FINANCIALLY SUSTAINABLE STRATEGIES FOR SMALLER COLLEGES

Bluffton University
OUR MISSION

“Shaped by the historic peace church tradition and nourished by a desire for excellence in all phases of its programs, Bluffton University seeks to prepare students of all backgrounds for life as well as vocation, for responsible citizenship, for service to all peoples and, ultimately, for the purposes of God's universal kingdom.”
TOP TIER
IN “MIDWEST COLLEGES”
– U.S. News & World Report’s Best Colleges

NAMED A
BEST COLLEGE IN OHIO FOR 2022
– intelligent.com

TOP PERFORMERS IN SOCIAL MOBILITY IN “MIDWEST COLLEGES”
– U.S. News & World Report’s Best Colleges

NAMED A
BEST AFFORDABLE PRE-MED PROGRAM
– AffordableSchools.net
VISION: 2020-2025

Bluffton University will become a leader in community-responsive academic programs and experiential learning that focus on well-being and emotional intelligence; our students will graduate as discerning thinkers with resilient hearts for social justice and advocacy.
Realization of External Realities facing small, private, liberal arts colleges and universities, especially in Ohio
Bluffton University context

- 720 Students—UG and G (Fall 2022)
- Northwest Ohio
- Rural
- 25MM endowment
- 20MM operating budget
- Mennonite faith tradition
- D3—Heartland Athletic Conference
In Ohio alone

- 75 four-year institutions of higher education
- 58 of these are “independent” colleges and universities like us--often trying to recruit the same set of students
Projections of High School Graduations
Public and Private, State of Ohio
1992 to 2021

Source: "Knocking At the College Door" Western Interstate Commission on Higher Education, 7th ed. (2008)
Strategic Planning Metrics-2019-2020

By 2025-26:

1. Increase from 640 to 750 FTE traditional undergraduate students.

2. Increase from 79 to 250 FTE Adult & Graduate Studies students.

3. Increase traditional undergraduate 4 and 6-year graduate rate from 50%/54% to 53%/57%.

4. Increase retention from 60% to 70%.

5. Increase President’s Society from 430 to 500 members and corporate giving from $370,000 to $500,000 annually.
6. Achieve sustainable operating margin of 2%.

7. Create three new academic programs that are relevant to SDOH.

8. Achieve recognition for Virtue-Driven Athletics and campus-wide physical and mental health program.
Cashflow vs. Balanced Budget: Why Is It Important?

*From BOT Meeting—June 2020*

- What does cashflow mean for Bluffton University?
  - We must look at the Statement of Activities, which is showing a deficit budget and…
  - Add back: Depreciation
  - Subtract: Principal payments on debt and capital expenditures
  - $2.4M projected cash loss in 2020-21 without budget adjustments (some adjustments have been proposed in the board docket)
Cabinet created a plan to cut 2.4MM from a 20MM dollar operating budget.

- We did not assume any increase in enrollment over the next five years
- Offered **early retirement** with a 10k cash bonus
- Removed almost all administrative support, including the President’s Executive Assistant
- **Canceled retirement** match
- **5% decrease** in all employees’ annual salary
- President voluntarily took a 20% pay cut
We evaluated what every single employee does during their time at work. We reduced some director-level positions and there was no change in our operations. We “redeployed” and revised many existing positions.

- Removed a Cabinet level position and did not replace.
- Cabinet consists of 3 VPs and a part-time, co-sourced CFO.
- “Co-sourced” the business office/HR.
- We did not delete any academic majors.
- We did not reduce any employees or funds to enrollment or athletics.
Results

- We achieved cash flow status by June 2021 and have been cashflowing the university for the last three years.
- We have had challenges with low-morale and divisions between faculty and staff.
- July of 2022 we restored the 5% of salaries that were cut.
- We still have not restored retirement. Goal by July 2023.
Strategic Planning Metrics Results

