Town Hall for Regional Campus Advisory Boards  
April 2024

Summary: Kent State University’s Regional Campuses are vital, aligning with our history of accessibility and educational outreach, providing significant value to our institution. We are dedicated to maintaining our Regional Campuses and their presence in their communities throughout Northeast Ohio.

Situation: Kent State University is implementing changes to address current challenges facing higher education, including budget reductions and enrollment declines. Over the past decade, Regional Campuses have experienced a 52% decline in enrollment. Despite these challenges, our goal is to stay in the communities we serve.

Response: Many universities in Ohio are facing deficits, but we’re committed to responsible leadership and maintaining our Regional Campuses’ integrity. We are making reforms to ensure we remain in our communities across NE Ohio, despite financial pressures and changing demographics.

Here’s how:

Financial Strategy:
- Annual budget balancing and efficient expense management have been consistently achieved.
- Prioritizing aligning rates of change to prevent financial strain and maintain stability.
- Reductions include merging positions, attrition-based reductions and restructuring academic departments.
- Emphasis on sustained growth rather than aiming to return to peak levels seen in 2010.

Educational Approach:
- Aligning course offerings with specific employer and community needs.
- Implementing a balanced blend of in-person and online educational experiences.
- Strengthening collaboration with community partners for mutual benefit.

Revenue and Expense Management:
- Focused efforts on student retention and high-quality program offerings to boost revenue.
- Streamlined operational processes to improve efficiency and reduce costs.
Cost-Saving Initiatives:
- Consolidated marketing and communications expertise, resulting in fewer external contracts and cost savings.
- Merged instructional design support to eliminate redundancies and optimize resources.
- Unified veterans processing and recruiting efforts for streamlined operations.
- Reorganized Business Affairs for improved efficiency and reduced overhead costs.
- Optimized leadership positions to ensure effective oversight and resource utilization.

Overall Strategy:
- Targeting student completion rates and valuable credentials as primary objectives.
- Utilizing data analytics and collaborative efforts for strategic decision-making.
- Restructuring Regional Campus System for long-term sustainability and effectiveness.

Summary: We are confident in our ability to navigate these challenges and remain true to our mission at Kent State University. We appreciate our Regional Campus Advisory Board members: Thank you all for your hard work and support of Kent State via our Regional Campuses, which are vital to the communities we call home.