A Message from our
PRESIDENT

In 2013, the Association of Independent Colleges and Universities of Ohio reached several milestones in its operations and accomplished several notable achievements.

The association expanded to six full-time staff with the addition of Dr. Victoria McGillin, Director of Institutional Collaboration, funded by generous outside support. Although she is only six months into her work, our new staff member has brought together academic leaders in a manner rarely attempted in other states in hopes of making the first steps toward genuine collaborative networks not yet seen in Ohio.

The association backed amendments to state law protecting member institutions from lawsuits caused by government disclosure of private student information. AICUO also protected need-based student aid from attacks by legislators with other priorities and ensured that a previously unknown shift in funds for the children of deceased veterans was remedied through administrative processes.

Earlier in the year I was honored to be selected for an off-the-record roundtable of independent-college sector presidents with a major publication’s higher education reporters. It was one of dozens of interviews and backgrounders that our staff conducted during the year for reporters, state and national policy makers, think-tank leaders, and a variety of others, including the thousands that access our website for information.

That position—as trusted and valued resource—serves in reality as a shorthand for AICUO. If you would like to learn more about AICUO and independent higher education in Ohio, visit us at www.aicuo.edu. You will understand how our 50 members are private institutions delivering public benefits.

Cordially,

C. Todd Jones
President and General Counsel
AICUO
Higher Education

TRENDS AND ISSUES

Start a conversation about college, and sooner or later — usually sooner — the subject of its cost arises. Ohio’s independent college and university sector is taking direct steps to answer this challenge.

First, its commitment to financial aid continues to grow, reaching more than $1 billion the last three academic years — far more than the state’s or federal government’s allocations. In addition, to help assuage the concern that “sticker price” brings, numerous independent colleges are freezing and, in two well publicized cases, radically reducing the list tuition and fees cost by $7,500 to $10,000 per year.

Another major issue facing independent higher education in Ohio is demographic: namely, the drop in the number of in-state high school graduates that will continue through 2017. Beyond members’ own recruitment efforts, AICUO, using its geocoding program, has identified school districts around the nation to which the “Counselor’s Guide” is sent to guidance staff in key high schools.

As mentioned elsewhere, AICUO is bringing its members together for both academic and business collaborations. Working together for more than mere efficiency, creating effectiveness: the next meta-challenge facing higher education in Ohio.

### Need-Based Financial Aid
**From State of Ohio**
**Academic Years 2001-02 to 2014-15**
Actual expenditures through 2011-12; estimated for 12-13; Enacted appropriations for 2013-14 and 14-15
All figures in millions

<table>
<thead>
<tr>
<th>Academic Year</th>
<th>Financial Aid (in millions)</th>
</tr>
</thead>
<tbody>
<tr>
<td>2001-02</td>
<td>$113.0</td>
</tr>
<tr>
<td>2002-03</td>
<td>$132.3</td>
</tr>
<tr>
<td>2003-04</td>
<td>$136.9</td>
</tr>
<tr>
<td>2004-05</td>
<td>$159.5</td>
</tr>
<tr>
<td>2005-06</td>
<td>$159.6</td>
</tr>
<tr>
<td>2006-07</td>
<td>$177.6</td>
</tr>
<tr>
<td>2007-08</td>
<td>$191.9</td>
</tr>
<tr>
<td>2008-09</td>
<td>$224.9</td>
</tr>
<tr>
<td>2009-10</td>
<td>$76.3</td>
</tr>
<tr>
<td>2010-11</td>
<td>$74.1</td>
</tr>
<tr>
<td>2011-12</td>
<td>$74.9</td>
</tr>
<tr>
<td>2012-13</td>
<td>$86.0</td>
</tr>
<tr>
<td>2013-14</td>
<td>$90.3</td>
</tr>
<tr>
<td>2014-15</td>
<td>$90.3</td>
</tr>
</tbody>
</table>

Sources:
- Office of State Grants and Scholarships, Ohio Board of Regents (2001-02 through 11-12)
- Ohio Office of Budget and Management (2012-13)
- Ohio Amended Substitute House Bill 50, 130th General Assembly (2013-14 through 14-15)
After surveying member institutions about initiatives in online education, AICUO held the first meeting of its Online/MOOC Task Force in October. Members of this group are setting priorities for possible collaborations and will form working groups to develop the key proposals for online activities, either “traditional” or Massive Open Online Courses.

In November and December, AICUO launched academic collaboration conversations for chief academic officers at five sites around the state of Ohio: Lake Erie College, Mercy College, the University of Mount Union, Ohio Dominican University and Wilmington College. These conversations will help set the purpose and principles for new joint activity in teaching and research in the coming years. Nearly 70% of AICUO institutions participated in these meetings.

