

# KY COUNCIL ON POSTSECONDARY EDUCATION WORK SESSION & RECEPTION



April 14, 2022 – 2:00 p.m. ET  
Morehead State University, Adron Doran University Center

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**I. CPE Work Session (2:00-4:15 p.m.)**

- A. Welcome Remarks
- B. Strategic Discussion with Morehead State University
- C. Strategic Discussion – Focus on Affordability

**III. Break (4:15-4:30 p.m.)**

**IV. MoSU President’s Concert on the Lawn & Council Reception (4:30-6:00 p.m.)**

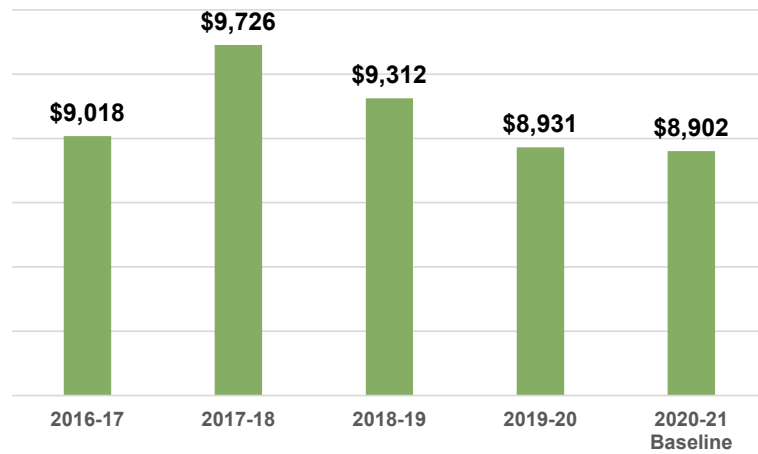
- A. Networking with Campus Faculty, Staff & Students on the Lawn
- B. Reception with Campus Leadership

**V. Adjournment/Depart**

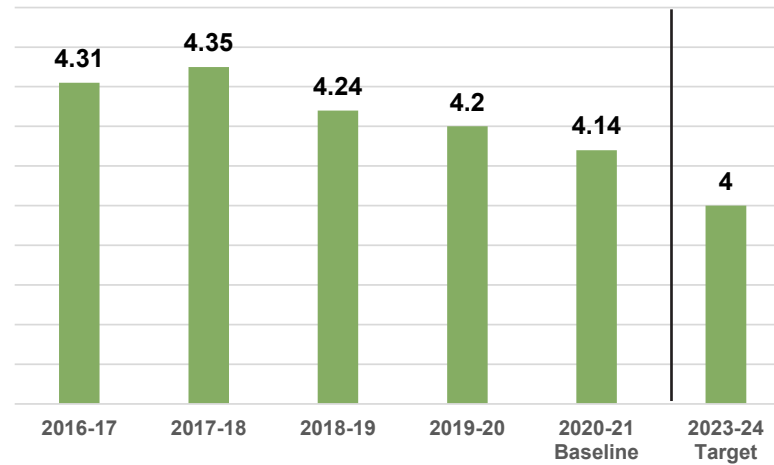
*The Council will reconvene at a business meeting on April 15, 2022, at 9:00 a.m. ET*

