



# University Update 2014

November 27, 2014



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people • excellence • impact





teamwork



commitment

friendship



# POSITIVE STUDENT EXPERIENCE



opportunity



support



encouragement



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# STUDENT SUCCESS



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## STRATEGIC PLAN 2013–2018

- **Strategic Priorities**
  - Student Experience
  - Vibrant Communities
  - Exploration and Discovery
  - Long-Term Sustainability
- **Approved targets, timelines, and accountability**

# ACHIEVEMENT

*Next steps:*

## **Academic Plan**

## **Enrolment Management Plan**

- Consult, learn... look to the future
- Strengthen existing foundational programs
- Identify new or niche programs and delivery opportunities
- Encourage new ideas and specializations





## PROGRAM DEVELOPMENTS—Academic Excellence

- **Bachelor of Education** — 1-Year BEd program
- **Bachelor of Business Administration** — specializations
  - Finance • Marketing • Organizational Management • Tourism & Hospitality
- **Bachelor of Arts** — Diversity and Social Justice Studies program — *formerly Women's Studies*
- **Atlantic Veterinary College** — improved core competency assessments
- **Bachelor of Science in Nursing** — focus on international practicums
- **Bachelor of Science in Sustainable Design Engineering**
  - MPHEC approval — July 2014
  - Academic calendar changes approved by Senate — September 2014

*Next step:* **ACHIEVEMENT**

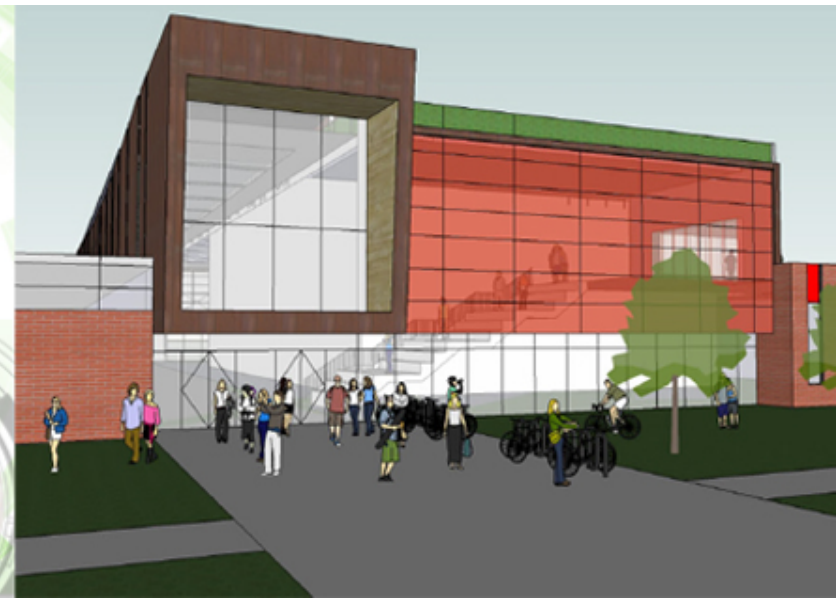
School of Sustainable Design Engineering





## NEW School of Sustainable Design Engineering

- Builds on the long and successful history of Engineering at SDU (1954), PWC (1968), and UPEI (1969)
- Growth program area that will integrate with campus to the benefit of all
- 4 new centres of research and development
- Will attract external resources and partnerships
- Will attract 500 students by 2018
- Major announcements soon





## BUDGET

### Balanced Budget 2014–2015

- No deficit
- Status quo provincial government operation grant
- Funding sustained for existing student programs
- Undergraduate tuition increased 3% or \$16 per course

### *Next steps:*

### Balanced Budget 2015–2016

- Budget development process — consultations and meeting with deans, directors, vice-presidents, provincial government, finance committee, and board of governors
- Budget models based on two scenarios: +3% and +5%
- Cost drivers: inflation, salary increments, pension commitments, benefit costs, utilities, ERP, deferred maintenance





