

AUSTIN PEAY STATE UNIVERSITY
2020-2021 Financial Planning Taskforce

May 21, 2020

Minutes

Committee Charge

Guiding Questions

- Added the question “How will students’ degree/certification completion be impacted?”

Planning Scenarios

- Reviewed planning scenarios for potential reductions in state appropriations and enrollment.
- There has been no decision made regarding state appropriations, but there is a rumor that the legislature is planning to cut another \$1 billion from the budget.

Tuition Increase

- Mitch shared information on the previous plans to request a 0% increase in tuition and a 2.027% increase in mandatory fees at the June Board of Trustees meeting, but these requests are no longer being made until the State finalizes the budget.
- An 18% increase in tuition would be required to cover a projected 7% reduction in enrollment and state appropriations.

Composite Financial Index (CFI)

- Benjie discussed the impact on the University’s CFI if all the reserves are used. Using reserves would negatively impact the financial health of the University as the CFI would drop well below the watch line from 1.34 to 0.06. Reserves in the past have been used to make investments in the University such as the A+D building and the Maynard Mathematics building. It would take increased revenue and decreased expenditures to build the reserves back up. Donna Price said that enrollment and retention needs to be considered.

Subgroup Assignments Final

- **Chairs and Co-Chairs**
- **Budget Percentages by Group**

- Resources can support any of the subgroups. There is no specific target amount. Subgroups need to look strategically at ways to improve the University. Be sure to use the resource people to get appropriate information.

Budget Enhancement Matrix Template

- The matrix can be found online at <https://www.apsu.edu/budget/2020-21-fpt-resources.php>.
- Sample tactics were discussed at the last meeting and include an early retirement incentive. Off-limit funds include grant money, chargebacks, and the Centers of Excellence funds.
- The EAB has an excellent guide to cost containment strategies at this [link](#).

Open Discussion

- Nancy KingSanders recommended looking at a tactics alignment with the University mission, and Mitch said to also look at the Strategic Plan.
- Rod Mills asked about increasing the program services fees above 10 credit hours. Mitch explained that this tactic would still be considered a fee increase and would not be in line with THEC's recommendations.
- Send ideas that may be relevant to another subgroup to the subgroup chairs.
- The big idea is to increase enrollment. Leong Lee said that social media marketing could play a huge roll in increasing enrollment. Chad Brooks said that student stories work best. Beatrix Brockman said that APSU needs to be the study abroad destination for international students. Lynne Crosby suggested growing the Continuing Education program. Laneeca Williams asked if continuing education opportunities are offered to senior alumni members.
- Kito suggested recruiting student groups to promote APSU on social media. Beth said this tactic is called a micro-influencer campaign.
- Mitch said that the State's budget may be announced in a couple of weeks.

Next Steps

- **Subgroups Develop and Discuss Budget Enhancement Ideas on May 26**
- **Subgroups Report on May 28**
 - This will not be a complete report.