

While the cost of a college degree generally is increasing faster than the rate of inflation, the question is fairly asked, “What are colleges and universities doing to address and moderate this trend?”

During the past 20 years, the University of Oklahoma has emerged as a leader in higher education affordability and value. Engaged in a comprehensive strategy addressing the cost and revenue elements of operating a world-class institution, OU continues to attract the best and brightest students from throughout the nation and world.

OU is in the top six universities nationwide in affordability, academic quality and reasonable acceptance rates

(CollegeAtlas.org)


Affordability

- **OU is among the most affordable universities in the country.**
Per-credit-hour tuition and mandatory fees are \$370.50 for resident undergraduates and \$982.50 for non-resident undergraduates. For graduate students, per-credit-hour tuition and mandatory fees are \$350.40 and \$955.20, respectively.
- The University:
 - Ranks top in the nation in academic excellence and cost for students (The Princeton Review)
 - Has had the lowest tuition and fee increases of any state flagship university (The College Board)
 - Ranks in the lowest quarter of the Big 12 for in-state tuition and in the lowest third of the Big 12 for out-of-state tuition.



Scholarship

- OU is the only university in America – public or private – in decades to have produced a **Rhodes Scholar**, **Marshall Scholar**, **Mitchell Scholar**, **Goldwater Scholar**, **Truman Scholar** and **Fulbright Scholar** in a single year.
- The 2014 freshman class was the **biggest and academically highest-ranked** at a public university in state history.
- For the first time in history, OU ranks first in the nation among both public and private universities in the enrollment of freshman National Merit Scholars, with 313 scholars. The University ranks No. 1 in the nation among all public institutions in the number of National Merit Scholars enrolled, with more than 750 National Merit Scholars.
- **Graduation and retention**
 - OU's **graduation rate** is 67.4 percent, with a goal of 72 percent.
 - The **retention rate** is 85.2 percent, with a goal of 92 percent.



The University has been able to continue its tremendous progress and growth despite a declining share of state-appropriated support of higher education generally and OU specifically. From FY 2005 to FY 2013, state-appropriated funding for the Norman campus fell from 19.4 percent to 15.6 percent of total revenue. To sustain and strengthen its commitment to excellence, OU has worked diligently to secure other sources of funding and implement various cost savings and efficiencies.

State-appropriated Support

FY 2005	\$123 million
FY 2014	\$148 million
Annual growth rate	2.1%

Operating Support from Private Giving

FY 2005	\$13.2 million
FY 2014	\$39.4 million
Annual growth rate	12.9%

Gross Tuition and Fees

FY 2005	\$158.3 million
FY 2014	\$261 million
Annual growth rate	5.7%

Scholarships and Fellowships

FY 2005	\$42.2 million
FY 2014	\$102.3 million
Annual growth rate	10.3%

The growth in tuition and fees has been strategically implemented so in-state students have not been unduly burdened. A major element of the strategy has been President David L. Boren’s gift-giving campaign, along with a recruiting plan to significantly increase out-of-state enrollment without decreasing in-state enrollment.

Enrollment: First-year Nonresident

FY 2005	1,140
FY 2014	1,803

Enrollment: First-year Resident

FY 2005	2,474
FY 2014	2,373

Live On, University Campaign

Launched fall 2014

Goals include raising more than \$135 million for scholarships and fellowships

Highlights

- The Norman campus financial operating results reflect a steady annual addition to the University's net assets. At the close of FY 2005, net assets were \$1.2 billion, while at the close of FY 2014 net assets were \$2 billion (an overall increase of \$800 million). The average annual increase to the University's net assets for the period is \$90 million, demonstrating sound financial and operational management, as well as the ability and capacity to replace assets as necessary, sustain and grow instructional and research programs vital to the state, and continue in perpetuity as a going concern.
- The University has improved its academic offerings and output. In 2005, the Norman campus offered 235 degree programs and conferred 5,188 degrees. In 2014, it offered 273 degree programs (an increase of 38) and conferred 6,079 degrees (an increase of 891). During the same period, instructional faculty numbered 1,229 and 1,435, respectively (an increase of 206), and student-to-faculty ratio decreased from 22:1 to 17:5.







