



The University of Kansas

**An engine of
economic growth for
Kansas**

**Presented by
Chancellor Douglas A. Girod**

February 14, 2022

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

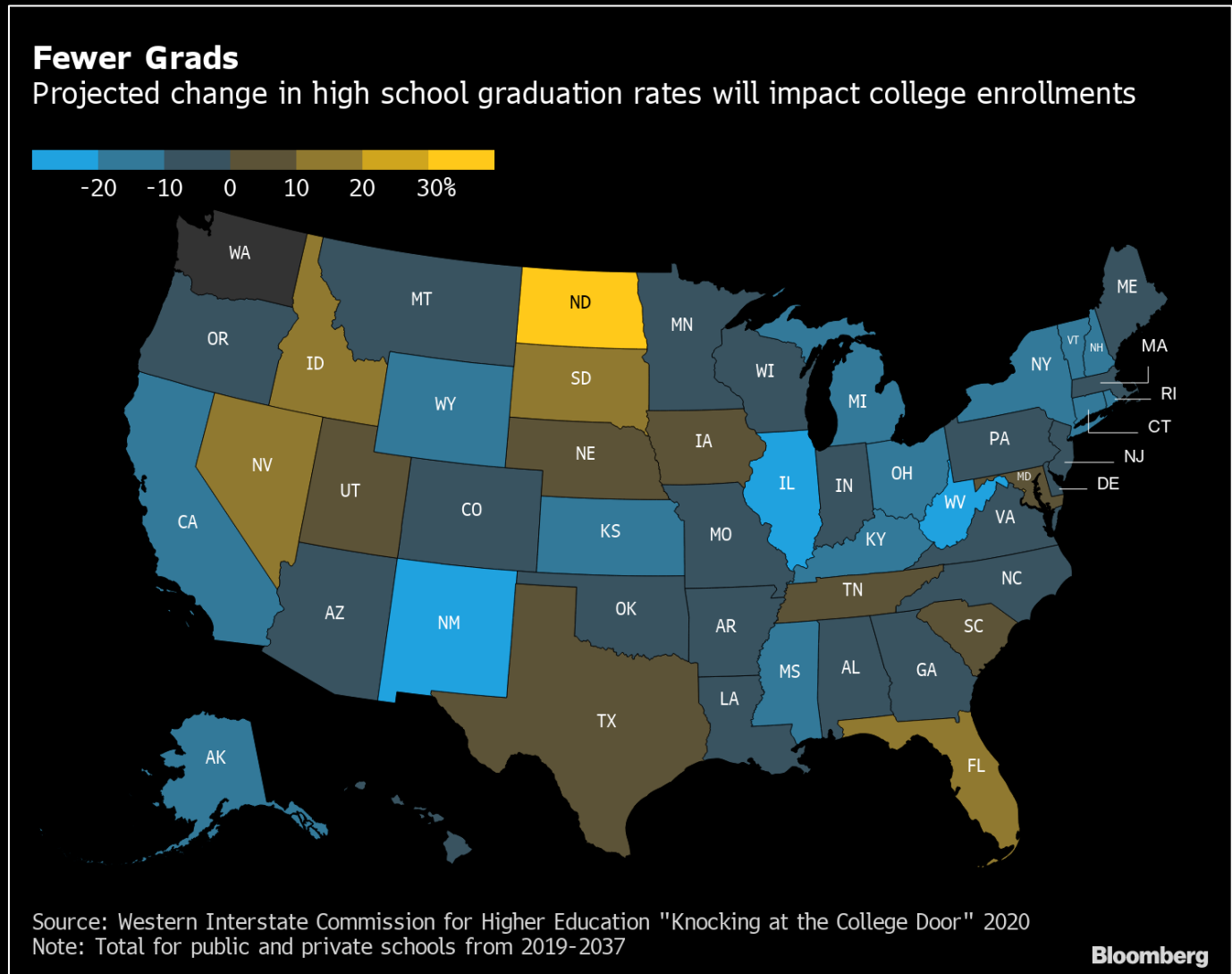
- To educate leaders
- To build healthy communities
- To make discoveries that change the world

