



The University of Kansas

An engine of
economic growth for
Kansas

Presented by
Chancellor Douglas A. Girod

February 16, 2023



Today's presentation

- KU's mission and vision
- Enrollment trends
- How KU drives the Kansas economy and serves Kansas communities
- How Kansas Athletics benefits the state
- State funding and tuition
- KU as a responsible steward of state resources



Mission and vision

Mission

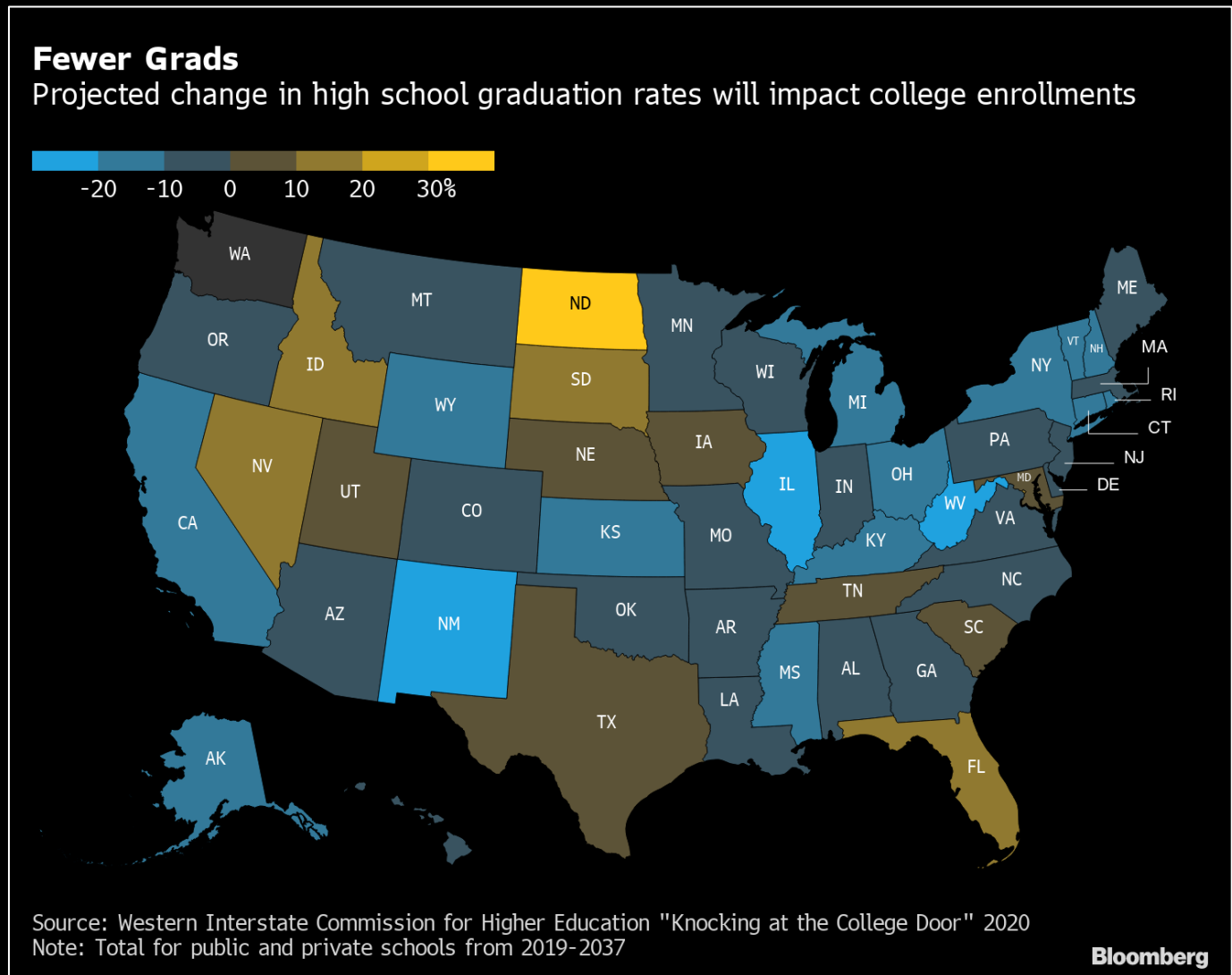
- To educate leaders
- To build healthy communities
- To make discoveries that change the world