- A new 800,000-gallon underground **reclaimed water storage tank and pumping system** under construction at the Jimmie Austin OU Golf Course (above) will replace the nearly 75-year-old 50,000-gallon above-ground storage tank at the site. The new system will efficiently work with the golf course's current state-of-the-art irrigation system to apply the precise volume of water to the golf course fairways to sustain turf growth and health. The new tank will be monitored to control the recently installed reclaimed water pumps at the City of Norman Water Reclamation Facility to eliminate wasteful overfilling. The use of reclaimed water for irrigation purposes saves fresh drinking water for human consumption and saves on costly chemicals that mitigate the effects of treated water on turf grasses.
- The **Purchasing Card Program rebate** was **\$777,026.74** based on overall spending of \$49,807,572.03. Of that, \$9,481,310.07 was generated by buyers in Purchasing, with the remaining \$40,326,261.96 generated by departments.
- A color optimization package was installed to the prepress system at OU Printing Services, which allows for significant **reduction in ink consumption**, resulting in savings of 40 percent.
- Ongoing print output has been **reduced by 7 million sheets per year**. At an estimated cost of 25 cents per print, the annual savings is \$1.75 million.

- The number of copiers on OU's three campuses has decreased each of the previous three years at a rate of approximately 5 percent, which is directly attributed to efforts to train staff to scan and send, scan and archive or simply rethink the need for paper copies.
 - In less than two years, 66 percent of all on-premise data center computing systems have been migrated to OU IT Shared Services, a secure-state-of-the art cloud launched in 2013, resulting in savings from reductions in hardware, power and cooling, licensing, labor and support.
 - By decommissioning 20 servers, the University saved \$45,740 in a single year.
 - The Shared Services program has documented \$3.7 million in cost efficiencies by working closely together on enterprise computing.
 - Central Mail restructured mail routes to achieve savings and allowed for the elimination of two gas-powered vehicles and improved personnel efficiencies.
 - By upgrading soda and candy vending machines with smart sensors that detect when people are nearby, the University saves \$250,000 a year in energy costs.
 - OU replaced faucets and toilets throughout campus with low-flow fixtures, which together save enough water to fill 24 Olympic-size swimming pools each year.
 - The University received the Southwest Minority Supplier Development Council award for Corporation of the Year – Special Services. Spending with diverse suppliers was \$1.8 million.
- Savings and efficiencies efforts include:**
- Initiating a consolidated contract monitoring and management system
 - Converting paper distributions to electronic distributions
 - Participating in the state's comprehensive travel management solicitation services
 - Leveraging purchasing resources through the competitively awarded contracts available through Educational & Institutional Cooperative Services Inc.



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cost savings and efficiencies benefit not only the University's finances, but also its goals under the American College and University Presidents Climate Commitment, which the Norman campus joined in April 2007 as a charter signatory.

- The University has incorporated a number of **energy efficient technologies** into its new **data centers**, including heat exchangers, a raw-air economizer, high-efficiency electrical distribution and battery backup systems, power metering and control systems, low-energy occupancy lighting, and 100 percent wind credits for the Norman data center.
- Sinks and showers in OU Housing and Food Services facilities have aerators to **reduce the number of gallons per minute used**.
- OU added **two CNG vehicles** this year, replacing traditional gasoline-powered vehicles.
- CART added four CNG buses, replacing traditional diesel-powered buses.
- Fleet Services dispensed more CNG this year than any other fuel type.
- In addition to CNG, Fleet Services continues to provide **such alternative fuels as E85 and biodiesel** for use in OU vehicles and equipment.



- OU Parking and Transportation Services has teamed with the Association of Central Oklahoma Governments to offer a **ride-sharing program** for OU faculty, staff and students.
- Parking and Transportation Services participated with OU's Student Government Association in its second **Turn Up For Transit** event, which calls attention to such forms of transportation as CART, car-sharing, biking and walking.



- CART hosted a booth at Norman's **Earth Day** celebration to encourage riding the bus.
- For this year's **Big Event at OU in Arezzo**, volunteers transformed an abandoned urban park by building a pergola, refinishing benches, planting flower beds and painting lampposts.