## EMPLOYMENT

EMPLOYMENT LEVEL	NOVEMBER 2013	APRIL 30, 2014
Permanent Faculty	232	226
Term Faculty	53	33
Permanent staff	341	339
Term staff	186	177
<b>TOTAL EMPLOYEES</b>	<b>812</b>	<b>775</b>

*Employee numbers do not include casual employees, sessional instructors, graduate students, post-doctoral fellows (fellowship stream), student employees, or employees on leave. Included in faculty count are Faculty Association 1, Faculty Association 2, and librarians.*

*Current searches (Nov.): 17 staff, 21 faculty*





## UPEI Pension

- **Valuation April 30, 2014 — \$36.6M shortfall (84.2% funded)** despite an additional \$2.8M a year in shortfall payments.
- Pension costs are higher due to **low interest rates** and **longer life expectancies**. Also, actively contributing members declined from 658 in 2011 to 604 in 2014, and the pensioner population grew from 251 to 313.
- Required pension contributions will increase from \$10.3M in 13/14 to \$11.6M in 14/15. Members will contribute about 9% of payroll (approx. \$4.4M), and the University about 15% of payroll (approx. \$7.2M). **This translates into an additional \$940,000 to be paid from the University's annual operating budget.**

### *Next steps:*

- Given growth in plan costs, sensitivity to financial shocks, and the risks these impose, additional analysis and scenario testing will be undertaken and shared.

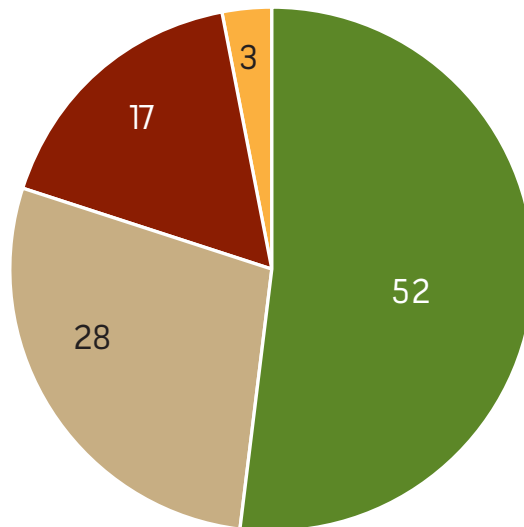




## Operating Revenues/Operating Expenditures and Interfund Transfers (%)

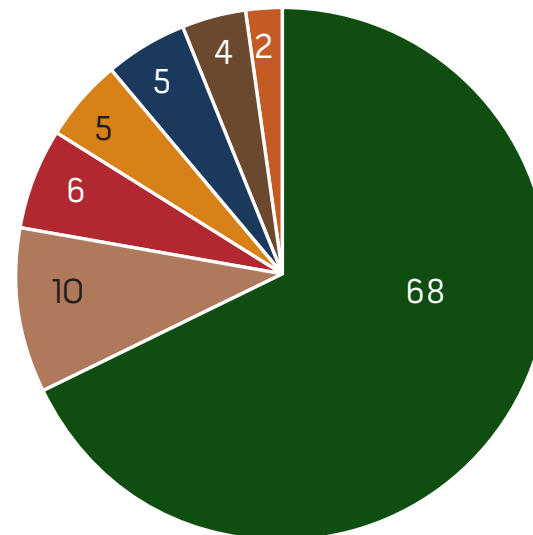
(\$109M — Year ended April 30, 2014)

Revenues



- Operating Grants
- Tuition & Fees
- Ancillary, Sales, Service, & Other
- Donations