# MOREHEAD STATE UNIVERSITY HIGHLIGHTS

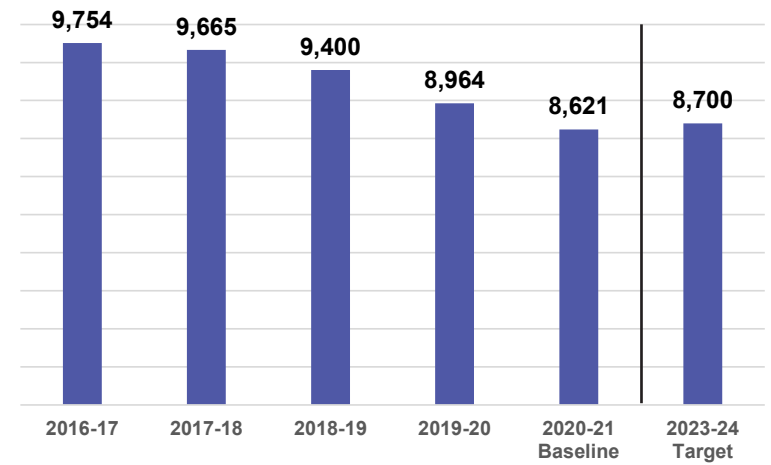
## Unmet Need



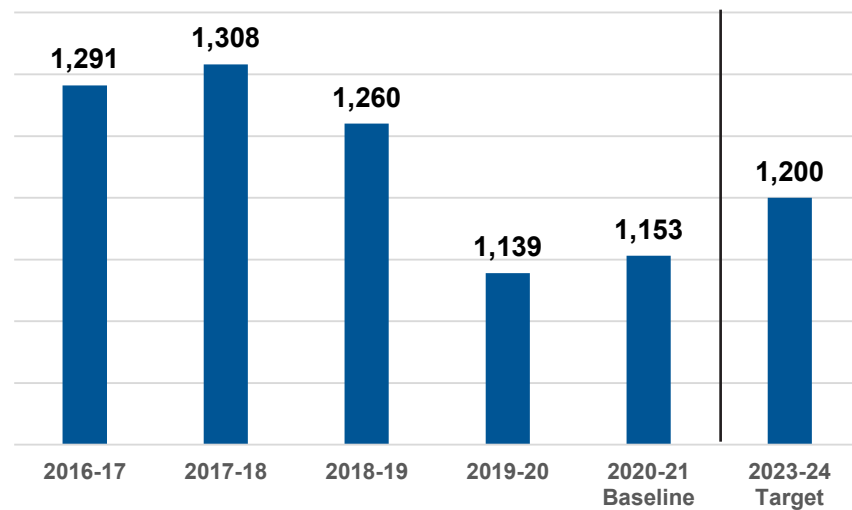
## Time to Degree



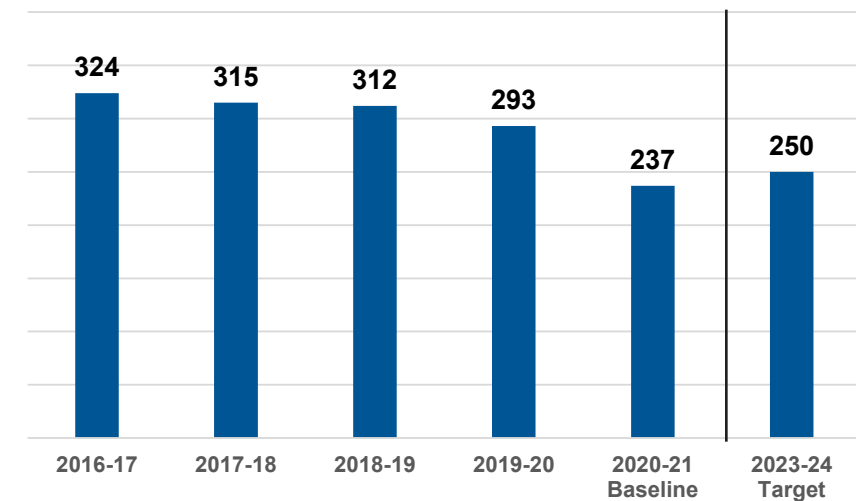
## Undergraduate Enrollment



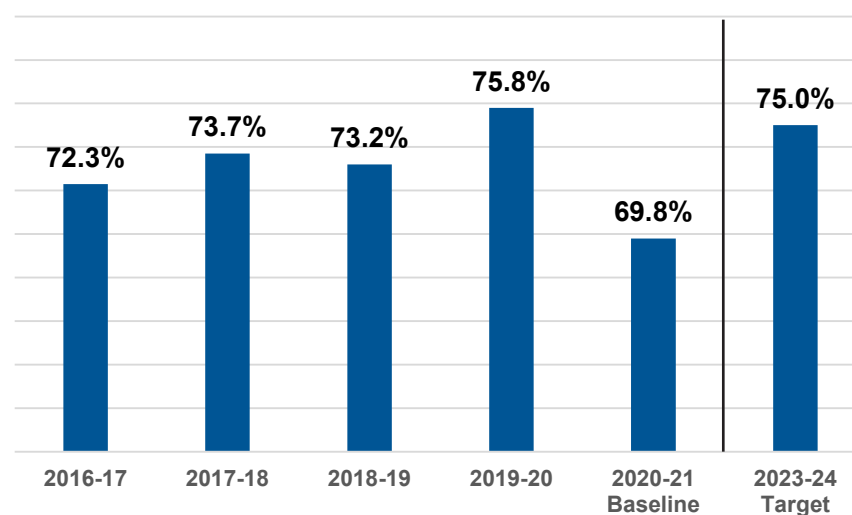
## Undergraduate Degrees/Credentials



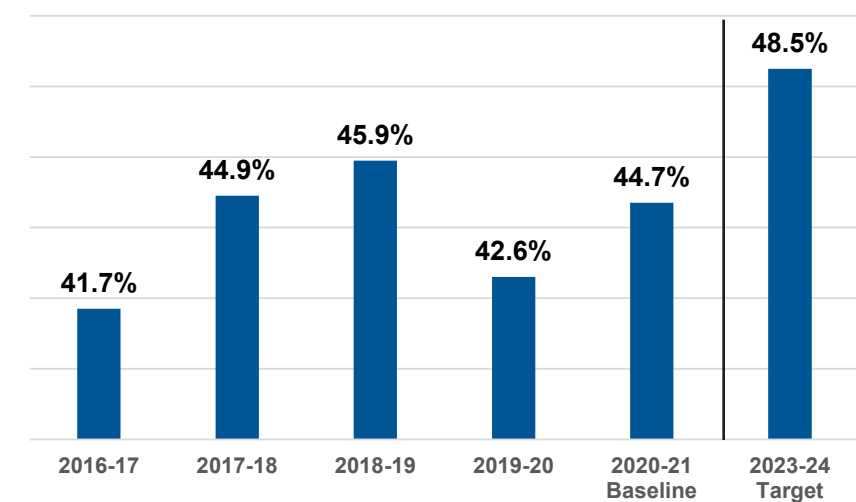
## Graduate/Professional Degrees



## Retention Rate



## 6-Year Graduation Rate





# 2022-30 STATEWIDE STRATEGIC AGENDA

## INSTITUTIONAL UPDATE

Morehead State University

April 14, 2022



Affordability



Transitions



Success



Equity



Talent



Value



## KEY FACTS ABOUT MOREHEAD STATE UNIVERSITY

- Fall 2021 Total Enrollment: 8,984
- Housing: 79% of First Time Students live in Campus Housing
- Student to Faculty Ratio: 15:1
- Pell and 1<sup>st</sup> Generation Students
- \$67-68,000 +/- - Average Faculty Salary
- 1887 – 2022 - 135 Years of Educating Students in the Region and in KY
- 1992 – 2022 - 100 Years of State Support / Public Institution



## **IMPACT OF COVID-19**

- Fall 2020 and Fall 2021 – Decreased Incoming Freshman / 1<sup>st</sup> Year Students
- MSU was down 3.3% for Fall 2021 (National Average was 6% +/-)
- Retention slid 5.5-6% due to Covid
- Emergence of more, and likely to continue, hybrid courses
- Technology changes
- Need for less space in some areas
- It will take another 1-2 years to catch up on backlogged campus projects/initiatives

## LOOKING FORWARD: CAMPUS VISION FOR 2030

- Top 15 Public in USNWR
- Renovate, Raze, or Replace Facilities
- Increase our Space Science Contracts
- Segmentation
  - Small/Medium
  - High Quality / High Rank
  - Small Class Sizes
- Affordable Tuition and Housing
- Future Housing Add-Ons
  
- Performance Funding is a Problem.....



## MSU'S KEY STRATEGIES ON AFFORDABILITY



### AFFORDABILITY

- Competitively position the University among regional comprehensive universities with respect to cost of attendance. – **Our goal is to keep our tuition one of the lowest in the state.**
- Increase the MSU **matriculation of students** participating in the Eagle Scholars (dual credit/high school) Program through more frequent and planned contact with the university faculty/staff. – Faculty/Staff Visits to each program school and the high school students visit the MSU campus for a tour each year.

## MSU'S KEY STRATEGIES ON TRANSITIONS



### TRANSITIONS

- Provide opportunities for career exploration and planning with a means for students to illustrate academic, engagement, and leadership experiences throughout their educational career. **QEP**
- **Expand recruitment pipelines** and strengthen connections for under-represented minority populations: Eagle Outreach teams visited high schools with higher URM populations, increased minority scholarship funding, developing stronger relationship with the Black Achievers programs in larger cities and developing a new multi-cultural showcase on campus.



## MSU'S KEY STRATEGIES ON SUCCESS



**SUCCESS**

- Create and implement a **Sophomore Experience**.
- Increase the number of **transfer students** from KCTCS through an expansion of articulation/transfer agreements.
- Recruit, retain, and reward **well-qualified faculty and staff** with inclusive mindsets in thought and practice with a strong affinity for interacting with students.

## MSU'S KEY STRATEGIES ON TALENT



### TALENT

- Implement **High Impact Learning Practices** (internships/practicums, clinical experiences, student research projects, study abroad, service learning, mentorships), with a goal of all undergraduate students participating in at least one High Impact activity.
- Identify and address the educational needs of **our service region**. Via Regional Education and Outreach program Small Business Development which helps small businesses learn the basics of ownership.

## MSU'S KEY STRATEGIES ON VALUE



### VALUE

- Allocate support and resources to promote MSU's reputation (internally and among peer institutions) in academic excellence and **student success**.
- Clearly identify and communicate MSU's distinctive attributes to attract students, donors, faculty, staff, education partners and industry partners. (**Scholarships**)
- Help promote CPE's **Higher Education Matters** statewide campaign.