1. Increase from 640 to 750 FTE traditional undergraduate students.
   
<table>
<thead>
<tr>
<th>Year</th>
<th>2018</th>
<th>2019</th>
<th>2020</th>
<th>2021</th>
<th>2022</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>174</td>
<td>231</td>
<td>195</td>
<td>242</td>
<td>162</td>
</tr>
<tr>
<td></td>
<td>605</td>
<td>626</td>
<td>647</td>
<td>700</td>
<td>639</td>
</tr>
</tbody>
</table>

2. Increase from 79 to 250 FTE Adult and Graduate Studies students.

<table>
<thead>
<tr>
<th>Year</th>
<th>2019</th>
<th>2020</th>
<th>2021</th>
<th>2022</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>58</td>
<td>59</td>
<td>63</td>
<td>81</td>
</tr>
</tbody>
</table>
3. Increase traditional undergraduate 4 and 6-year graduate rate from 50%/54% to 53%/57%.

<table>
<thead>
<tr>
<th>Year</th>
<th>4-year</th>
<th>6-year</th>
</tr>
</thead>
<tbody>
<tr>
<td>2012</td>
<td>50%</td>
<td>54.4%</td>
</tr>
<tr>
<td>2013</td>
<td>50%</td>
<td>54.8%</td>
</tr>
<tr>
<td>2014</td>
<td>50%</td>
<td>55%</td>
</tr>
<tr>
<td>2015</td>
<td>49%</td>
<td>52.5%</td>
</tr>
<tr>
<td>2016</td>
<td>44%</td>
<td>45.7%</td>
</tr>
<tr>
<td>2017</td>
<td>45%</td>
<td></td>
</tr>
</tbody>
</table>

4. Increase retention from 60% to 70%.

<table>
<thead>
<tr>
<th>Year</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>2017</td>
<td>65.9%</td>
</tr>
<tr>
<td>2018</td>
<td>60.3%</td>
</tr>
<tr>
<td>2019</td>
<td>72.3%</td>
</tr>
<tr>
<td>2020</td>
<td>69.2%</td>
</tr>
<tr>
<td>2021</td>
<td>69.8%</td>
</tr>
</tbody>
</table>
Strategic Planning Metrics Results

5. Increase President’s Society from 430 to 500 members and corporate giving from $370,000 to $500,000 annually.

<table>
<thead>
<tr>
<th>Year</th>
<th>Members</th>
<th>Annual Giving</th>
</tr>
</thead>
<tbody>
<tr>
<td>2019</td>
<td>429</td>
<td>$370,000</td>
</tr>
<tr>
<td>2020</td>
<td>384</td>
<td>$370,000</td>
</tr>
<tr>
<td>2021</td>
<td>340</td>
<td>$370,000</td>
</tr>
<tr>
<td>2022</td>
<td>378</td>
<td>$500,000</td>
</tr>
</tbody>
</table>

6. Achieve sustainable operating margin of 2%.

Step 1: achieve cash flow

<table>
<thead>
<tr>
<th>Year</th>
<th>Cash Flow</th>
</tr>
</thead>
<tbody>
<tr>
<td>2019</td>
<td>deficit cash flow</td>
</tr>
<tr>
<td>2020</td>
<td>improved cash flow</td>
</tr>
<tr>
<td>2021</td>
<td>positive cash flow</td>
</tr>
<tr>
<td>2022</td>
<td>positive cash flow</td>
</tr>
</tbody>
</table>
7. Create three new academic programs that are relevant to SDOH.
   • MSW approved for fall 2023 start
   • RN to BSN launched fall 2022
   • Engineering 2+2 – coming fall 2023

8. Achieve recognition for Virtue-Driven Athletics and campus-wide physical and mental health program.
   • Launched in 2021-22 – including Habit Tracker and guest speakers
Knowlton Science Center

Opening Fall 2023!

Front Main Entrance
We are Beavers All

www.bluffton.edu