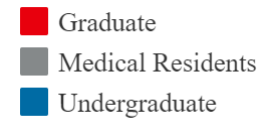
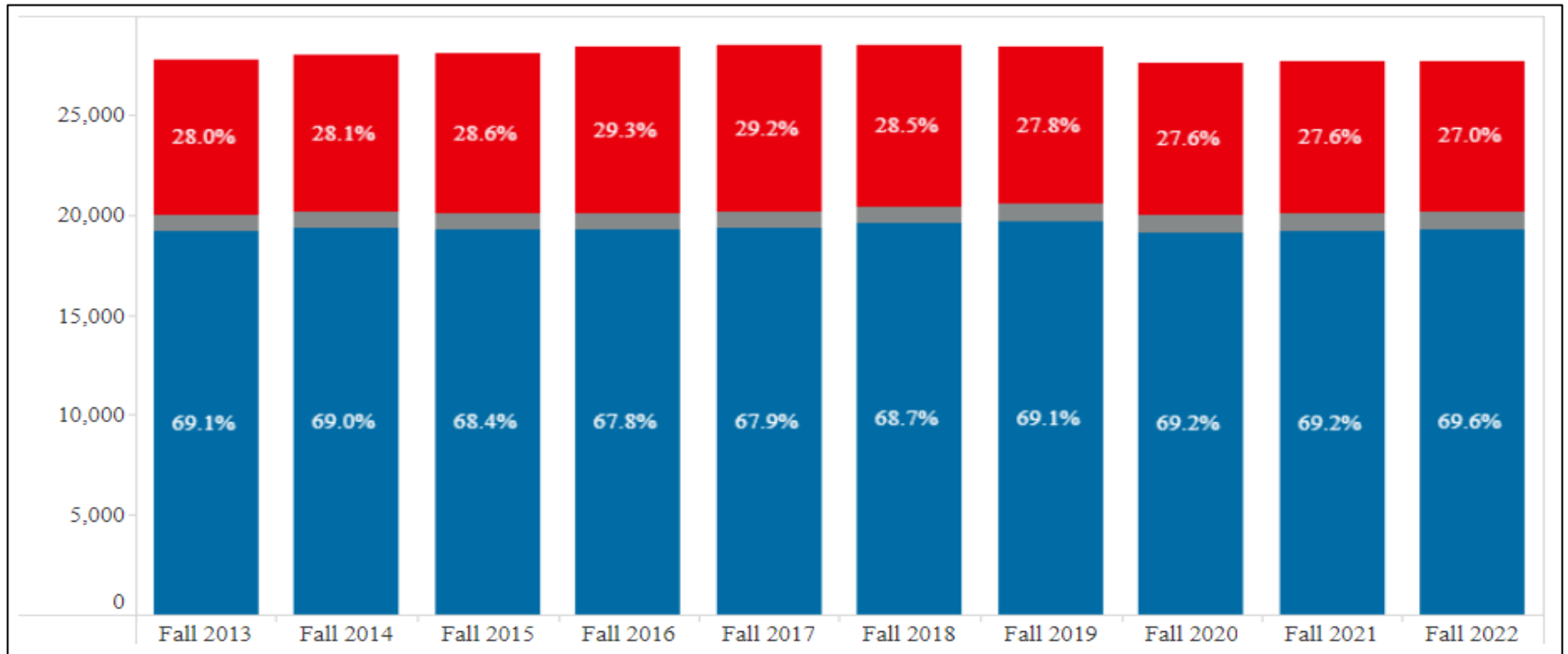
Vision

- To be a destination for talented scholars nationwide
- To be an engine of economic growth for Kansas
- To enhance our national stature and AAU status

National enrollment trends

- High school graduation rates continue to fall
- The situation is worse in the Midwest
- Higher education is already feeling the impact
- This trend will accelerate in the next 15 years





KU enrollment trends

- Enrollment has held steady since 2012.
- 2022 freshman class was the largest in 14 years.
- KU has more Kansas students than any other Kansas university.
- KU has more out-of-state students than any other Kansas university (41%).
- **TAKEAWAY:** KU is the state's premier talent magnet.