Expenditures

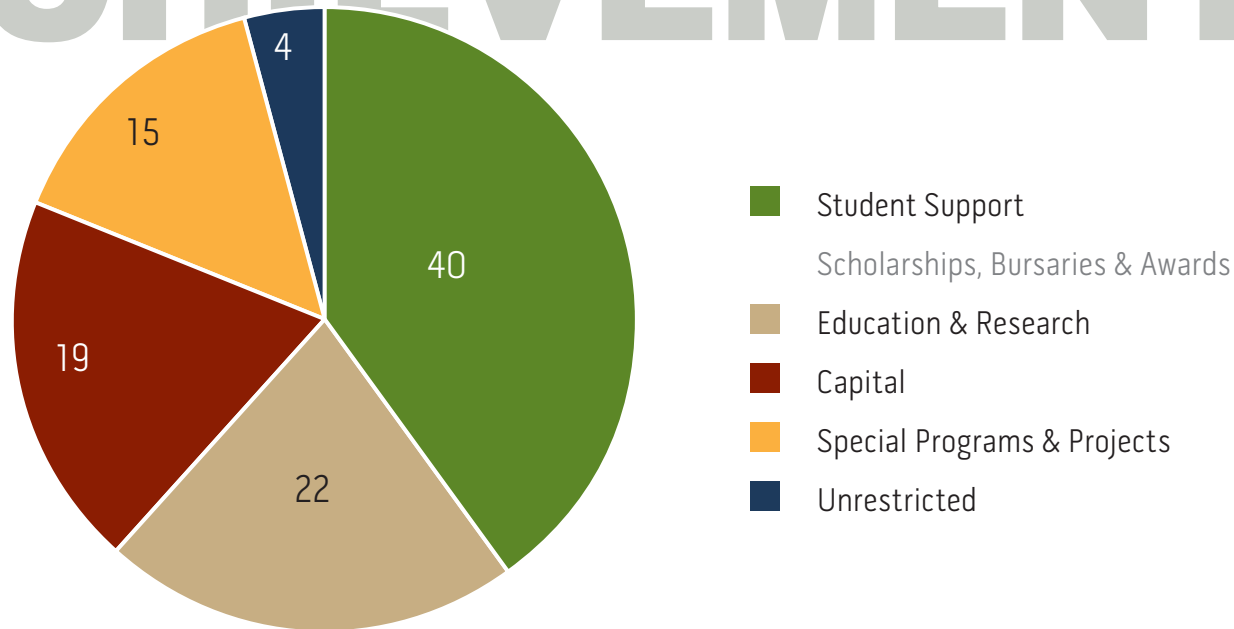


- Salaries & Benefits
- Supplies & Other
- Capital & Financing Costs
- Scholarships & Bursaries
- Utilities
- Professional Fees & Travel
- Repairs & Maintenance



## Donor Support by Area (%)

# ACHIEVEMENT





## Alumni and Friends 2014 chapter launches

Eight new Alumni and Friends chapters launched this year in 3 countries and 5 provinces.

- CALGARY
- OTTAWA
- BOSTON
- HONG KONG
- ST. JOHN'S
- HALIFAX
- TORONTO
- VANCOUVER





## 2014 Enrolment

(November 18, 2014 compared to December 1, 2013)

- **Total students: 4,403 (+1.5%)**
- **Full-time graduate students: 388 (+19.8%)**
- **International students: 703 (+17.6%)**
- **Domestic students (other than PEI): 936 (+12%)**
- **PEI students: 2,764 (-4.8%)**

## AAU Preliminary Survey of Enrolments

(October 15, 2014)