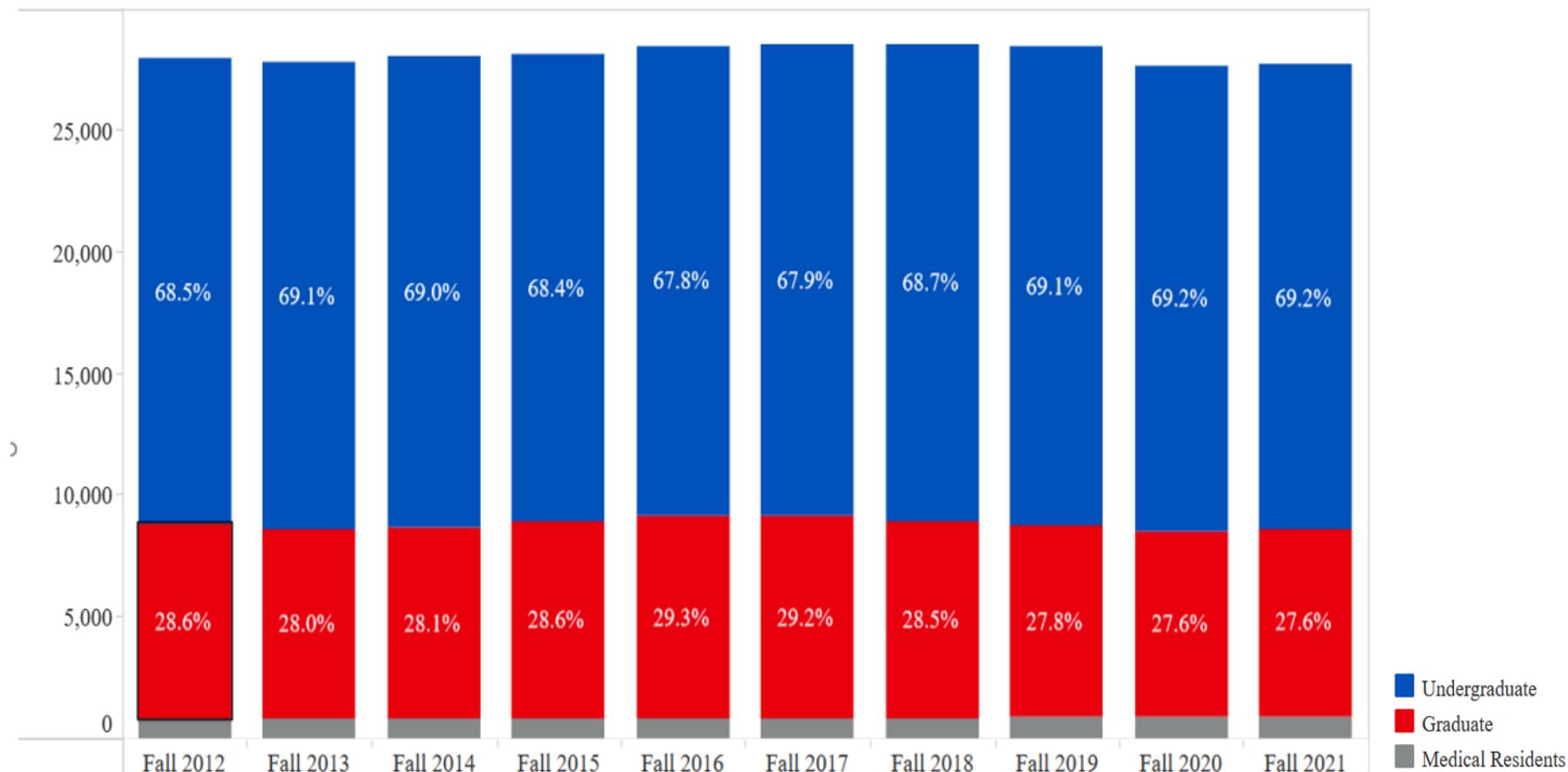
Vision

- 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

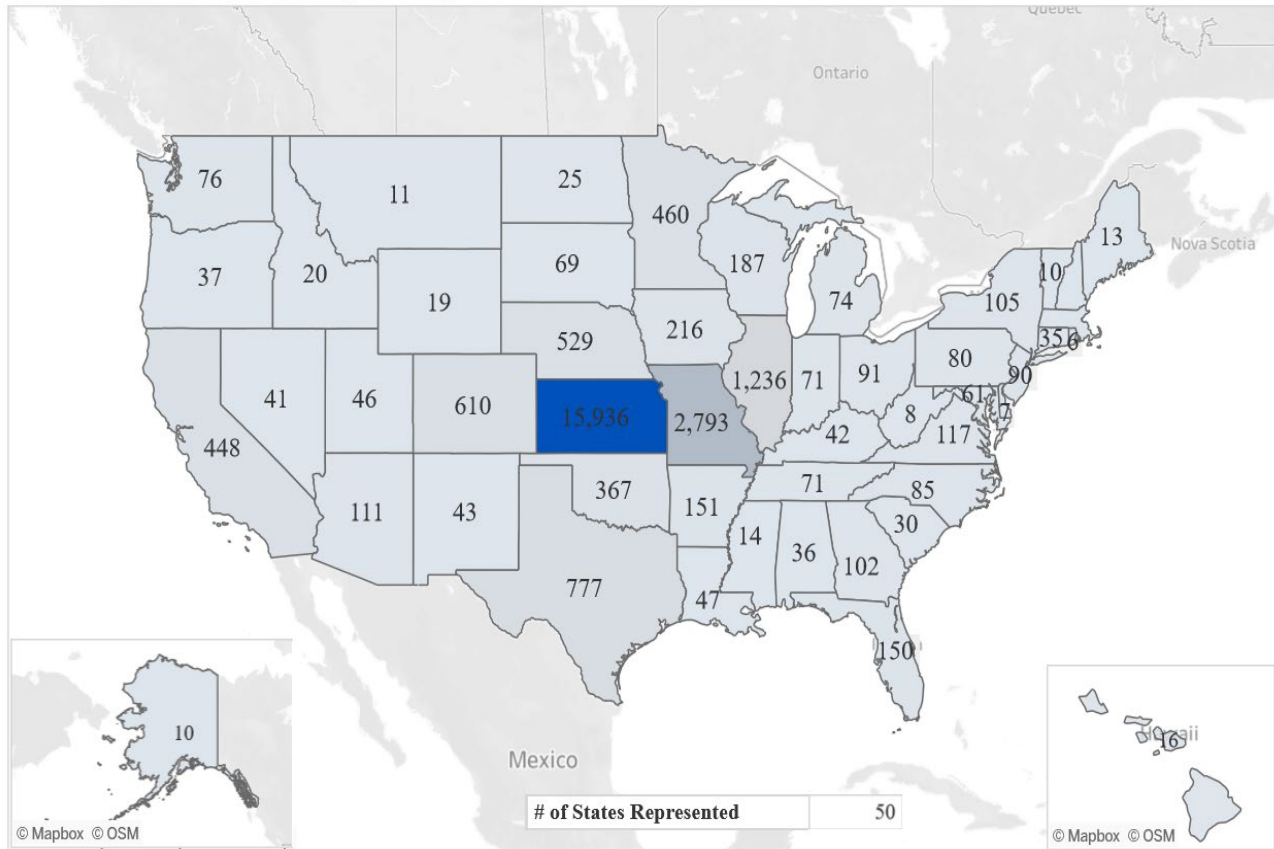




KU enrollment trends