# Points of Pride





# Points of Pride

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- Addiction Management Curriculum – Partnership with Profession
- Center for STEM+eXcellence
- Biology Faculty Awarded Two NIH grants, Dr. Mefford & Dr. Hare
- Raised \$26 million + for Student Scholarships
- Craft Academy Expansion (45-50 Additional)







# 2022-30 STATEWIDE STRATEGIC AGENDA

## Strategic Priority Affordability

April 14, 2022



Affordability



Transitions



Success



Equity



Talent



Value





## **IMPLEMENTATION TIMELINE**

**Nov 2021** - Council approved 2022-30 Statewide Strategic Agenda

**Jan-Mar 2022** - Development of 2022-24 campus strategies & targets, statewide action plans & targets

**Apr 2022 & beyond** - Regular updates to ASI Committee; Annual campus presentations begin; and focused discussions on each priority



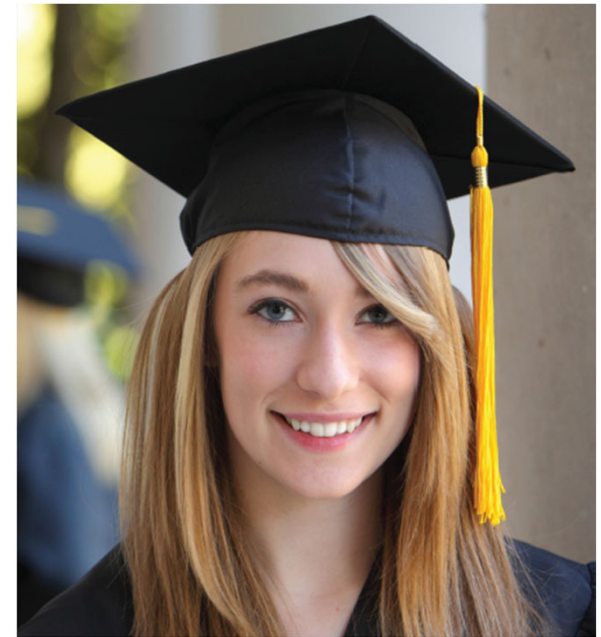
## AFFORDABILITY

A Strategic Priority



### KEY OBJECTIVES

1. Reduce financial barriers to college enrollment and completion.
2. Improve the public's understanding of how to pay for college.



Kentucky will ensure postsecondary education is affordable for all Kentuckians.

# MEASURING OUR PROGRESS

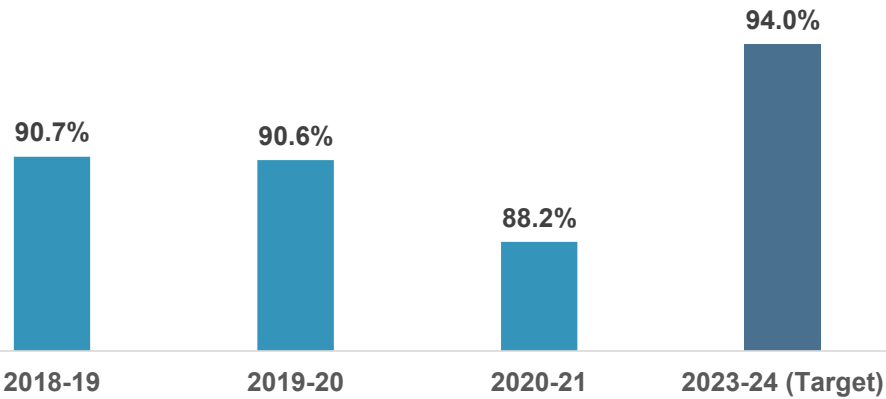
Key Performance  
Indicators and  
Context Metrics





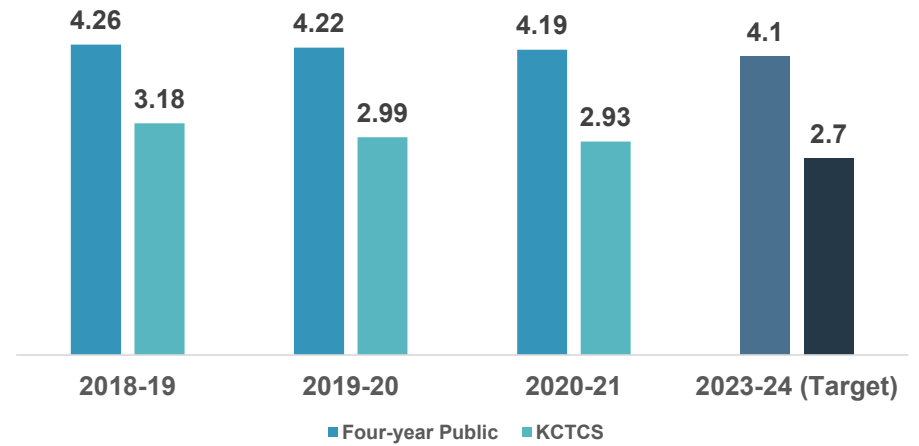
# AFFORDABILITY KPIs

## FASFA Completion



Statewide Target = 94%

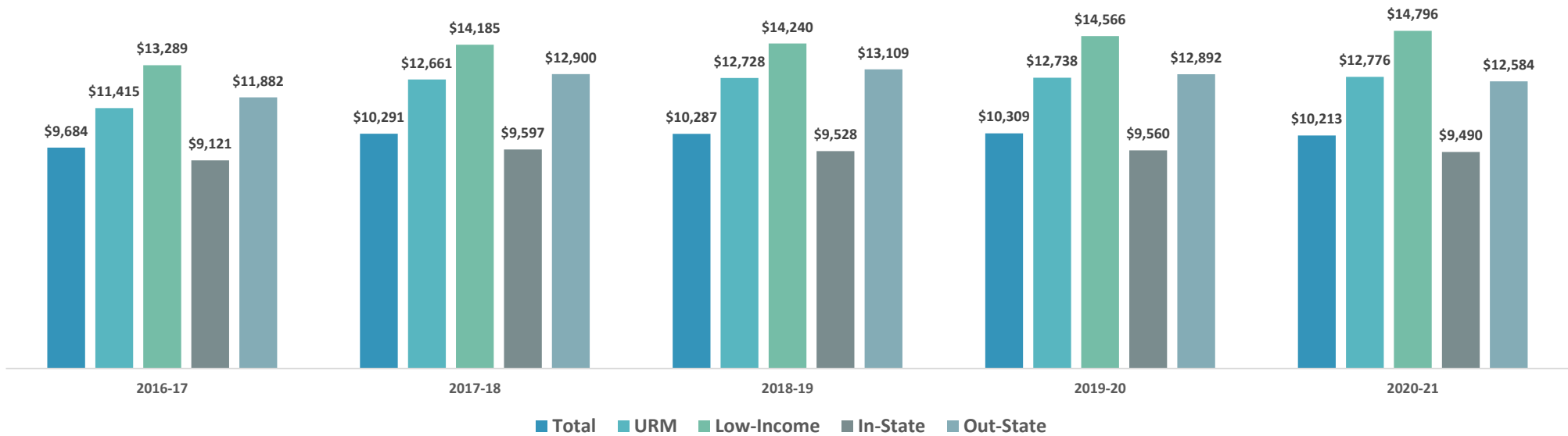
## Time-to-Degree



Statewide Target = 4.1 Years (universities), 2.7 Years (KCTCS)