How KU drives the Kansas economy

KU addresses workforce needs

- 7,200 degrees/certificates annually
- 33% out-of-state students stay in the region after graduation
- Partnerships with industry for curriculum, research, internships

KU creates startup companies

- 44 active KU startup companies

How KU drives the Kansas economy

KU creates jobs

- New startups and relocations bring new jobs
- Partnerships with chambers
- KU Innovation Park (40+ companies, 400 jobs)

KU brings research dollars into Kansas

- \$400M in research expenditures annually
- 4,000 jobs funded
- \$50M spent with KS vendors in 65 counties

KU brings private dollars into Kansas

- 40% of donors and students from outside Kansas

KU creates tourism expenditures

- KU events drive hotel stays, dining, retail



Healthcare for Kansas communities

- Half of all KS doctors graduated from KU
- School of Medicine locations in Kansas City, Salina, Wichita
- School of Nursing partnerships with community colleges
- KU Health System locations in Kansas City Metro, Great Bend, Topeka
- Area Health Education Centers in Hays, Pittsburg and Kansas City
- Center for Telemedicine and Telehealth
- New Wichita healthcare campus in partnership with WSU





Infrastructure and services for Kansas communities

Kansas Law Enforcement Training Center

- 8,000 police officers trained annually

Kansas Fire & Rescue Training Institute

- 8,200 firefighters trained annually

Kansas Geological Survey

- 1,400 water wells monitored

School of Business RedTire program

- 76 businesses saved, 650 jobs retained

School of Pharmacy

- 400 preceptorships and clinical rotations annually

School of Public Affairs and Administration

- 1,600 Kansas public managers trained

Kansas Athletics Inc.

KAI is self-funded

- Receives no state dollars

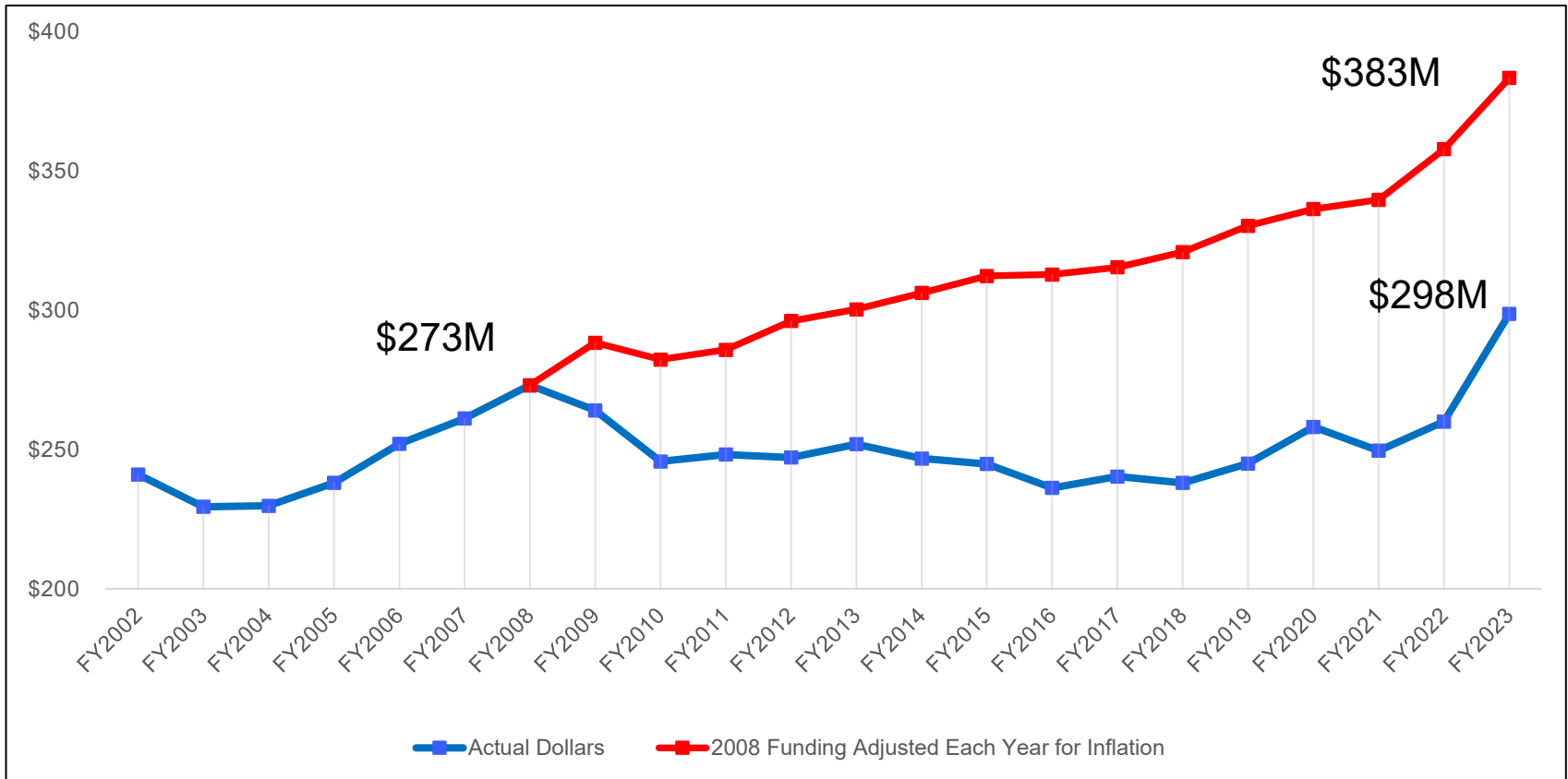
KAI benefits the university

- Drives recruitment, branding, donor relations
- Provides financial assistance to students

