The University of Kansas

An engine of economic growth for Kansas

Presented by Chancellor Douglas A. Girod

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Today’s Presentation

• KU’s mission and vision

• National enrollment trends

• KU enrollment trends

• How KU drives the Kansas economy

• How KU provides healthcare for Kansas communities

• How KU provides infrastructure and services to 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

Source: Western Interstate Commission for Higher Education "Knocking at the College Door" 2020
Note: Total for public and private schools from 2019-2037
27,685 students across all campuses
41% non-resident
No. 1 choice among Kansas high school students
Freshmen class back to pre-pandemic levels
Freshmen class record highs for GPA, diversity
Enrollment is basically flat since 2012
KU enrollment trends

Students from 50 states
- 41% OOS
- 40% of OOS grads
- 1,147 took jobs in KS in 2020
- $71M in direct salaries

Students from more than 100 countries
- 1,700 international students
How KU drives Kansas’ economy

KU addresses workforce needs
• 7,200 degrees/certificates annually
• 40% of out-of-state students stay in region after graduation
• Partnerships with industry for curriculum, research, internships

KU creates startup companies
• 44 active KU startup companies

KU recruits companies to Kansas
• 30+ companies relocated to region to work w/ KU since ’10
How KU drives Kansas’ economy (continued)

KU creates jobs
- New startups and relocations bring new jobs
- Partnerships with chambers on corporate recruitment, relocation
- KU Innovation Park Success (30+ companies, 380 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 40% of students are from outside Kansas

KU creates travel and tourism expenditures
- University events drive hotel stays, dining, retail and tax revenue
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 eight community colleges
- KU Health System locations in Kansas City, Great Bend, Topeka
- Area Health Education Centers in Hays, Pittsburg and Kansas City
- Center for Telemedicine and Telehealth
- Kansas Recruitment & Retention Center
Infrastructure and services to 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**
- KAI receives no state dollars

**KAI benefits the university**
- Purchases goods and services from KU
- Provides financial assistance to students
- Drives recruitment, branding, donor relations

**KAI benefits the state**
- Sustains jobs and drives hotel/restaurant/retail spending
- Brings Big 12 Conference revenue to Kansas

**KAI has opportunities and challenges**
- NCAA model and conference realignment
- NIL
State funding for KU

Overview

• Current funding is $13 million less than it was in 2008
• Adjusted for inflation, we are $97.86 million short of 2008 levels

Looking ahead

• Inflationary costs continue to impact KU
• The Governor has proposed restoring us to FY21 levels in exchange for a tuition freeze.
Tuition

- KU has held tuition flat for three straight years.
- Gov. Kelly’s budget recommendation would enable us to freeze tuition again for a fourth straight year.
- KU tuition has essentially been flat for six years.
The result of state funding and tuition trends …

State funding (17%) is now below tuition (22%) as a revenue source.

Total Revenue: $1.4B
Stewardship of state resources

Recent history
- KU is implementing a self-imposed $25M cut for FY22.
- KU has cut its budget 12 of past 15 years.
- 11% reduction in faculty in recent years

Efforts to generate revenues, cut costs
- New budget model that prioritizes sustainability, predictability
- Student recruitment
- Industry partnerships
- Donor relations
- Monetization of campus facilities
- Focus on efficiency
- Evaluation of everything we do in terms of ROI for taxpayers.
Thank you