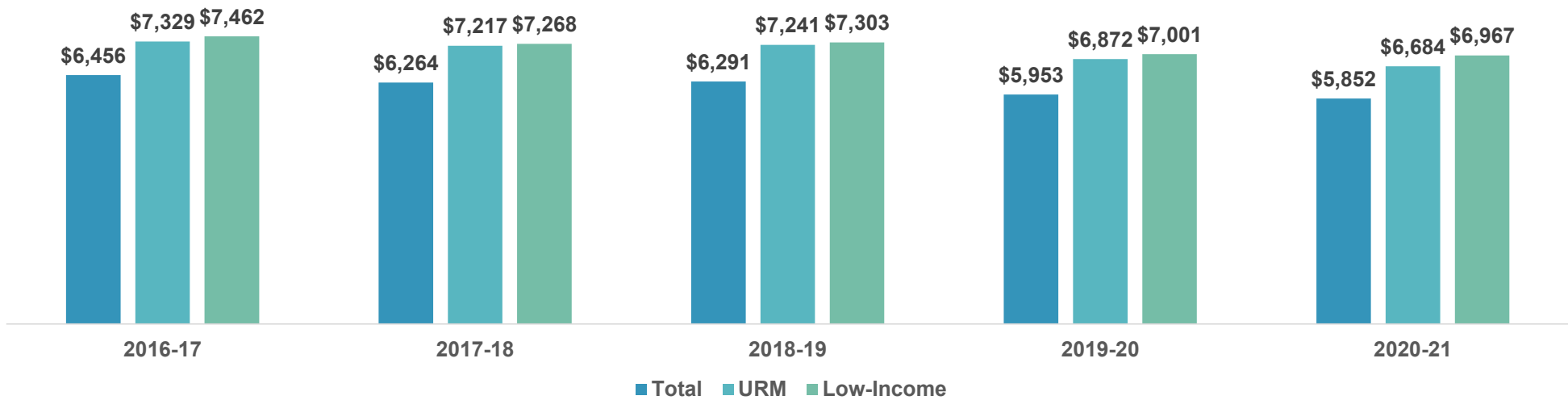
## UNMET FINANCIAL NEED BY SUB-GROUPS



- Increased 5.5% over last 5 years for total population.
- Increased by 11.9% for URM students.
- Increased by 11.3% for low-income students.
- Increased 4% over last 5 years for in-state students.
- Increased 5.9% for out-of-state students.
- Out-of-state 32.6% higher than in-state 2020-21.



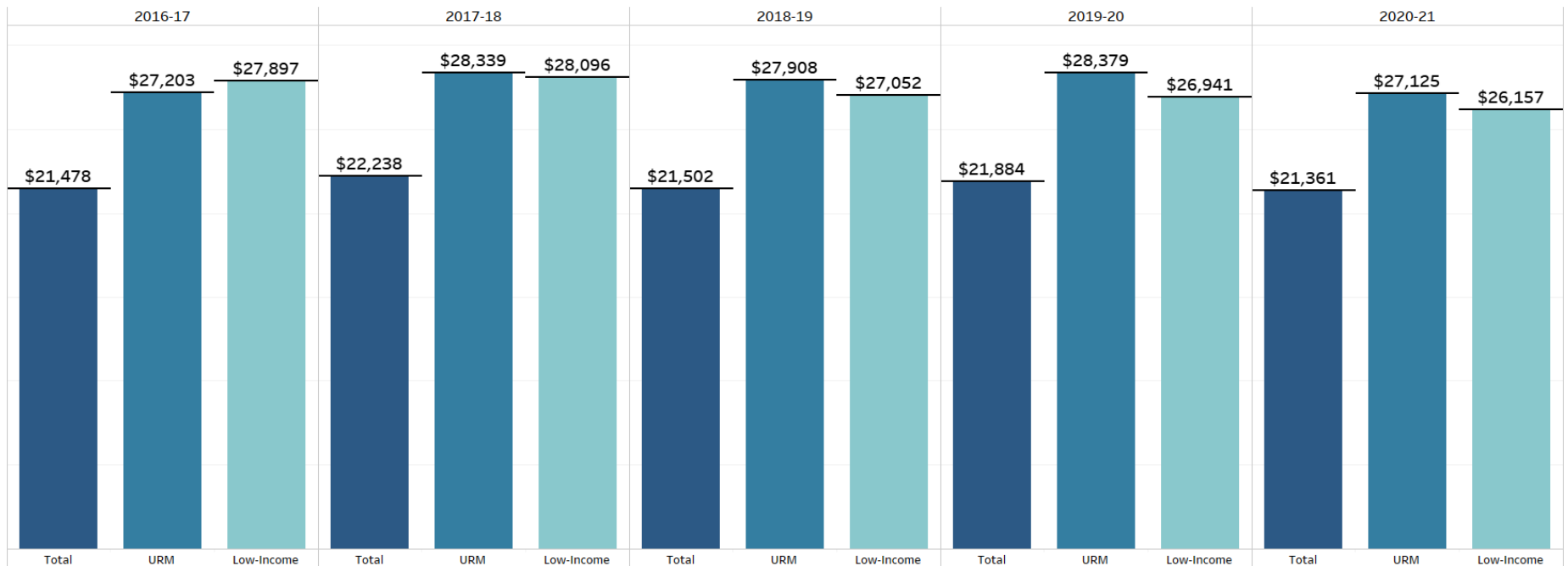
## UNMET FINANCIAL NEED KCTCS



- Decreased 9.3% over last 5 years for total population.
- Decreased 8.8% for URM students.
- Decreased 6.6% for low-income students.



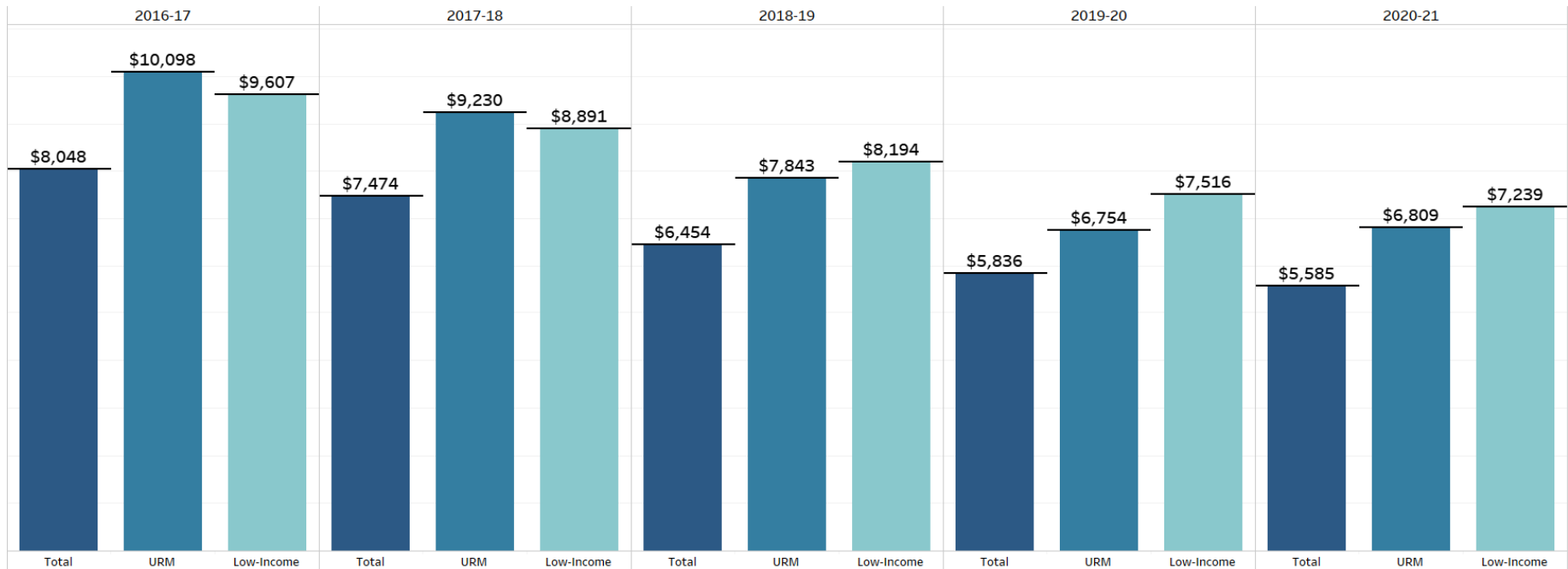
# UNDERGRADUATE DEBT AT COMPLETION FOUR-YEAR PUBLIC



- Total decreased 0.5% over the last 5 years.
- Low-income decreased 6.2%.
- URM decreased 0.3% (4.4% from 2019-20).
- 2020-21 Gaps: URM 23.8% Low-income 20.2%



## UNDERGRADUATE DEBT AT COMPLETION KCTCS



- Total decreased 27.2% over the last 5 years.
- Low-income decreased 24.6%.