KAI benefits the state

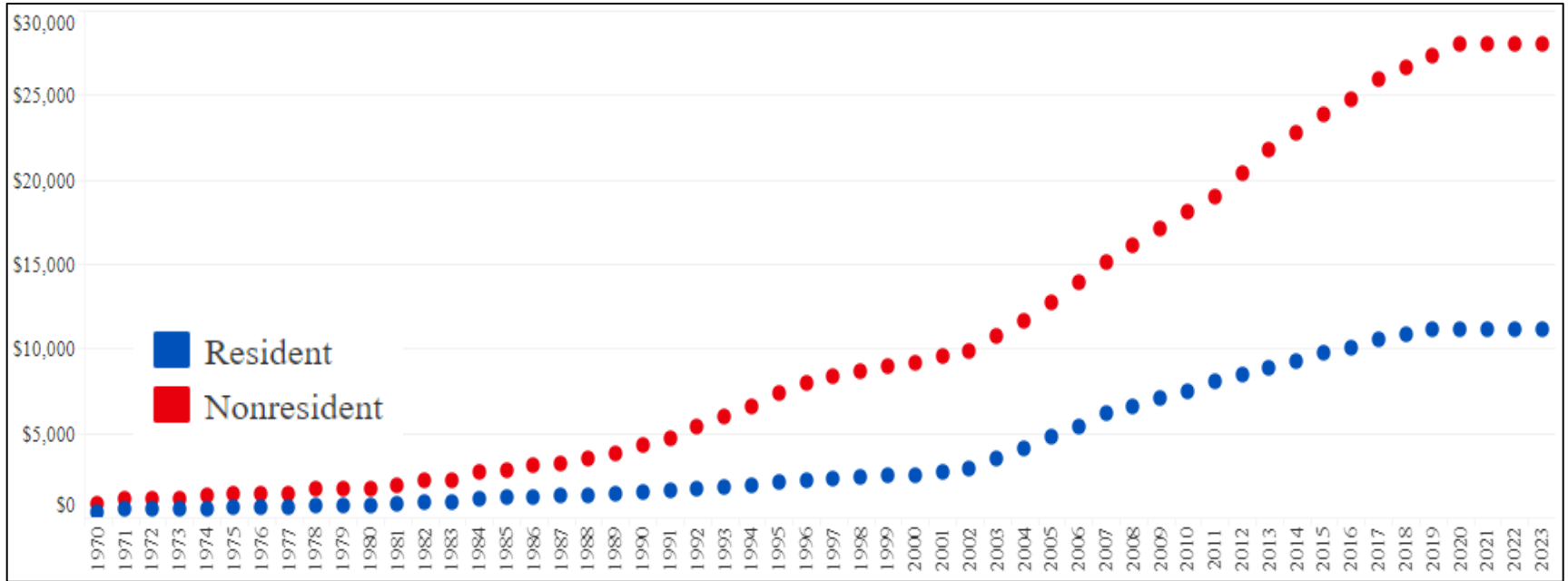
- Sustains jobs and drives hotel/restaurant/retail spending
- Brings Big 12 Conference revenue to Kansas





State funding for KU

- In 2008, funding was cut and remained below 2008 levels until 2023
- Adjusted for inflation, we are now **\$85 million below** 2008 levels