- **Total Maritime: -1.5%**





## Regional Demographic Challenge

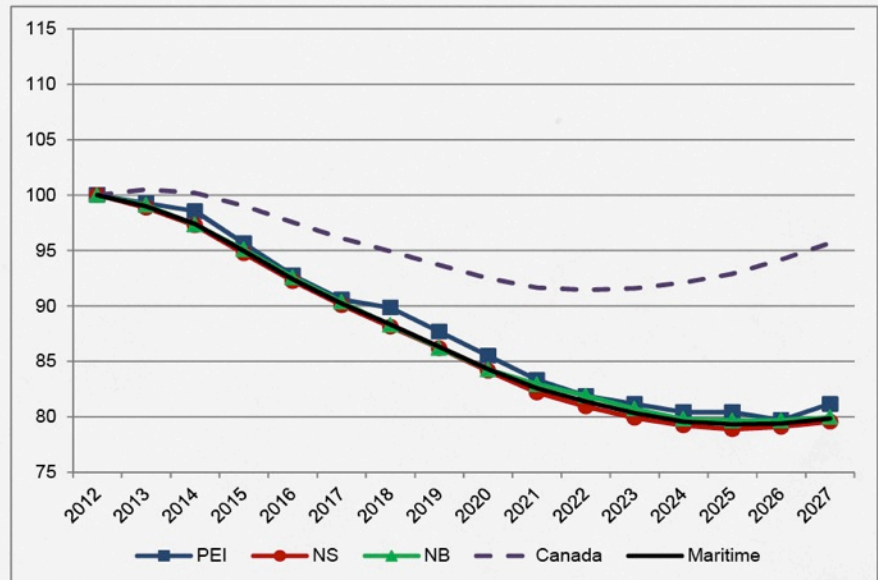
### Projected Population Aged 18-24

NS, NB, PEI, Canada: 2012–2025 (MPHEC)

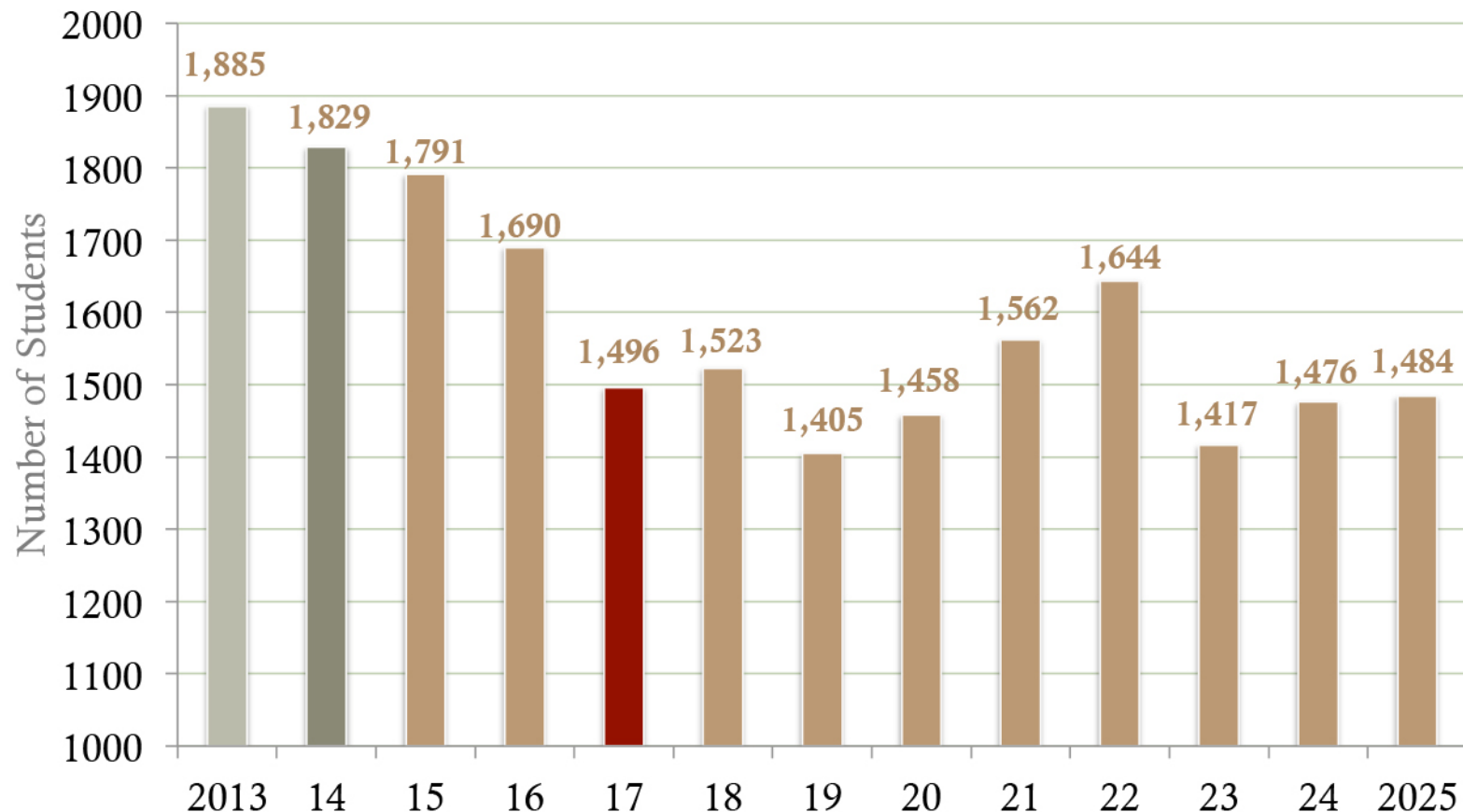
Between 2012 and 2025, the 18-24 age group is projected to shrink by:

- 21.1% in Nova Scotia
- 20.3% in New Brunswick
- 19.6% in Prince Edward Island
- This would mean 34,900 fewer people in the typical university age range in the Maritimes in 2025.

Projected population aged 18-24. Index: 2012=100



## Expected PEI Grade 12 Enrolment



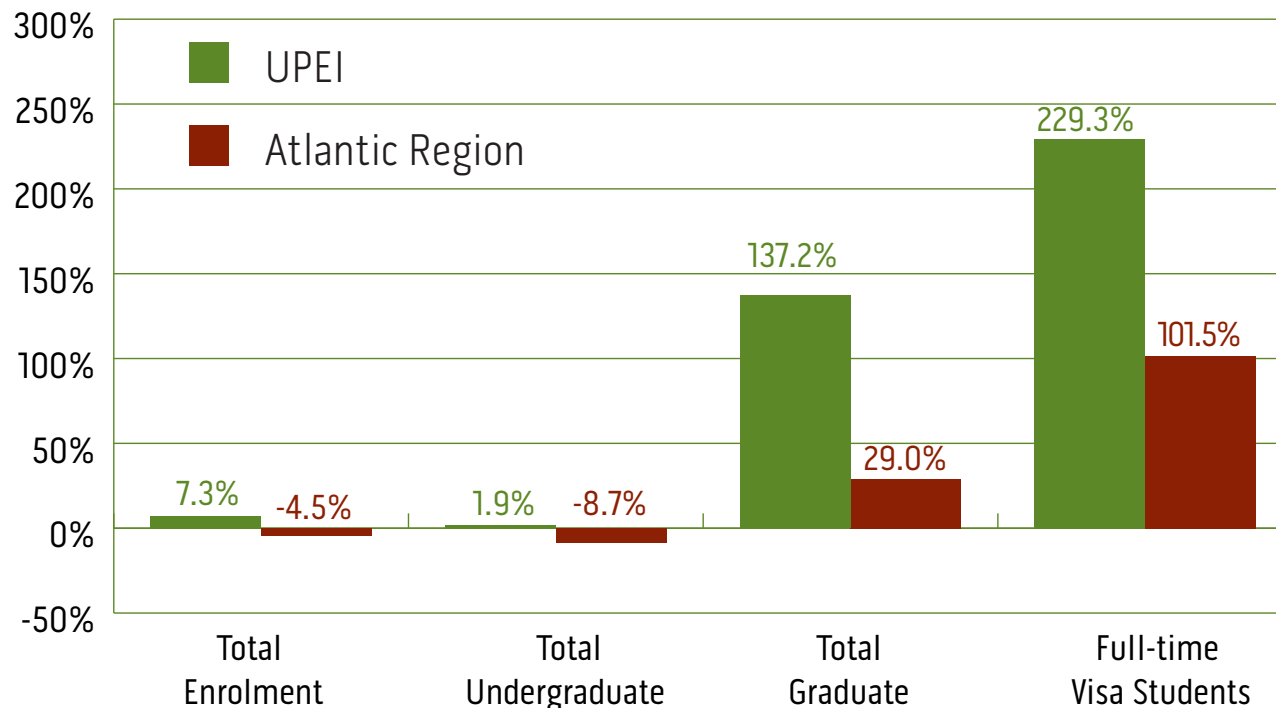
Source: PEI Department of Education and Early Childhood Development





