

LONG ISLAND UNIVERSITY
OFFICE OF THE PRESIDENT

MEMORANDUM

TO: Long Island University Community
FROM: David J. Steinberg
DATE: February 16, 2011
SUBJECT: University Update

I am pleased to provide an interim update following the Board of Trustees meeting, held on February 8th. Not surprisingly, the Board was very interested in spring term enrollments. It applauded the retention efforts underway on both residential campuses and noted that such efforts were making a substantial difference. The University is in the black, but any tuition-driven institution is vulnerable to slight changes in enrollment. For example, the School of Education at Brooklyn, the graduate programs in education in the Hudson Valley and at Brentwood, and the College of Education and Information Sciences at C.W. Post are all struggling to sustain prior enrollments in the face of a sudden shift in demand for teachers at all levels. Thus, strong summer enrollments, as well as continued vigilance of expenditures within current budget limitations will be vital to achieving the year-end operating surplus needed to reinvest necessary funds into the physical plant and to continue to grow the University's Endowment Fund, which now stands at approximately \$85 million.

In this context the Board is eager to enhance the marketing of Long Island University. We must function in a highly competitive environment and compete for students in an economy where the seeming cost savings of attending a public sector institution appear seductive to students and their families. How we position ourselves and our programs is critical. The Board has asked the Administration to document how the University brands itself. Prior to this Board meeting, Trustee Stanley Barshay '60, the recently retired Executive Vice President of Merck and someone who has devoted much of his career to marketing pharmaceuticals, spent considerable time meeting with the University's senior professionals charged with our marketing efforts. He reviewed in detail where we place our ads, what our marketing strategies are, and how the new Web is functioning to promote these efforts. He also reviewed future program planning, including how best the University can use Facebook and other social networking applications. Subsequently, he brought a

close associate from Young & Rubicam into the University orbit. Within this context, the trustees devoted their Closed Session -- in which no University Officers are present -- to his report and its ongoing review of the University's marketing and recruitment efforts.

The University's health care consultants from C&B/Gallagher also presented to the trustees recommendations on how best the University can sustain its longstanding commitment to providing its employees with fair and competitive medical insurance options in an era in which the costs of health care has become a central national focus. After intensive analysis of our current cluster of health plans, the consultants concluded that the existing structure and offerings are, at times, duplicative and unnecessarily expensive. Like virtually every other organization in the United States, we cannot afford to incur unsustainable health care premium increases. The challenge is to provide appropriate levels of coverage while finding savings. Subject to ratification by the membership of the several unions, including those representing the faculty, the Board gave tentative approval to the broad outlines of a proposal from the consultants that would meet both objectives. The benchmark for this plan is the current Oxford "Gold" plan. Moreover, there will be two step-ups from the core plan for those employees who choose to purchase additional levels of coverage. Central to cost-savings will be consolidating all current non-HMO offerings with one common provider. The Board instructed the Administration to hold a series of open forums across the institution at which this proposal could be explained and employee suggestions offered. These meetings will be held prior to the next meeting of the Board on April 12, 2011, in order that any fine-tuning of the plan may be brought back for trustee consideration. The Board has set January 1, 2012, as the target date when revised policies should be implemented.

Lynette Phillips, the new Vice President for Legal Services, presented a preliminary outline of how the University needs to manage risk and demonstrate compliance with the many rules and regulations existing at the state and federal levels. That list will grow on July 1, 2011, as mandated by the Higher Education Opportunity Act. The federal government increasingly demands of every college and university greater transparency and new accountabilities. There are detailed reporting and disclosure obligations, which, if not observed, will jeopardize our continued funding and subject us to substantial fines. Long Island University now receives almost \$200 million from the National Direct Student Loan program, Pell, SEOG, etc. It is our duty to be responsive both to the specifics of the law and the spirit which suffuses those regulations.

The Board also voted on sabbatical leave requests, noting how engaged and creative our faculty are as they continue to advance knowledge in their disciplines. The trustees approved new program proposals and curricular revisions recommended by the Academic Affairs Committee. Tuition and fee rates for 2011-2012 will be approved by the Board over

the next several weeks. A detailed update on preparations for the 2012-2013 Middle States Self-Study Report was presented.

Term time activity throughout the University is impressive. Negotiations with the several faculty unions will begin in the very near future, even as the annual cycle of recruitment for the Class of 2016 moves forward. Our students are finding success on the basketball courts and off; Tilles Center and the Kumble Theater are having marvelous seasons; and the energy and optimism of our students, both undergraduate and graduate, remind us that we are in a privileged relationship with those men and women, whatever their age, who have entrusted their dreams to us.