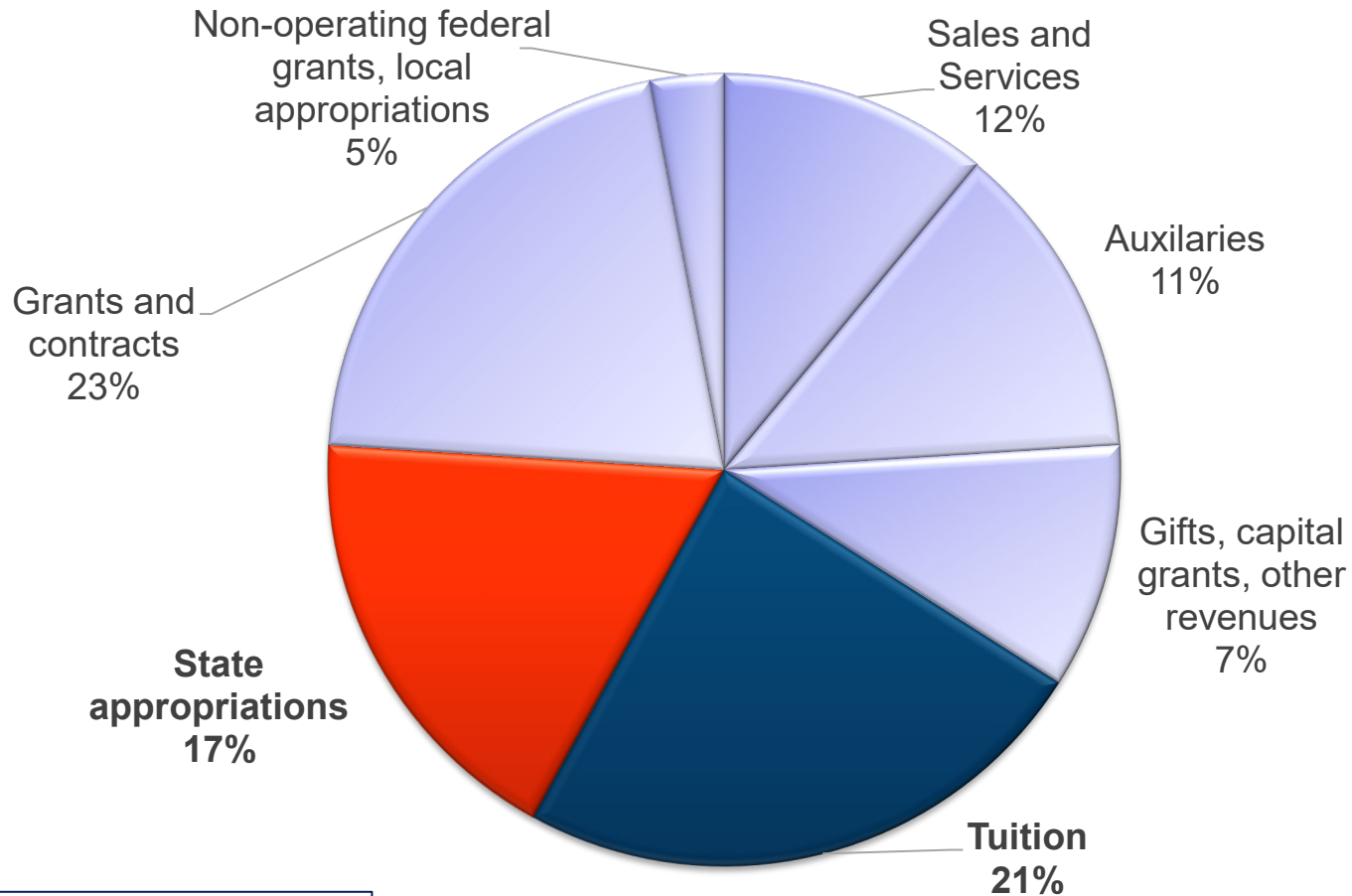


Tuition

- KU has held tuition flat for **four** straight years.
- State funding is directly tied to our ability hold steady on tuition.

State funding and tuition

State funding (17%) has fallen below tuition (21%) as a revenue source



Total Revenue: \$1.5B



Stewardship of state resources

Recent history

- KU self-imposed a \$25M cut in FY22.
- KU cut its budget 12 of past 16 years.
- KU has reduced total faculty by 11% in past decade.

Efforts to generate revenue

- Student recruitment
- Industry partnerships
- Donor relations
- Monetization of campus facilities through Jayhawk Community Partners program

Efforts to limit costs, increase efficiencies

- Focus on efficiency, ROI for taxpayers
- Lawrence Campus Master Planning process

Governor's budget proposal for FY 2024

\$107.9M in new funding for universities

- \$65.9M base funding increase:
 - \$20M to expand financial aid
 - \$21.8M to mitigate inflation
 - \$10.6M for specific programs
 - \$8.5M for National Institute for Student Success
- \$42M one-time expenses:
 - \$20M for deferred maintenance
 - \$12M for IT and cybersecurity upgrades
 - \$10M for demolition

5% pay increase for state employees

- This amounts to a lower percentage for universities

Proposal does not include funding for Wichita Healthcare Education Campus

- We continue to work with WSU and various partners to pursue this project



Thank you

KU