State of the University 2016

Stephen Spinelli, Jr., Ph.D.
President
Philadelphia University is the model for professional university education in the 21st century.
Strategic Partnerships

• TJU Letter of Intent
• New Jersey Location with Stockton University
• Delaware County Location with PIT
• Enhanced Online with Learning House
• Planet Fitness Scholarship
• >25 Industry Partners
Integration Approach

Shared Opportunity

We Provide Premier, Comprehensive, Professional Education with Dominance in Health, Innovation, and Design and Preeminence in Transdisciplinary Education and Action
### Integration Guiding Principles

1. Derived from Our Shared Vision Statement  
2. To Drive Student Centric Value Creation  
3. Research + Innovation = Discovery  
4. Inclusive of Stakeholders  
5. Merit over Legacy  
6. Integration vs. Independence: decisions are based on future value creation  
7. Action Oriented - Balanced Thought and Action  
8. Market Driven  
9. Think in Terms of the Enterprise  
10. Communication is Critical  
11. Financial Stewardship  
12. Measure and Monitor Performance Targets

### Attributes of Transformation

1. Personalized Education  
2. Value of the Academic Investment  
3. Focus on Student Outcomes - Graduate School or Job Placement  
4. Demands of the Current and Future Workforce  
5. Supports/Enhances the Disciplinary Heritage (legacy programs) & Institutional Brand  
6. Instill Passion for the Profession  
7. Leverage Technology  
8. Flexibility in Programming & Delivery  
9. Community Outreach & Engagement Application
Dyad Operating Responsibilities

Current Challenges will create opportunistic integration and growth

Operate – Integrate – Grow

4/16 to 12/16
- Unit Focus
- Ideas Plans
- Envision

12/16 to 12/17
- Plans to Action
- Metrics & Success
- Plans & Priorities

12/17 to 12/18
- Integration & Adjustment
- Single Organization
- Strategic Intent
Integration Planning Structure

Academic Oversight Integration Committee

Integration Executive Council

Integration Steering Committee
Co-chairs: Kathy Gallagher & Jeff Cromarty

Integration Management Office
Alison Ferren

Communication

Integration Teams

Administration & Support Services
Executive Sponsors: Kathleen Gallagher & Jeff Cromarty

- Philanthropy
- Human Resources
  - Culture & Norms
- Finance
- Marketing & PR
- Legal & Risk Management
- Safety & Security
- Information Services & Technology
- Supply Chain
- Facilities & Master Planning
- Partnerships

Academics
Executive Sponsors:
Mark Tykocinski, Matt Baker, Cecilia McCormick, & DR Widder

- Academic Affairs, Programs, & Curriculum
- Faculty Affairs
- Innovation
  - Entrepreneurship/Business Development
- Research, Discovery, & Design
- Teaching & Learning, Library & Learning Spaces

Student Experience
Executive Sponsors
Christine Greb & Charlie Pohl

- Student Experience
  - Campus Experience
  - Orientation
  - Academic Support Services
  - International Services
  - Discipline/Governance
  - Student Personal Counseling
  - Athletics & Recreation
- Enrollment Management
  - Recruitment
  - Financial Aid

Content Experts will serve as critical members & be assigned to each team
Total International Student Enrollment
2006-2014

Academic Year

Fall Semester
Full-Year Unduplicated Counts

06/07 111
07/08 103
08/07 106
09/10 100
10/11 105
11/12 125
12/13 140
13/14 175
14/15* 251

Total
International
Student
Enrollment

Headcount Enrollment

0 50 100 150 200 250 300 350

Source: Institutional Research

* Full-year as of June 8
First-year Retention Rates

Fall Term Retention of Prior Year’s Cohort
Employment & Graduate School Acceptance

• 95% of 2015 graduates secured jobs or graduate school acceptance
Number of FT Faculty Count 2011-2015

<table>
<thead>
<tr>
<th>Semester</th>
<th>Fall 2011</th>
<th>Spring 2012</th>
<th>Fall 2012</th>
<th>Spring 2013</th>
<th>Fall 2013</th>
<th>Spring 2014</th>
<th>Fall 2014</th>
<th>Spring 2015</th>
<th>Fall 2015</th>
</tr>
</thead>
<tbody>
<tr>
<td>FT Faculty Count</td>
<td>121</td>
<td>118</td>
<td>118</td>
<td>119</td>
<td>119</td>
<td>125</td>
<td>128</td>
<td>125</td>
<td>132</td>
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</table>

**NOTE:** Total includes some faculty with mostly administrative responsibilities
New and Improved Facilities

Health Science Center:
  Added another floor to support growth/TJU
  Approximately 60,000 GSF
  Budget approximately $ 32 MM
  2 MM gift secured
  $5MM grant pending

FTFC:
  Primary work summer 2016. Completion summer 2017
  Approximately 20,000 sq. ft. renovation
  Budget $3.1 MM
  $847K raised thus far

Ravenhill Dining Hall Upper Floor:
  Finish Refreshment
  Replacement of upper level furnishings
  Entertainment type technology
Campaign Summary

Key Statistics:

• Total raised in campaign: $62,583,015
• Percentage of goal raised: 156%
• Raised from Board of Trustees: $9,424,491 (15% of total raised)
Notable Metrics:

- Innovative facilities (DEC Center, Specter Center, SEED Center, Nexus Learning Hubs, Search Hall, Downs Hall): $17,221,169
- Scholarships: $5,401,305
- Term chairs: 12 established, $375,000 raised
- Donors who committed $1,000,000 or more: 8
- Donors who committed $100,000 or more: 48
- Tapestry Society members added: 25
PhilaU Programs Ranked or Recognized Among the best...

