

# Risk and Profit Conference

Aug 16, 2022

Richard Linton, K-State President



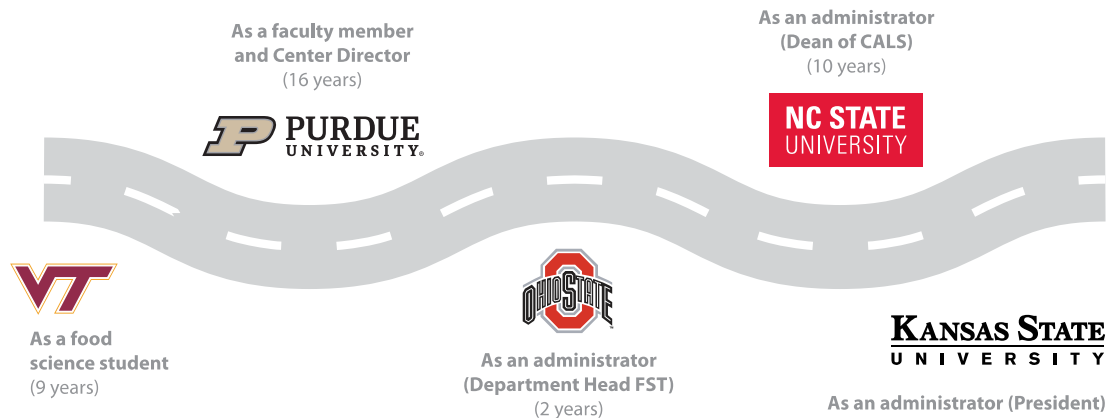
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This is a LOT of fun!



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## My land-grant journey



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## Current areas of success and future growth



On the heels of:

- Strongest state budget supporting higher education in a decade.
- Second largest economic announcement in the history of Manhattan and K-State.
  - \$650M, ~\$80,000 average salary
- Record-breaking fundraising year.
  - \$234.9M

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## Early challenges/opportunities



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- Multi-year declining student enrollment.
  - Fiscal, reputational and opportunity impacts.
- Trend of decreasing or flat state and federal support for our work – coupled with strong inflation.
- Faculty and staff compensation.
- Ongoing facility and building needs.

## What's around the corner?



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- State budget investments:
  - Support for faculty and staff raises.
    - 5% (2% ATB/3% Merit)
  - Facilities R&R and teardown.
    - \$10.5M (w/\$10.5M match) for R&R
    - \$2-3M for teardown
  - IT modernization.
    - ~\$3M
  - Need-based student aid.
    - \$19M across system with 1:1 match
  - Capital investments.
    - \$25M for Agricultural Innovation
    - Another \$75M for system for 3:1 match
    - Aspirational \$125M K-State project\*\*

## What's around the corner?



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- K-State strategic investments:
  - Student recruitment and enrollment programming.
    - Community engagement efforts
    - New in-state tuition model for high achieving students
    - Intentional fundraising priorities for SEM
  - University strategic planning “*Next-Generation Land-Grant.*”
  - Additional compensation programs for our faculty and staff.
  - Push for continued capital improvement funds from the state to improve infrastructure.

## Community visits

**Goal:** *Demonstrate our collective commitment as the state’s land-grant university who cares about Kansans and their communities. We are “people who care about people and their communities.” K-State is a special place, we offer an amazing student experience, and we want Kansans to know about it and feel it.*

**Outcomes:** Rebuild relationships around the state, strengthen our Extension network and increase student enrollment.

What?	Who?	Why?	When?
<ul style="list-style-type: none"> <li>• Strategic visits to KS regions and communities with student market potential and/or in areas that we lack engagement and/or there is a strategic student enrollment opportunity.</li> <li>• Consistent core messaging* with visits planned around the unique circumstances of the region/communities.</li> </ul>	<ul style="list-style-type: none"> <li>• President</li> <li>• Provost or designee</li> <li>• Extension Director</li> <li>• 2 Students (from the region).**</li> <li>• Potentially faculty or extension staff.</li> <li>• Other stakeholder group representatives.</li> </ul>	<ul style="list-style-type: none"> <li>• Demonstrate and reinforce our value to Kansans as their land-grant university.</li> <li>• Raise visibility and presence across the state.</li> <li>• Increased student recruitment in-state.</li> <li>• Build relationships within communities we serve.</li> <li>• In tandem with strategic planning effort.</li> </ul>	<ul style="list-style-type: none"> <li>• Once a month during the academic year (9 visits per year).</li> <li>• Launch initiative in our own backyard in the Flint Hills Region ahead of presidential inauguration activities (9/2).</li> </ul>

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## Strategic planning: key components of the process

- **Core values, mission and collective vision** as a Next-Generation Land-Grant University.
  - **Programmatic priorities and strategies** to support teaching, research, outreach/engagement, international activities and economic development.
  - **Strategic, effective and efficient structures, and best practices** to support programmatic priorities.
  - **Effective fiscal and investment strategies** addressing both our recurring and non-recurring funds and new resource opportunities (i.e. competitive research, new partnerships, philanthropy) to support priorities.
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- **Marketing and branding connecting our core values, collective vision and strategic direction with the unique K-State experience** so it can be embraced and marketed across all levels of the university and our affiliated organizations.

## Strategic planning: Timeline overview

- **May-July 2022: Completion of Request for Proposal (RFP) procurement process**
  - RFP issued in mid-May and awarded by mid-July, onboarding of consulting firm *“Emergent Method”*
- **July 2022-June 2023: Development of strategic plan (2023-2030)**
  - Design of inclusive, transparent planning process with broad stakeholder engagement (listening sessions, online surveys, thematic teams/groups, etc.)
  - Creation of new plan with measurable outcomes and metrics
  - Connecting the plan with the KBOR strategic plan
  - Aligning the plan with other university plans (such as SEM, DEIB, Economic Prosperity)
  - Validation of the plan
- **July-October 2023: Begin plan implementation**
  - Launch plan, begin implementation and communicate expectations for accountability
- **Fall 2023-Spring 2024: Update/alignment of college, division, departmental strategic plans**

## High-priority goals



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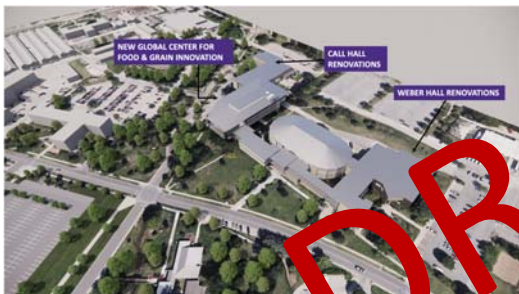
### Top 5 “Presidential” Goals (KBOR):

1. Improvement in Strategic Enrollment Management
2. Improved Relationship Building and University Engagement
3. Development of a New University-Level Strategic Plan
4. Continued Success and Growth of University Fundraising
5. Hire and Build my Leadership Team

(Diversity, Equity, Inclusion & Belonging; Economic Development; Research Capacity & Grant Funding; Facilities Repair & Renovation; Connection of on-campus efforts with Olathe and Salina campuses)

## Aspirations for capital funding (~\$125M Project)

### Kansas State University’s Grain, Food, Animal and Agronomy Research and Innovation Centers



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# Q & A

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