- 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

Fall 2021 Student Head Count by U.S. State



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

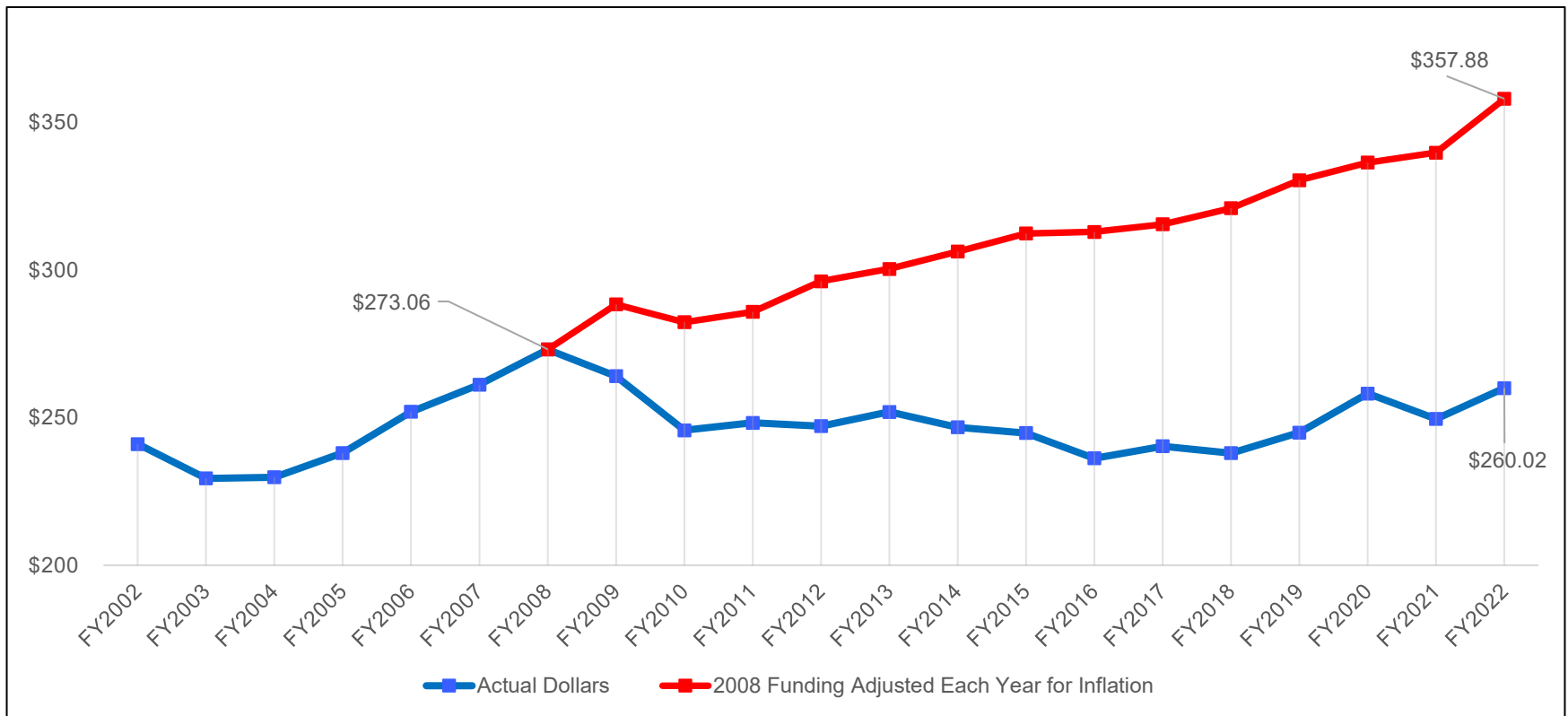
KAI benefits the state

- 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





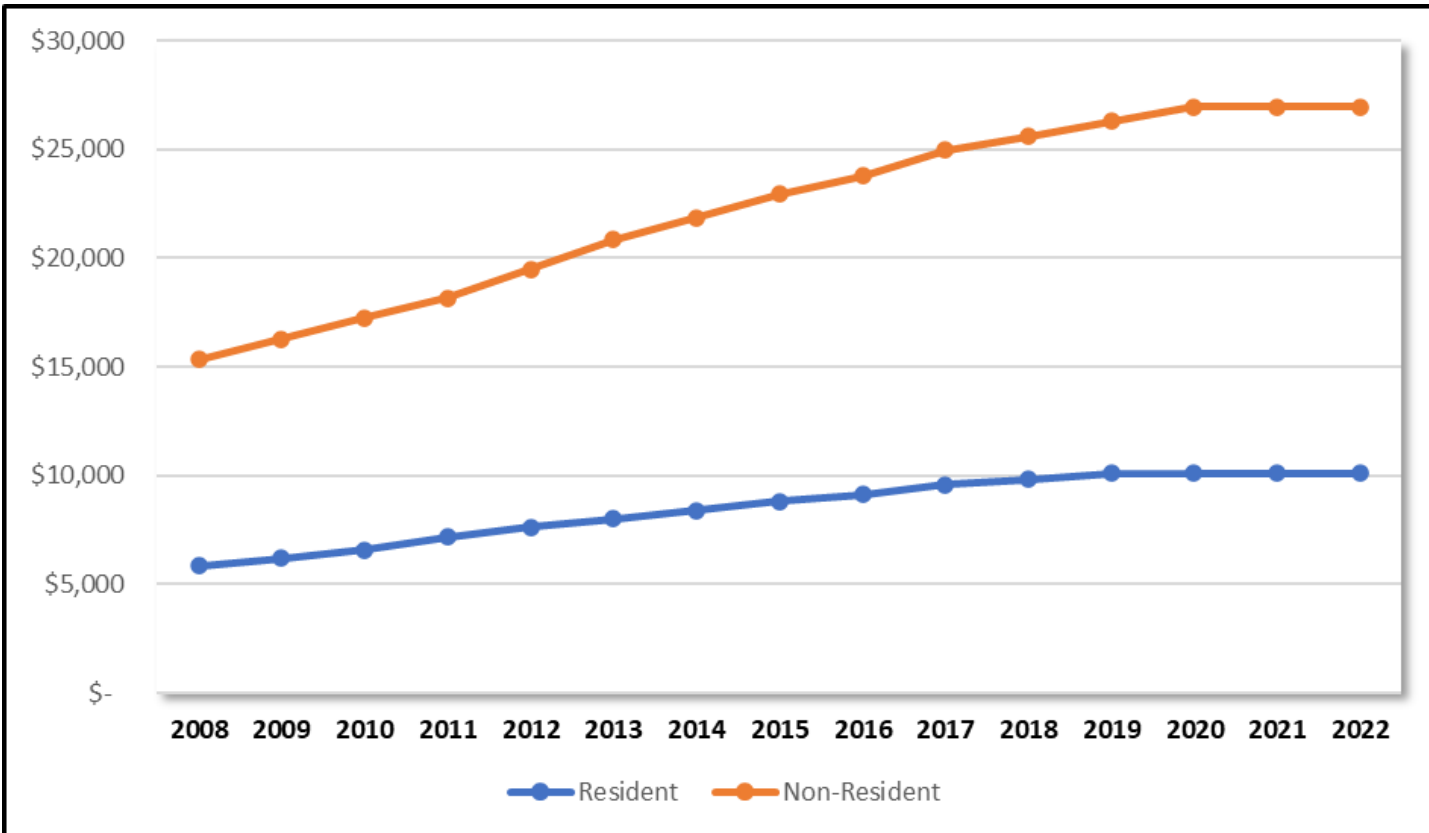
State funding for KU