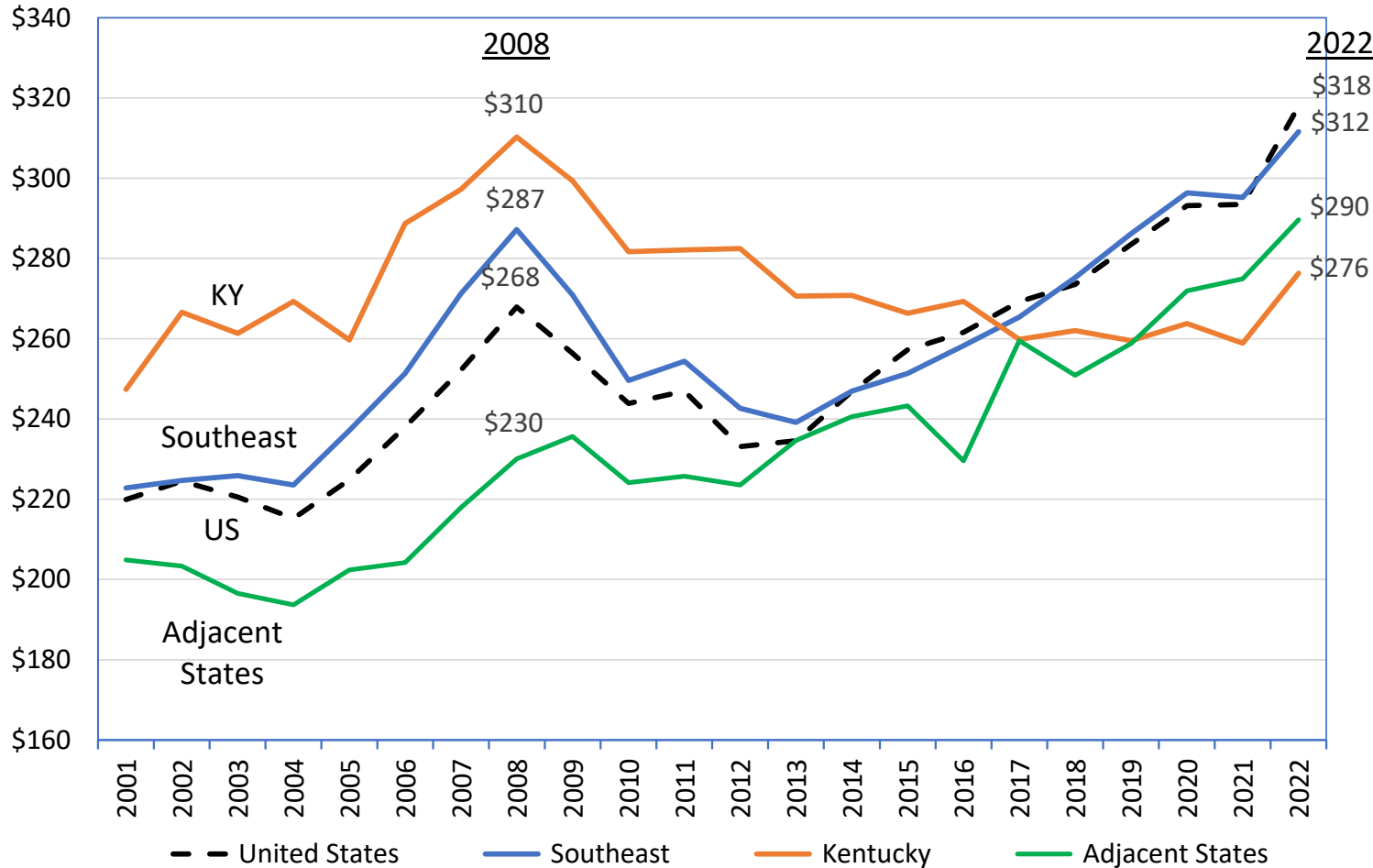
- URM decreased 32.6%.
- 2020-21 Gaps: URM 19.8% Low-income 25.8%



