

Positioning Yourself for Institutional Survival

CAPCSD Annual Conference

April 23, 2009

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Interim Dean, UNM Anderson School

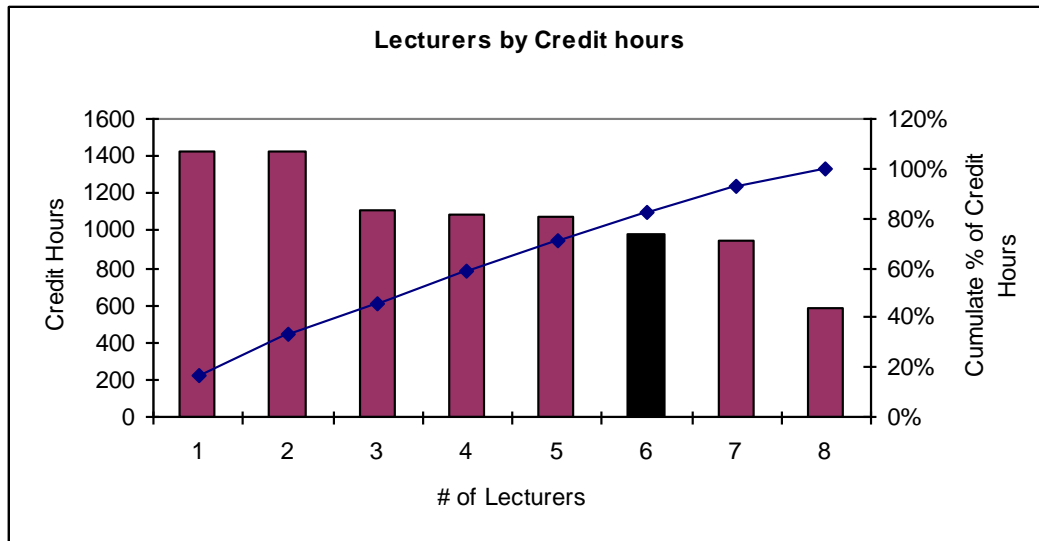




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Know Your Numbers



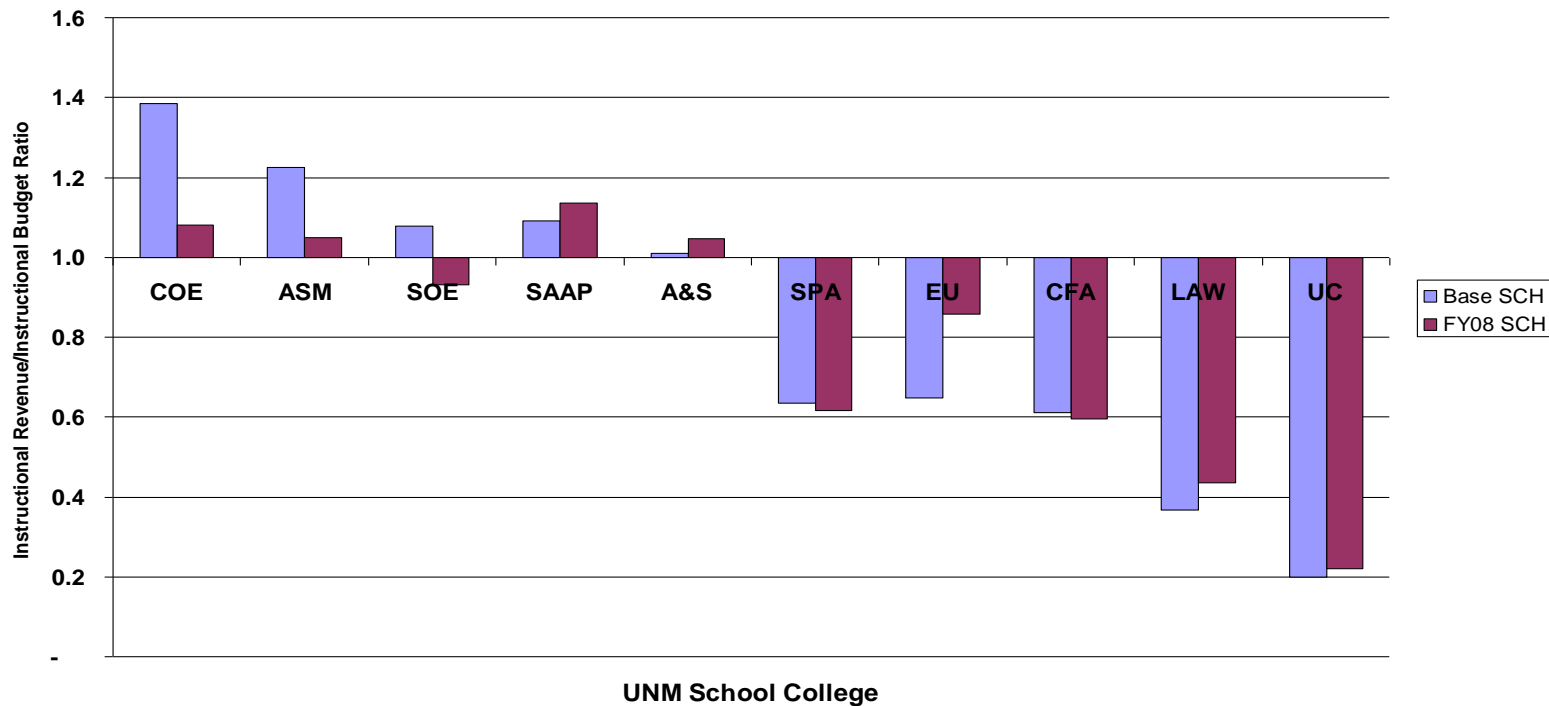
**Average credit hour production per lecturer in 2008 was 1077:
377 credit hours above the target level**