## AAU Enrolment Survey

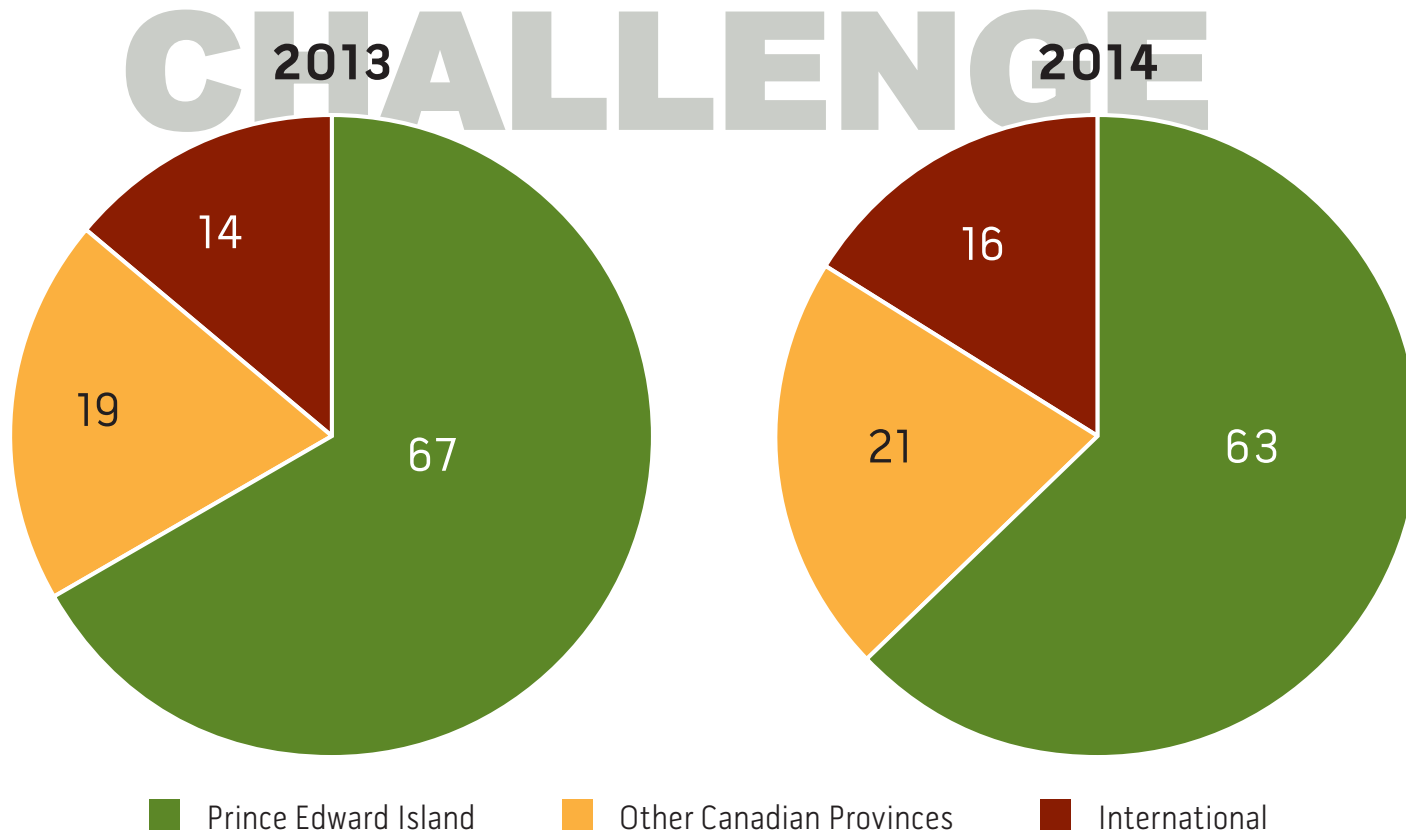
10-Year Changes by Category (from 2004 to 2014)



Change in total enrolment relative to the level in 1999.  
UPEI 34.7%, Atlantic Universities excluding UPEI 12.1%.