# STATE SUPPORT FOR HIGHER EDUCATION - PER CAPITA BY REGION & KENTUCKY

Fiscal Years 2001 Through 2022

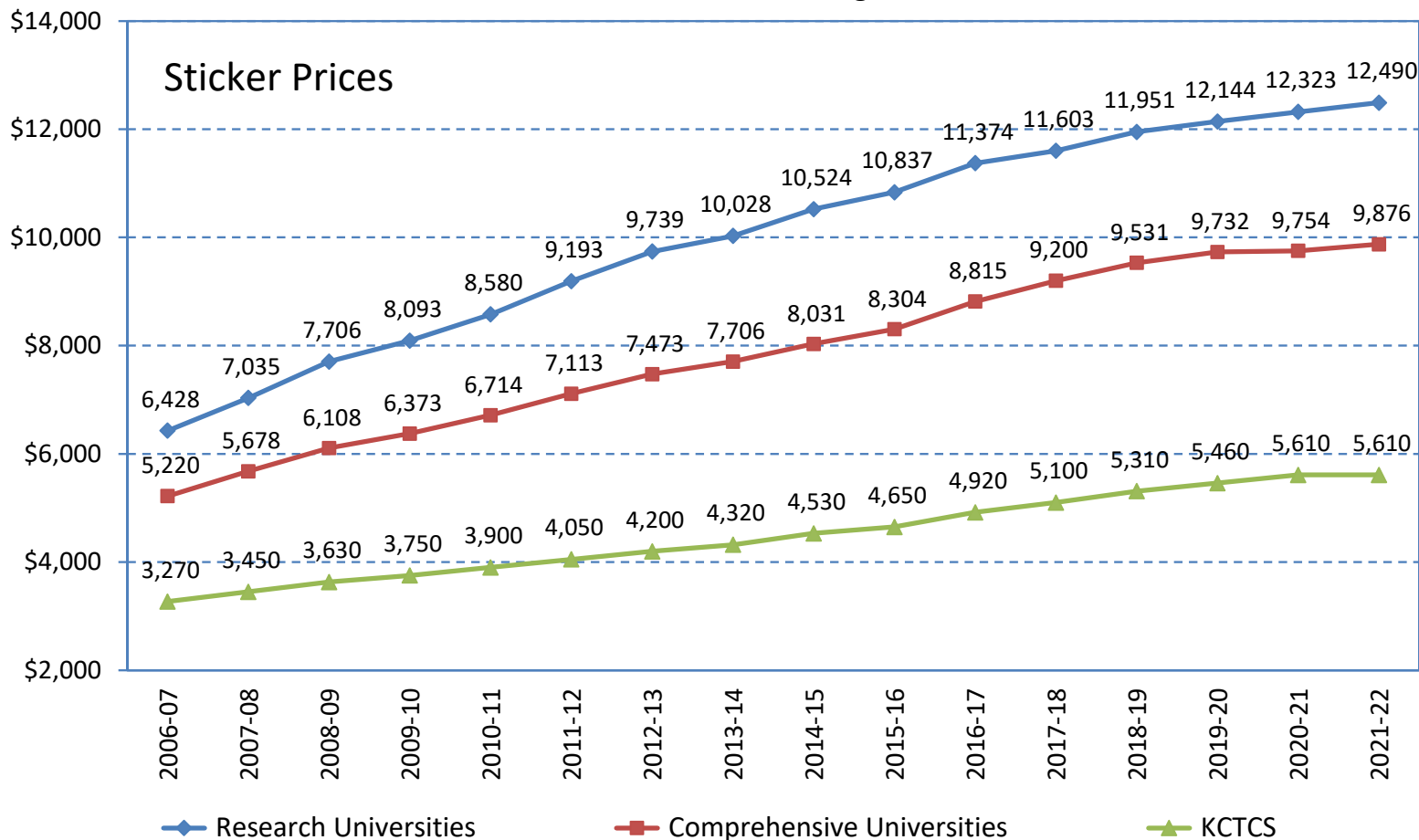
Dollars  
Per Person



- In 2008, higher education funding per capita in Kentucky was higher than in adjacent states, the southeast, and US
- While most states began reinvesting within three years following the Great Recession, Kentucky continued to cut

# RESIDENT UNDERGRADUATE TUITION & MANDATORY FEES BY SECTOR

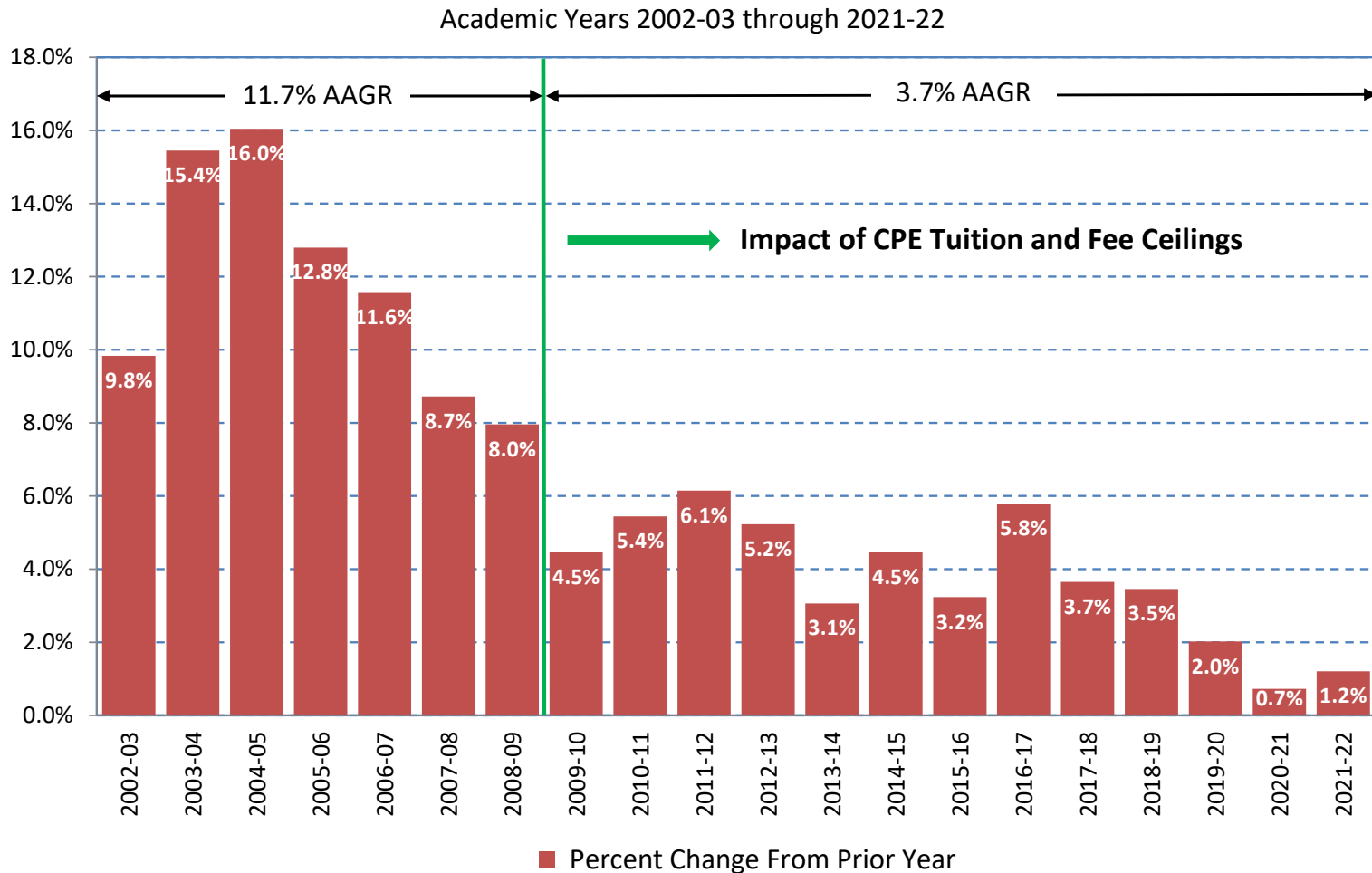
Academic Years 2006-07 through 2021-22



- Between 2007 and 2022, resident undergraduate sticker prices increased at every institution and across all sectors
- As a result of Council tuition ceilings, increases over the past three years represent historic lows

Source: Council on Postsecondary Education, Finance and Budget Unit.

# ANNUAL CHANGE IN RESIDENT UNDERGRADUATE TUITION AND FEES



- In 2020-21, five universities did not increase tuition and fees and three others had increases between 1.0% and 2.0%
- As a result, the system average increase was 0.7%, which represents the lowest increase in more than two decades