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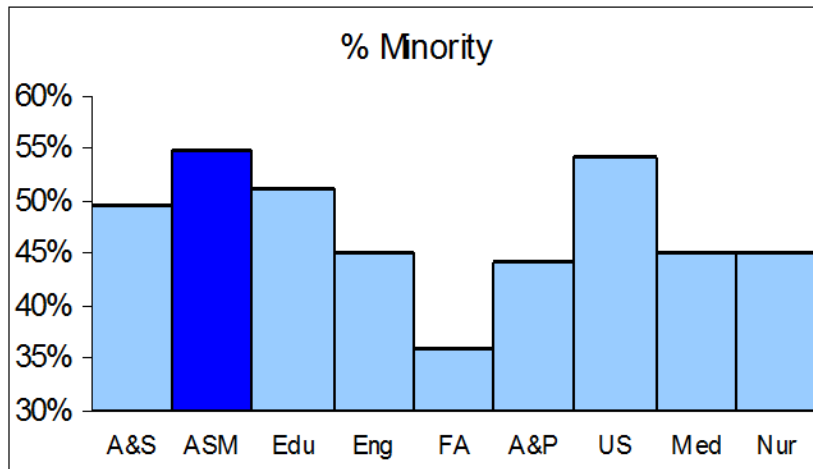
**Fiscal Year 2009
Base SCH (FY04) vs FY08 SCH
Instructional Formula over Instructional Budget Ratio**



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Know Your Niche



Native American initiatives include:

- Bridge Program to support Native American students in achieving admission to Anderson and in completing the BBA degree.
- The American Indian Business Association
- Annual “Fostering Indigenous Business and Entrepreneurship in the Americas” (FIBEA) conference
- Annual Native American Career Fair
- Management class offered as part of Freshman Bridge Program



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Know Your Needs

	UG	Grad	Total	Faculty	Stu/Fac Ratio
Great State	979	466	1445	41	35
Blah State	829	283	1112	51	22
Proposed	979	512	1491	46	32

We need 5 more lines in order to

- Meet student/faculty ratio standard of 32
- Grow graduate enrollment by 10%
- Compete in our market



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Negotiate

Rationale for Tuition Differential

- Anderson's graduate tuition lags behind UNM Law and Pharmacy
- It is well below the University of Phoenix, which at \$418 per credit hour is our major local competitor
- Our tuition is only 65% of the average of our regional competitors
- The first phase of the increase (in 2006) did not impact graduate enrollment
- Supplementary financial aid is planned for current students

School	Fall 2007 Tuition Instate/credit hour
General Graduate	\$209
Anderson	\$265
Law	\$440
Pharmacy	\$320
Texas Tech	\$292
Arizona State	\$661