## Student Origin (%)



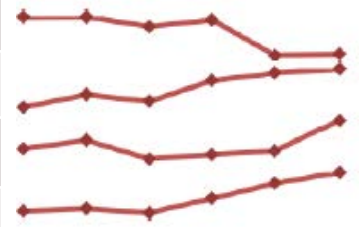


# LONG-TERM SUSTAINABILITY

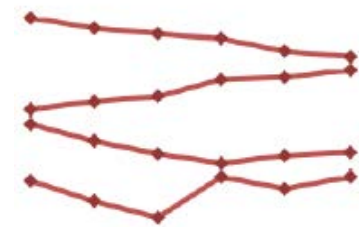
## Applications and Registrants to First-entry Undergraduate Programs

All years of study, fall semesters

# Applications by Year						
Faculty/School	2009	2010	2011	2012	2013	2014
Arts	839	841	784	823	620	629
Science	801	895	846	1000	1056	1089
Business	493	532	448	468	483	621
Nursing	235	239	232	257	283	302



# Registrants by Year						
Faculty/School	2009	2010	2011	2012	2013	2014
Arts	475	428	403	380	323	298
Science	358	383	400	455	462	486
Business	236	209	189	174	186	191
Nursing	67	62	58	68	65	68



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## Retention Rates by Faculty

First-year to Second-year (Fall to Fall)

Faculty	2003	2005	2007	2009	2011	2012	2013
Arts	72.9%	67.4%	70.3%	63.2%	67.6%	57.7%	68.4%
Science	81.3%	77.2%	80.6%	79.7%	80.1%	74.5%	78.0%
Business	83.1%	81.8%	79.1%	80.2%	74.7%	83.1%	83.5%
Nursing	91.3%	100.0%	91.2%	94.1%	91.9%	97.0%	94.1%
<b>Weighted</b>	<b>78.6%</b>	<b>74.8%</b>	<b>76.8%</b>	<b>73.4%</b>	<b>75.0%</b>	<b>70.3%</b>	<b>76.3%</b>



# LONG-TERM SUSTAINABILITY

## RECRUITMENT MARKETING

*Be Ready for Tomorrow.  
Be Here Today.*  
campaign



- Soft launch in September with new *Overview*, branded clothing, and signage
- Meetings with UPEI faculties, schools, departments in December-January to introduce the campaign concept
- Official launch January 2015 across various channels/media



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# STUDENT EXPERIENCE

## Talented Faculty and Staff



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## Competitive Tuition and Fees

### Regional Tuition Update

MPHEC released tuition fees charged by Maritime Universities on September 4, 2014.

This places UPEI as having:

- the lowest full-time undergraduate tuition in the Maritime region
- the third-lowest rate of tuition for full-time undergraduate international students

# ACHIEVEMENT



## **New Scholarship Program— Celebrating Student Achievement**

### **Guaranteed Entrance Scholarships and Academic Excellence Awards**

- More widespread recognition for our students
- More students rewarded
- Renewable based on level of achievement
- Students know the level of their award based on marks
- Expanded eligibility
- Stackable with other named, donated scholarships, awards
- Students may increase the value of their award if they improve academically

**UPEI Awards presented as of November 10, 2014, for the 2014/15 academic year  
(does not include George Coles Bursaries and Island Student Awards):**

- **1,949 awards and prizes — 326 more than full 2013/14 year**
- **1,275 recipients — 251 more than full 2013/14 year**





# EXPLORATION AND DISCOVERY

## Student Research Opportunities



**1 Canada Excellence Research Chair, 5 Canada Research Chairs, 8 Endowed Chairs**



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# STUDENT EXPERIENCE



# Celebrating Success!



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# VIBRANT COMMUNITIES



Advisory Groups • Cultural Events • Conferences • Vet Camp



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VIBRANT COMMUNITIES

**GO PANTHERS GO!**



**Panther Sport • Recreational Facilities • Children's Camps**



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**CONGRATULATIONS MEN'S SOCCER PANTHERS—CIS BRONZE MEDAL**

# ACHIEVEMENT





# STUDENT EXPERIENCE



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# PANTHERS FOR LIFE!



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