AICUO provided information and outreach to member institutions concerning the development of an Ohio/West Virginia/Western Pennsylvania Higher Education Recruiting Consortium (HERC), to be housed at association member Case Western Reserve University. HERCs are regional consortia of colleges and universities, established to promote effective dual-career hiring opportunities, diverse searches, professional development for those engaged in academic searches, and cost-savings in advertising and marketing of searches. To date, 29 institutions in the region (including 12 AICUO member institutions) have pledged to join this recruiting consortium.

During fiscal 2013, AICUO member institutions purchased more than $4 million worth of goods and services under contracts with the Inter-University Council Purchasing Group, which the association joined in 2011. Assuming an average discount in each contract of just five percent, this means that member institutions aggregately saved at least $200,000 on these purchases. The association also manages a handful of similar price discounted contracts with individual vendors.
Government
RELATIONS

As a biennial budget year, 2013 guaranteed that AICUO was active on the public policy front. The association assured the continuation of need-based student aid through the Ohio College Opportunity Grant program, including defeat of an energetic attempt to shift a majority of funds to students attending institutions in the for-profit and public sectors.

The association also prepared language that was adopted in the budget to indemnify independent colleges if they were ever sued over the disclosure by a state agency of personally identifiable student information. This indemnification will be particularly important if Ohio joins the national trend toward increasing data requests by state agencies.

Following the budget enactment, the association worked with the summer’s tour by the newly created House Higher Education Study Committee, which held six hearings across the state, including two at AICUO member campuses. Serving as an expert resource to the committee, the association collaborated with the committee to make certain that members saw the unique value of the diversity of the independent sector.


Gov. John Kasich addresses member presidents at the AICUO spring meeting in Columbus.

The association also helped safeguard another victory for independent college students by providing information to the Ohio War Orphans Scholarship Board that persuaded it to allocate a large percentage of this year’s increased funding to remedy the disproportionately low allocation of previous years.

Lastly, the association bid goodbye to Dustin Hofinger, who served as director of government relations for seven years. Dustin ably led advocacy for AICUO through some of the most difficult legislative terms in the association’s history. His work was valued by members and ensured that independent college students continued to receive support from our State.
Each year, AICUO strives to provide educational opportunities to our members as well as events that help to highlight what makes Ohio independent colleges such an important asset to our state, and 2013 was no exception. The annual Communicators’ Summit at Otterbein University started the year off, drawing communications professionals from 16 member campuses to focus on the importance of media training for campus representatives. In February and March, AICUO welcomed politically minded students from member campuses to advocate on behalf of Ohio independent colleges at Independent College Day at the Ohio Statehouse.

In April, Denison University served as the host campus for the 6th annual AICUO Awards for Excellence in the Visual Arts, a competition highlighting the talented senior art students at AICUO member campuses. AICUO welcomed member mascots and cheering squads to the Ohio Statehouse this fall with the first ever Mascot Day in October. Sixteen campuses participated and met with legislators, alumni and Statehouse visitors.

A well-attended workshop on emergency-preparedness best practices and related grants opportunities at Ohio Dominican University finished out the year. Participants learned about open grant opportunities in Ohio and in their communities and received the latest information on campus safety and security.
AICUO remains a trusted resource for higher education data – both related specifically to our member institutions and for national trends and issues. Throughout 2013, AICUO was featured in publications such as The Plain Dealer, The Columbus Dispatch, The Toledo Blade, Gongwer Ohio, Inside Higher Ed, and many others on topics ranging from teacher preparation programs to need-based aid and college accountability and affordability. Much of the press coverage AICUO has received in the past year has been a result of our weekly Graph of the Week email that is sent out each Wednesday to nearly 1,400 subscribers. This single graph with caption has been a driving force in starting conversations with legislators, reporters and the general public on pertinent hot button issues surrounding higher education.

Sources: Illinois State University, “Grapevine” (for state expenditures); NASSGAP Annual Survey (for financial aid expenditures)

Amount Spent on Financial Aid for Every Dollar in State Higher Education Expenditures FY2012 (AY 2011-12)

Ohio: 5.4¢
US Total: 15.4¢

Source: National Center for Education Statistics

2013 AICUO Executive Committee Members

Chair: Anne C. Steele, Ed.D., President, Muskingum University
Vice Chair: Kathy A. Krendl, Ph.D., President, Otterbein University
Secretary: Patricia Hardaway, Ph.D., President, Wilberforce University
Treasurer: Anthony J. Aretz, Ph.D., President, College of Mount St. Joseph
Immediate Past Chair: Thomas V. Chema, J.D., President, Hiram College
President Member: Robert Helmer, Ph.D., President, Baldwin Wallace University
President Member: Rockwell Jones, Ph.D., President, Ohio Wesleyan University
Lay Member: Senator Richard H. Finan, Former University of Dayton Trustee, Calfee, Halter & Griswold, LLP
Lay Member: John W. Kropf, Esq., Baldwin Wallace University Trustee, Kropf, Wagner, Hohenberger & Lutz, LLP
Lay Member: Thomas Winters, Esq., Ohio Dominican University Trustee