

Florida A&M University

2012

Board of Governors Presentation

James H. Ammons, President

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STRATEGY

- **Primary market:** Underrepresented minorities including African Americans and Hispanics
- **Strategies:**
 - Recruit top scholars
 - Increase yield rate with competitive scholarships
 - Increase undergraduate and graduate research opportunities
 - Focus on Access and Success

CORE CAPABILITIES AND OPPORTUNITIES

- **Strengths and Capabilities**

- Premier HBCU
- Historic strength in STEM and Health Disciplines
- Doctoral Research University with \$53.3 million in annual research expenditures
- 47 specialized accredited programs; university is accredited by SACS

- **Opportunities**

- Monitor progression of students
- Interventions to promote student academic success
- Expand online degree programs and course offerings
- Increase productivity in research
- Increase degree production at baccalaureate, professional and doctoral levels



TOP KEY INITIATIVES

1. Enhance visibility and productivity as a Doctoral Research University
2. Increase offerings and enrollment in online courses and degree programs
3. Increase persistence/retention rate of undergraduate students, leading to increased graduation rates



DIVESTMENTS

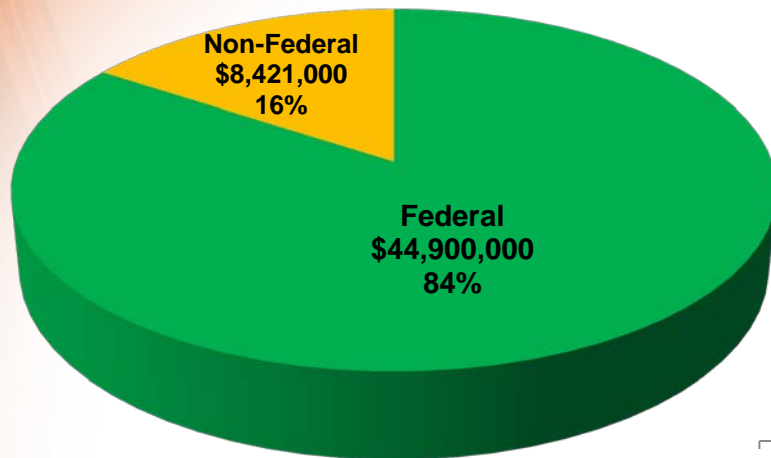
- Implementing major restructuring of University, approved by BOT in 2011 to increase efficiencies and focus resources
- Restructured colleges and schools to enhance synergy in research
- Terminated 23 less productive degree programs and suspended one

KEY PERFORMANCE INDICATORS

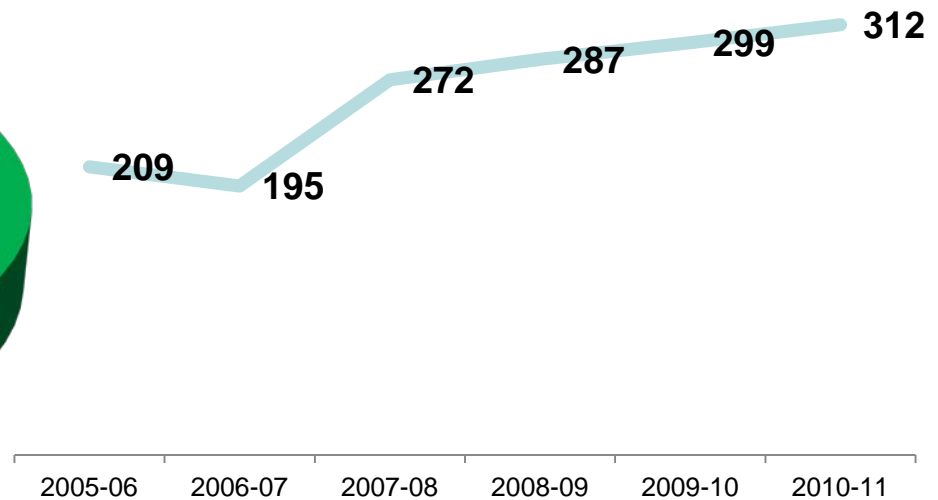
- National ranking as “top 10” producer of African American graduates in fifteen discipline areas
(Top 100 Producers of Minority Degrees 2011, Diverse Issues in Higher Education)
- Increase in five year trend in SAT and high school GPA of entering FTICs; in AA transfers; and in endowment
- Focus on improving licensure pass rates, retention and graduation rates
- Plans to launch Comprehensive Campaign to substantially increase endowment

