University $cholarships Office

2024-2025 Division of Student Affairs Budget Hearings
February 15, 2024

Western Carolina University

MISSION STATEMENT

University Scholarships works in collaboration with campus departments and external partners in order to manage a comprehensive scholarship program focused on the needs of our students, parents, donors, faculty, and staff who are seeking, receiving, and awarding scholarships.

REVENUE & FUNDING SOURCE

FUNDING SOURCE	2022-23	2023-24	2024-25
State of North Carolina	$205,663	$212,339	$217,486
Student Activity Fees	$0	$0	$0
Health Fees	$0	$0	$0
Generated Revenue	$0	$0	$0
Grants	$0	$0	$0
Total	**$205,663**	**$212,339**	**$217,486**

- We are fully state-funded.

STAFFING & PERSONNEL

	2022-23		2023-24		2024-25	
	FTE	Total Salary (+ fringe if applicable)	FTE	Total Salary (+ fringe if applicable)	FTE	Total Salary (+ fringe if applicable)
Full-time	3	$166,893	3	$173,569	3	$178,716
Hourly	0	$0	0	$0	0	$0
Total		**$166,893**		**$173,569**		**$178,716**

- FY 24, there was a 4% legislative increase for all state employees employed on June 30, 2023, and July 1, 2023.
- FY 25, there will be another 3% legislative increase for all state employees employed on June 30, 2024, and July 1, 2024.

- Amounts exclude fringe

PROFESSIONAL DEVELOPMENT

WHO	WHAT/WHY	2023-24
Director, Senior Assistant Director, and Assistant Director of University Scholarships	**National Scholarship Providers Association (NSPA) Conference** Increased knowledge of best practices to enhance campus programs and emerging trends in scholarship administration	$6,724
Assistant Director of University Scholarships	**New Aid Officers Training (NCSEAA)** Comprehensive federal and state financial aid training for individuals with 3 or fewer years of professional financial aid experience	$600
	Total	**$7,324**

- NSPA did not provide a virtual conference option.
- NSPA is the only professional organization dedicated to scholarship administration.
- WCU Strategic Plan Goal 5.2: Ensure all employees have access to valuable professional development and training opportunities, to support increased capacity and productivity as well as long-term career promotion opportunities.
- WCU Strategic Plan Goal 6.3: Improve the effectiveness and efficiency of campus business processes.

PROFESSIONAL DEVELOPMENT

WHO	WHAT/WHY	2024-25
Director, Senior Assistant Director, and Assistant Director of University Scholarships	**National Scholarship Providers Association (NSPA) Conference** Increased knowledge of best practices to enhance campus programs and emerging trends in scholarship administration	$7,500
	Total	**$7,500**

- Presumably there will be no virtual NSPA Conference option in October 2024.
- NSPA is the only professional organization dedicated to scholarship administration.
- WCU Strategic Plan Goal 5.2: Ensure all employees have access to valuable professional development and training opportunities, to support increased capacity and productivity as well as long-term career promotion opportunities.
- WCU Strategic Plan Goal 6.3: Improve the effectiveness and efficiency of campus business processes.

EQUIPMENT

WHAT	2022-23	2023-24	2024-25
3 Laptops (ideally no more than one replacement per year)	$0	$1,750	$1,750
	$	$	$
	$	$	$
	$	$	$
	$	$	$
Total	**$0**	**$1,750**	**$1,750**

- We typically follow a four-year replacement cycle. As laptops have been replaced, they have been purchased with docking stations to transition each employee to a single computer. Desktop machines have not been replaced.

- We plan to replace one laptop this spring.

GENERAL OPERATIONS

WHAT	2022-23	2023-24	2024-25
Scholarship Manager	$11,000	$11,000	$11,000
Phones	$0	$1,278	$1,278
PawPrint (Excluding Catamount Commitment Letters)	$103	$175	$175
Network Charges/Asset Fees/Workstation Licenses	$562	$562	$562
VEERA/Rapid Insight	$1,750	$0	$0
NSPA Membership	$350	$500	$500
Miscellaneous Office Supplies	$221	$500	$500

- VEERA/Rapid Insight license will not be renewed. Dashboards have been moved to an IT reporting platform.
- University Scholarships Office will begin paying phone charges for their extensions FY24 (previously covered by Financial Aid budget).
- Campus printing costs are increasing spring 2024.
- NSPA has changed their membership dues structure.