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.

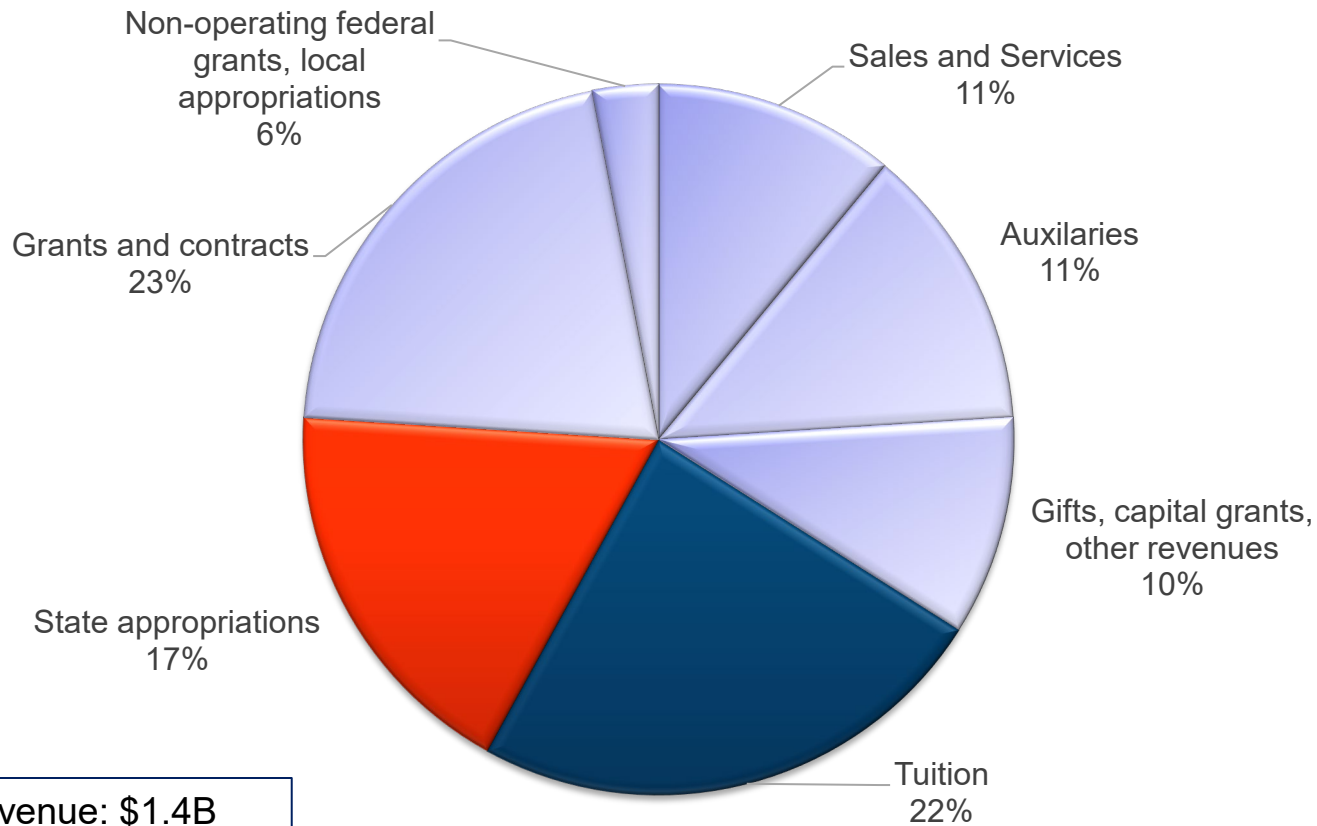


Tuition

- 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

KU