- **US News and World Report** 21 point ascension, best in Northeast
- **Fashion Design and Fashion Merchandising and Management** ranked among the best in the world by *Business of Fashion* and *Fashionista*
- **Physician Assistant Studies** program among top in the nation by *US News*
- **PhilaU Online** ranked as one of the top in Pennsylvania
- **Midwifery** ranked among best in the nation by *US News*
- PhilaU ranked in the Top 50 Best Value **UX Design Graduate Programs** in the U.S.
- Design Intelligence recognizes **Architecture, Interior Design** and **Industrial Design** programs
- **Graphic Design USA** ranks PhilaU as a **top design school**.
- **Landscape Architecture** ranked as one of the most admired by *Design Intelligence*
- PhilaU Ranked Among Tops in Region for **Graduates’ Salaries** in *Phila Business Journal*
2014-2015 Status

Revenue Budget

- Tuition & Fees: $104.2 million
- Auxiliary Enterprises: $19.4 million
- Gifts & Grants: $1.5 million
- Grants: $1.0 million
- Other: $0.7

Total Revenue: $126.8 million

POWERED TO DO WHAT’S NOW, POWERED TO DO WHAT’S NEXT.
2014-2015 Status

Expense Budget

- Salaries & Wages: $12.2
- Employee Benefits: $36.1
- Contracted & Prof Services: $2.1
- Institutional Aid: $5.2
- Debt Service: $4.5
- Utilities: $2.7
- Capital & Maintenance: $13.9
- Facility Rental: $3.7
- Study Abroad: $2.1
- All Other: $2.0
- Total Expenses: $125.5MM
Financial Results

• Eight consecutive years of positive GAAP margin.
• Reduced total debt and debt to revenue.
• Three new academic buildings (reduced deferred maintenance)
• Doubled endowment
## Current PhilaU Mean Salaries

<table>
<thead>
<tr>
<th>9-Month plus 12-Month Converted Salaries</th>
<th>2011/12</th>
<th>2012/13</th>
<th>2013/14</th>
<th>2014/15</th>
<th>2015/16</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Professor</strong></td>
<td>$102.6</td>
<td>$101.7</td>
<td>$100.2</td>
<td>$99.3</td>
<td>$99.90</td>
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<tr>
<td><strong>Associate Professor</strong></td>
<td>$77.1</td>
<td>$76.3</td>
<td>$77.1</td>
<td>$77.9</td>
<td>$82.00</td>
</tr>
<tr>
<td><strong>Assistant Professor</strong></td>
<td>$63.6</td>
<td>$64.0</td>
<td>$60.6</td>
<td>$64.0</td>
<td>$68.30</td>
</tr>
<tr>
<td><strong>All Ranks</strong></td>
<td>$74.6</td>
<td>$76.2</td>
<td>$74.8</td>
<td>$76.2</td>
<td>$78.90</td>
</tr>
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## Salary Adjustments

<table>
<thead>
<tr>
<th>Year</th>
<th>CPI*</th>
<th>Average % University Salary Increases **</th>
</tr>
</thead>
<tbody>
<tr>
<td>2006</td>
<td>2.5</td>
<td>3.0 + $100K Faculty Pool</td>
</tr>
<tr>
<td>2007</td>
<td>4.1</td>
<td>3.0 + $250K Faculty Pool</td>
</tr>
<tr>
<td>2008</td>
<td>0.1</td>
<td>3.5 + $100K Faculty Pool</td>
</tr>
<tr>
<td>2009</td>
<td>2.7</td>
<td>2.0 Bonus (Fall 2009)</td>
</tr>
<tr>
<td>2010</td>
<td>1.5</td>
<td>3.0</td>
</tr>
<tr>
<td>2011</td>
<td>3.0</td>
<td>1.5</td>
</tr>
<tr>
<td>2012</td>
<td>1.7</td>
<td>1.0</td>
</tr>
<tr>
<td>2013</td>
<td>1.5</td>
<td>1.5 Bonus (June 2013)</td>
</tr>
<tr>
<td>2014</td>
<td>0.8</td>
<td>2.0 (November 2014)</td>
</tr>
<tr>
<td>2015</td>
<td>0.7</td>
<td>2.0 Bonus (June 2015) &amp; 2.0 Bonus</td>
</tr>
<tr>
<td></td>
<td></td>
<td>(December 2015)</td>
</tr>
</tbody>
</table>

* Dec. to Dec. CPI, All Urban Consumers, U.S. City Average

** Base salary only
AAUP Average Salaries & Compensation: Associate Professor
Benchmark Comparison

Thousand

$0 $20 $40 $60 $80 $100 $120 $140


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Questions?