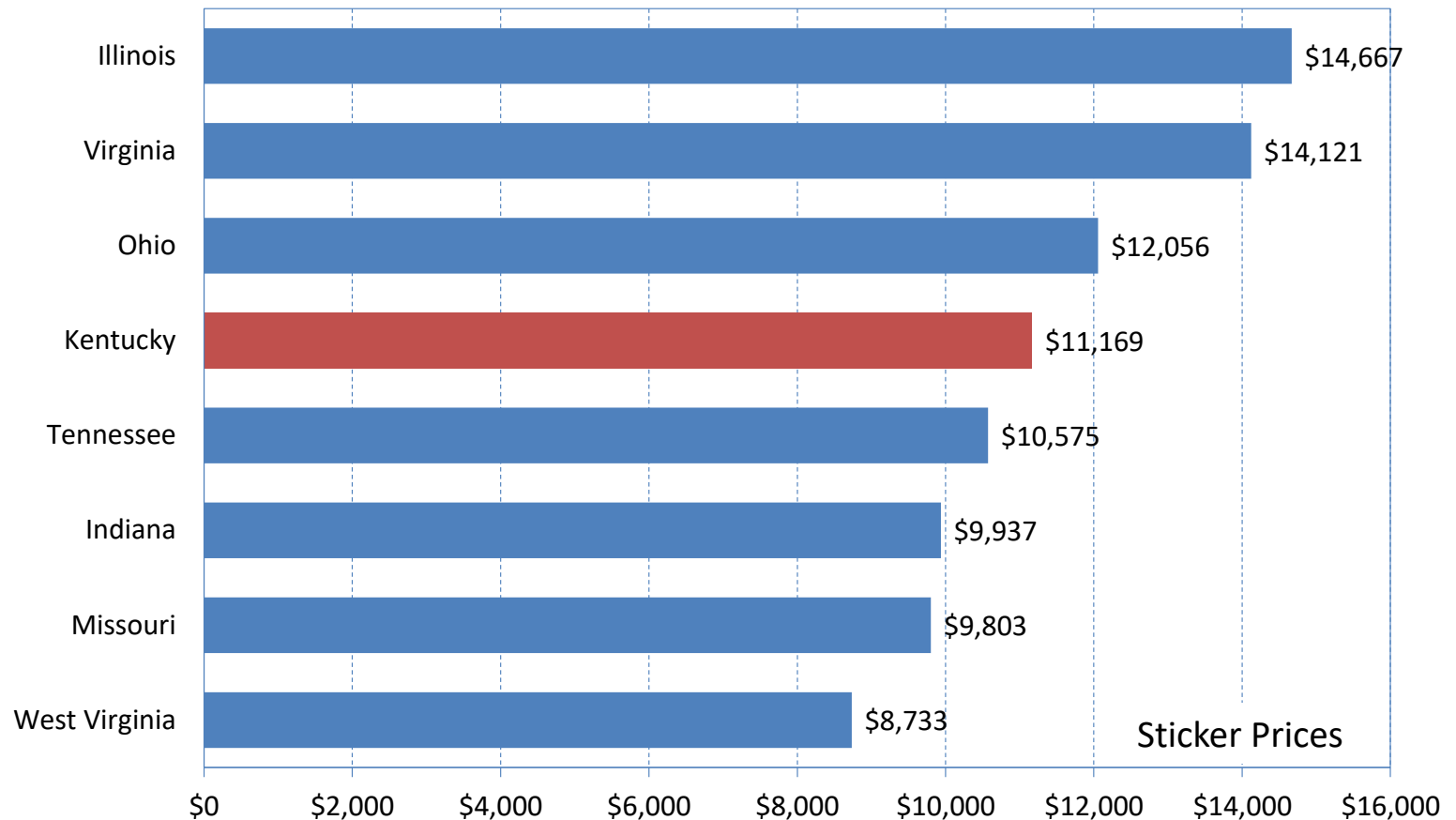
Source: Council on Postsecondary Education, Comprehensive Database.

AAGR = Average Annual Growth Rate

# PUBLIC FOUR-YEAR UNIVERSITIES IN KY AND SURROUNDING STATES

## RESIDENT UNDERGRADUATE TUITION AND FEES

Academic Year 2021-22



- Compared to surrounding states, resident undergraduate tuition and fees in Kentucky are just above the median
- Average published price at Kentucky's public universities has ranked near the median for the past six years

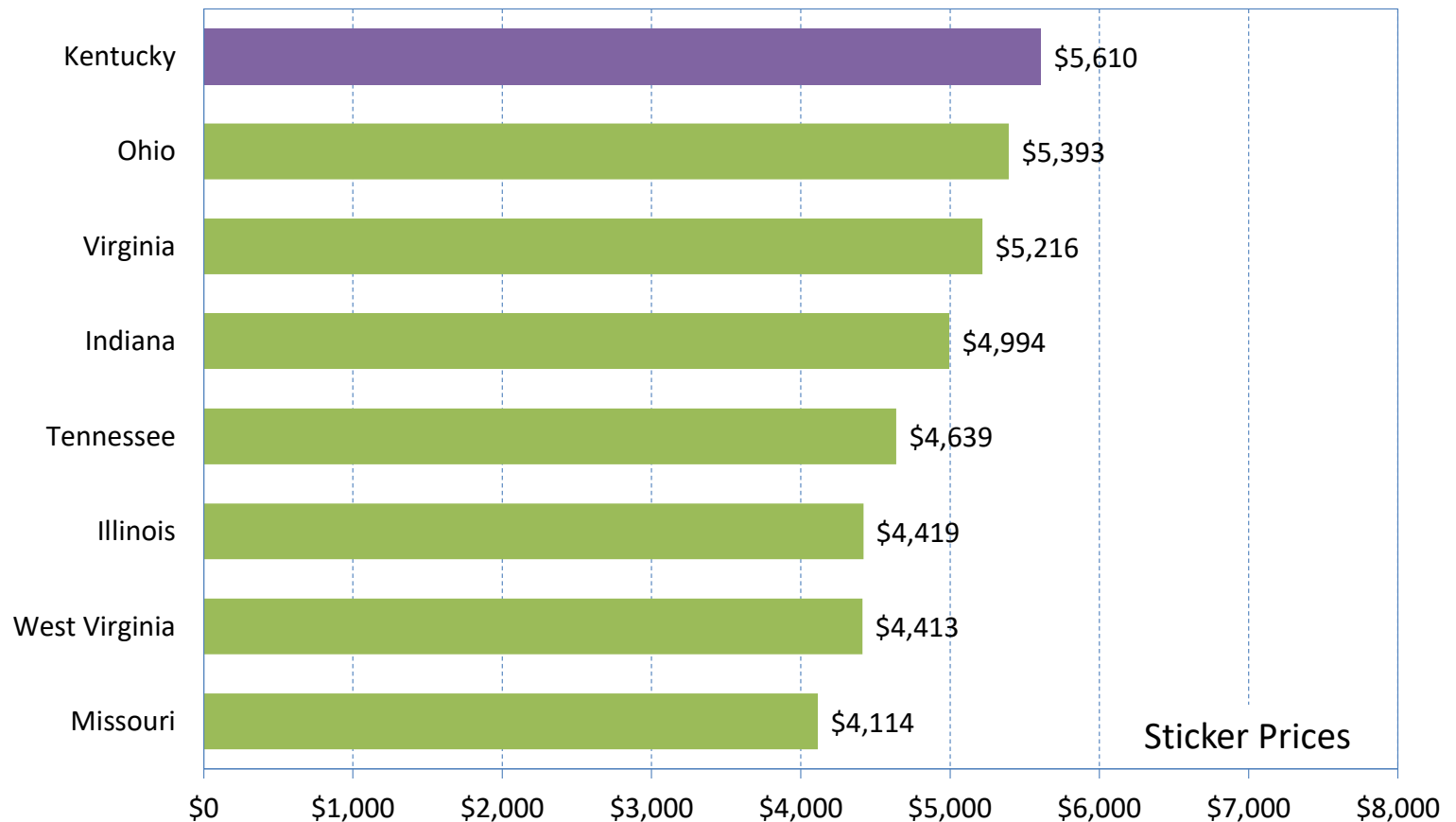
Source: College Board, Trends in College Pricing 2021.