KEY PERFORMANCE INDICATORS

Total R&D Expenditures, 2010-11
\$53,300,000

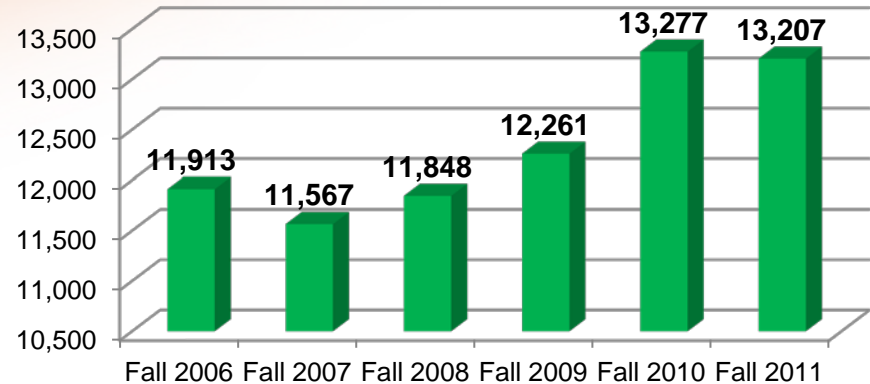


Total Professional Doctoral Degrees Awarded
(49.3% increase in 5 years)

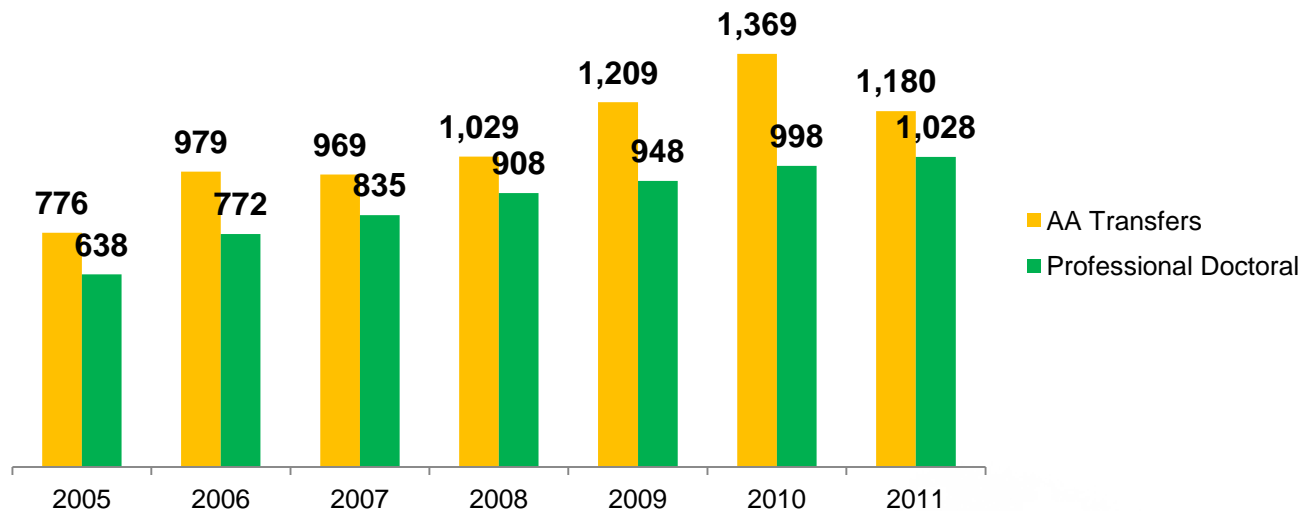


ENROLLMENT PLANNING

- **Enrollment, 2006-2011**



- **AA transfers and professional doctoral**





POTENTIAL FOR NEW ACADEMIC PROGRAMS

- Redeploying faculty from terminated programs to programs with greater demand
- Focus on serving student and market demand
- “Opportunity” or “no additional cost” new programs to increase productivity



DIFFERENTIAL TUITION EXPENDITURES

- Entire 30% allocation to need-based aid from 2011-12 has been disbursed.
 - Total students awarded = 1305
 - Total amount disbursed = \$1,500,000
 - Average award = \$1149
- Remaining 70% used to enhance undergraduate education by:
 - increasing number of sections in high demand general education courses, designed to enhance undergraduate student progression and decrease excess credit hours
 - Increasing retention activities under an academic success format

DIFFERENTIAL TUITION REQUEST

- Requesting 15% increase in differential tuition
- Proposing to use requested new tuition differential to:
 - Offer 30% in need-based financial aid
 - Utilize 70% to enhance undergraduate education and increase graduation rate:
 - Hire new full-time faculty, primarily in Arts and Sciences departments that teach the foundational general education courses to all undergraduate students
 - Enhance further, undergraduate retention and progression activities



CAPITAL IMPROVEMENT TRUST FUND

- Recommended by University Fee Committee, including student representatives
- Proposing increase of \$2 per credit hour, for new student union