GENERAL OPERATIONS

WHAT	2022-23	2023-24	2024-25
Catamount Commitment (Printing and Postage)	$6,400	$8,000	$8,000
Letterhead and Envelopes	$4,880	$4,880	$4,880
Scholarship Flyers (Open House, Honors Visitation Days, Honors Day, WCU on Tour, Spring Blitz, Orientation, etc.)	$380	$600	$600
Scholarship Postcard (application deadline reminder)	$7,542	$0	$0
Catamount Commitment Postcard (Requirements reminder)	$0	$691	$1,600
Total	**$33,188**	**$28,186**	**$29,095**

- Catamount Commitment expenses will be higher for FY24- Printing and postage charges have both increased midway through FY24. Plus, admissions has received a higher number of applications and has extended more offers of admission to students.
- We have shifted the content and recipients of postcard mailings.
- WCU Strategic Plan Goal 1.5: Expand and support WCU's capacity to serve students and eliminate barriers to program and resource access.
- WCU Strategic Plan Goal 1.6: Continue to coordinate WCU's student enrollment and retention strategies to ensure strengthened balance of access, diversity and student success, institutional mission, and sustainable revenue sources.

BUDGET REALLOCATIONS 2023-2024

PRIORITY	REALLOCATION	AMOUNT
1	VEERA/ Rapid Insight License	$1,750
		$
		$
		$
		$
	Total	**$1,750**

- We worked with IT to develop a university hosted dashboard. VEERA has only been used for the purpose of dashboard generation in recent years.
- The funding gained from not paying for a VEERA license will be used to cover phone charges. Until FY24 Financial Aid has been incurring the cost of University Scholarships Office phone expenses.
- WCU Strategic Goal 6.3: Improve the effectiveness and efficiency of campus business processes, including technology enablement.

BUDGET REDUCTION PLAN

The most significant portions of our budget are spent on scholarship software (which is a necessity), communication to new first-year students related to the Catamount Commitment program, and professional development. We have a pretty "bare bones" budget as a starting point. If we were to experience a budget cut, the areas I would re-evaluate are:

Catamount Commitment communication to students. We do send an award announcement by email; however, the email doesn't contain the details of the program offer. Students also don't fully understand when @catamount.wcu.edu accounts become active and often miss early communication we send their way. Given the increase in printing and postage costs, we would look for cost-sharing or a way to reduce printing and mailing costs for this program.

Assessing opportunities for professional development (alternating attendees) each year or potentially looking at cost-saving options in terms of alternative hotels or flying out of airports other than Asheville could yield savings. Although we did see an uptick in virtual conference offerings during the pandemic, our professional organization has returned to an in-person annual conference each year and that is typically the extent of our travel-related professional development.

NEW BUDGET REQUESTS

PRIORITY	RECURRING/ ONE-TIME	NEED ADDRESSED	TIME FRAME	STRATEGIC INITIATIVE	AMOUNT
1	Recurring	Assistant Director of University Scholarships (new position)	FY25	1.5	$46,221
2	Recurring	Marketing/Communication	FY25	1.5, 1.6	$15,000
					$
					$
				Total	**$61,221**

- Along with the establishment of the Enrollment Strategies Committee and corresponding Student Aid Packaging and Promotion Task Team, expectations and priorities have been established that will necessitate additional funding for marketing and communication. An example of a gap in our current materials is a piece solely dedicated to affordability, NC Promise, aid statistics, financial aid, scholarship opportunities, and cost.

- Based on the NSPA data exchange, the average number of employees for organizations administering more than $1 million dollars is 7. We are currently at 3 employees and administered more than $5.8M in institutional and Foundation scholarships, and approximately $4.9M in scholarship support from external providers. Additional support would also be beneficial in administering the Catamount Commitment program, which impacts a higher number of students than our current programs. We are atypical of other scholarships offices in that we administer not only Foundation scholarships, but also state, institutional, and external scholarships.

SUMMARY

REVENUE/EXPENSES	2022-23	2023-24	2024-25	EXPLANATION OF DIFFERENCE
State Funds	$205,663	$212,339	$217,486	Legislative salary increases
Fees (Stud./Health/ACA)	$0	$0	$0	
Generated Revenue	$0	$0	$0	
Grant Funds	$0	$0	$0	
Total Revenue	**$205,663**	**$212,339**	**$217,486**	
Staffing/Personnel	$166,893	$173,569	$178,716	Legislative salary increases
Student Staffing	$0	$0	$0	
Professional Development	$3,971	$7,324	$7,500	Number of conference attendees
Facilities	$0	$0	$0	
Equipment	$0	$1,750	$1,750	Laptop replacement cycle
Programming	$0	$0	$0	
General Operations	$33,188	$28,186	$29,095	Large postcard expense in 2223
Total Expenses	**$204,052**	**$210,829**	**$217,061**	
Contribution to Reserves	$0	$0	$0	