# PUBLIC TWO-YEAR UNIVERSITIES IN KY AND SURROUNDING STATES

## RESIDENT IN-DISTRICT TUITION AND FEES

Academic Year 2021-22

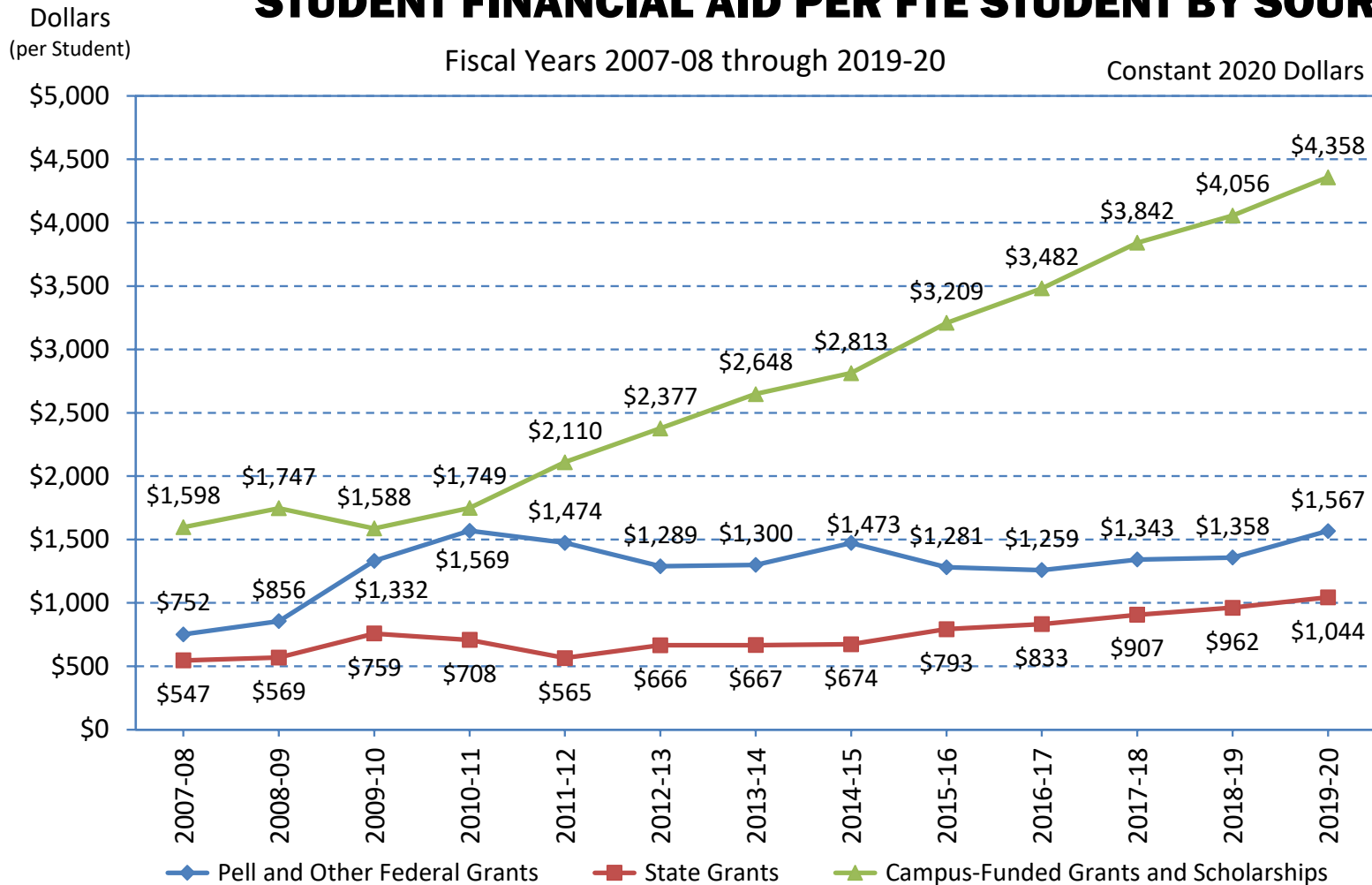
- Resident tuition and fees at KCTCS institutions rank highest among similar institutions in surrounding states
- Unlike many peer institutions, KCTCS does not receive local appropriations, which helps explain their tuition ranking



Source: College Board, Trends in College Pricing 2021.

# KY PUBLIC POSTSECONDARY SYSTEM

## STUDENT FINANCIAL AID PER FTE STUDENT BY SOURCE



- Federal aid per student trended down after hitting a peak in 2011, while state aid has grown steadily since 2012
- Campus-funded aid per student is larger than federal and state sources combined and has grown by 174% since 2010

Source: Integrated Postsecondary Education Data System (IPEDS); Commonfund Institute, Higher Education Price Index (HEPI).



## **STATE-LEVEL STRATEGIES**

### **Reduce financial barriers**

- 1a. Work with campuses, stakeholders and other state leaders to increase access to grants and scholarships for low- and middle-income students.
- 1b. Moderate increases in tuition and mandatory fees at Kentucky's public colleges and universities.
- 1c. Increase opportunities for institutional collaboration to reduce campus expenditures and limit increases in college costs.

### **How to pay for college**

- 2a. Provide informational resources and advising strategies for counselors, teachers and community partners on paying for college.
- 2b. Coordinate and support efforts to increase the number of Kentuckians who complete the Free Application for Federal Student Aid (FAFSA).
- 2c. Establish state-level networks for high school counselors and other college access professionals to share practices, build expertise and develop common outreach and messaging for Kentucky students.

## KEY CAMPUS STRATEGIES



### AFFORDABILITY

- Student financial aid increases
- FAFSA education/awareness
- Cost efficiency measures
- High school dual credit as cost-saving measure
- No/low fees to apply or take online courses
- Employer partnerships to increase tuition benefits





## NEWS



April 7, 2022

## PRESIDENT'S SPRING CONCERT ON THE LAWN IS APRIL 14

Morehead State President Dr. Jay Morgan and First Lady Amber Morgan invite the campus and community to enjoy an evening of live music on the MSU campus Thursday, April 14, for the return of the annual President's Concert on the Lawn.

The concert is from 4:30 to 6 p.m. at the Matthews Outdoor Performance Area by the Adron Doran University Center (ADUC). It will showcase the talents of the MSU Percussion Ensemble and MSU Steel under the direction of Dr. Ben Cantrell, visiting associate professor of music.

"We are glad that this concert can resume after a hiatus related to the pandemic," Dr. Morgan said. "It is always good to have opportunities like this to showcase the considerable musical talents of MSU employees and students."

The event is free and open to the public. In case of inclement weather, the event will be moved indoors to ADUC.

For additional information about the event, email [events@moreheadstate.edu](mailto:events@moreheadstate.edu) (<mailto:events@moreheadstate.edu>) or call 606-783-2033.

To learn more about MSU's Music, Theatre and Dance programs, visit [www.moreheadstate.edu/music](http://www.moreheadstate.edu/music), (<https://www.moreheadstate.edu/music>) email [mtd@moreheadstate.edu](mailto:mtd@moreheadstate.edu) (<mailto:mtd@moreheadstate.edu>) or call 606-783-2473.

## MEDIA RELATIONS

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