our success
- There are some notations about different areas moving to cost-recovery
 - We should always be aware of our costs vs. our funding, regardless of cost-recovery or not
 - The nature of cost-recovery demands that decisions be made with that awareness
 - Any areas that could move to this model should

Revenue

- Intramural fee
 - Completely support
- Increase overhead charge to 20% from 10% for all cost-recovery programs
 - The only way a cost-recovery program can grow is to re-invest in itself
 - If we stop re-investing in our online degree programs, they will not survive
 - Competition is more fierce than ever; this is not the time to back off but rather a time to continue to be innovative and move forward with our offerings
 - The rebounding economy and evolution of careers in our country is creating a demand for programs that we in a great position to provide – unless we don't have our income to develop new majors and courses
 - The University has a good thing going right now with the DLC – jeopardizing it is not a good plan for either the short-term or the long-term
 - Implementing an increase in overhead for the DLC is the equivalent of not only draining the savings account during a tough time, it also equates to not putting anything away for the next crisis