- Enterprise CarShare, in conjunction with OU Parking and Transportation Services, offers **rental vehicles on an hourly or daily basis** to students, faculty and staff, reducing the need for everyone on campus to own or drive a car.
- Every June, OU's transportation department hosts **Dump the Pump**, offering complimentary fare on the bus system for the day. CART also offers complimentary fare on **Ozone Alert Days**, when the Oklahoma Department of Environmental Quality alerts the public that conditions are favorable for ground-level ozone air pollution.
- Fleet Services **recycles used oils, batteries, tires and metals** in coordination with vendors and the OU Refuse and Recycling Department.
- In 2013 and 2014, 165,000 pounds of computer equipment, including CPUs, monitors, printers and cables, were **recycled to comply with the University's zero landfill policy**.
- More than 40 million images, including images scanned to eliminate file cabinets, have been **imported into Laserfiche**.

More than 100 OU students, faculty, staff and retirees participated in the Healthy Sooners Garden program.

Incandescent light bulbs in Housing and Food Services facilities have been replaced with compact fluorescent lamps.



- Since the OU Housing Recycling Initiative launched in fall 2013, student Recycling Community Assistants have made **more than 2,500 door-to-door recycling pickups** from residents.
- **Local purchases** account for approximately 20 to 25 percent of total university food purchases.
- Clamshell containers and napkins used at dining locations across campus are made from **recycled, compostable materials**.
- The director of OU Outreach's Lean Institute wrote and published *Lean Waste Stream: Reducing Material Use and Garbage Using Lean Principles*, which addresses business waste in a way that will improve organizations' environmental and financial performance.
- Furniture in residence hall rooms is made from **recycled steel**; the epoxy powder coat finish emits no harmful compounds into the environment.
- The **vegetative roof system** at the National Weather Center on the University Research Campus intercepts solar radiation and cools structures during the summer months and reduce storm-water runoff.
- Official University stationery is printed on **recycled paper**.
- OU offers **cage-free eggs, organic fair-trade coffee**, and locally produced cheese and produce at many campus restaurants.
- As a **Farm-to-Fork participant**, OU's use of seasonal menus and educational materials brings awareness to area farms.
- New **photo luminescent exit signs** have replaced battery-operated or electric signs in study areas, hallways and classrooms.
- The OU Spirit Wind Farm in northwest Oklahoma features 44 2.3-megawatt turbines and generates 101 megawatts, which is enough electricity to serve about 25,000 homes. Since January 2013, 100 percent of OU's purchased power has come from wind energy.

- A large-scale paperless initiative has led university employees to **rethink their business processes and in some cases recoup floor space.** For example:

- The Office of Admissions created five work stations from space previously allotted to paper files.
- Two decommissioned IT server rooms in the Engineering Lab building are being renovated into office space.
- Housing and Food Services housekeeping staff use certified **eco-friendly all-purpose cleaner**, disinfectant, toilet tissue, paper towels and foam soap. Their vacuums are CRI Indoor Air Quality Approved and use HEPA filtration.
- The Oklahoma Water Survey, located on the University Research Campus, launched a Web portal that consolidates and makes available real-time data on water topics ranging from water quality and availability to stream flow and precipitation.
- OUR Earth, Earth Rebirth and other student-led environmental groups **educate the University community on environmental issues** affecting the campus, state, nation and world and encourage participation in activities relating to those issues.



- One of the fastest-growing degree programs on campus, environmental sustainability addresses how human societies can meet the needs of the present without compromising the ability of future generations to meet their needs.
- The Student Government Association's annual **Green Week** promotes environmental awareness through such activities as sustainable art shows, bicycle tune-ups and on-campus farmers markets.
- The Water Technologies for Emerging Regions (WaTER) Center seeks to develop sustainable solutions through integrating technology, business and social understanding. In September 2015, the center will hold its fourth biennial International WaTER Conference and International Water Prize Award ceremony.



For more information about OU's savings, efficiencies and sustainability efforts, contact the Office of Administration and Finance at (405) 325-5161. This publication, printed by University Printing Services, is issued by the University of Oklahoma. 100 copies have been prepared and distributed at no cost to the taxpayers of the State of Oklahoma. The University of Oklahoma is an equal opportunity institution. www.ou.edu/eoo (07/2015)