NABCA CAMPUS AND CENTER ADMINISTRATOR SURVEY
Phase II Results
April 12, 2012
Definition - Center

- Geographically apart from main campus
- Single or limited range of programs leading to degrees or certificates
- Has:
  - Onsite management
  - Limited budget autonomy
  - Fewer or no resident faculty
  - Fewer student support services

April 25, 2012
Definition: Branch Campus

- Geographically apart from main campus
- Offers wide range of programs leading to degrees or certificates
- Has:
  - Onsite administration
  - Significant budget autonomy
  - Resident faculty
  - Broad range of student support services
Phase I Survey

- Through NABCA Research Committee
- 2009-10
- 138 responses
- Models:
  - A = 2 Year Public
  - B = 4 Year Public
  - C = Large (2500+)
  - D = Co-located
Alternative Mission-Based Typology

Mission drives:

- Programs
- Budget
- Faculty
- Leadership
- Schedule
- Services
Six Mission-Based Models

- Cash Cow
- Increasing Access
- Grow the Brand
- Mini Main
- University System
- Multi University Center
Cash Cow

- Center, smaller
- Evening and/or weekend
- Non-traditional students
- Few programs – high demand, low cost
- Adjunct faculty
- Essential services only – most online, phone
- No student life
- May share facility with others weekdays

April 25, 2012
Increasing Access

• Center, smaller
• Evening, weekend, and limited daytime
• Non-traditional students
• Many programs – high demand, moderate cost
• Half adjunct/half traveling faculty
• Essential services face-to-face; important services online or by phone
• Little student life
Grow the Brand

• Branch, moderate to large
• Weekdays and limited evening
• Traditional students
• Few programs – specialties, some high cost
• Resident & traveling faculty
• Essential services face-to-face; important services online or by phone
• Try to involve in main campus student life

http://www.npr.org/2012/04/04/149673228/private-colleges-branch-out-to-other-states

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Mini Main

- Branch, larger
- Weekday and evening
- Traditional and non-traditional students
- Broad array of programs – some high cost
- Resident, traveling and adjunct faculty
- Essential and important services face-to-face; some enhancing services
- May offer housing, some student life

April 25, 2012
University System

- Branches, larger – often no “main”
- Often separate accreditation
- Weekday and evening
- Traditional and non-traditional students
- Broad array of programs – some high cost
- Resident, traveling and adjunct faculty
- Essential and important services face-to-face
- May offer housing, some student life
Multi University Center

- Center
- Evening and weekend
- Non-traditional students
- Upper division 2+2 programs; Institutions specialize, no overlapping
- Adjunct faculty
- Essential services mostly online or by phone

April 25, 2012
Phase II Survey

- 96 respondents
- By mission
- Looks at who decides related to:
  - Hiring
  - Budgets
  - Program and schedule
Findings Across Models

- 87% public
- 63% primarily 2 year (most LD)
- 57% >500 headcount; 60% <500 FTE
Budget Decisions

• 55+% budgets by senior institutional administration (main campus)

• 47% budgets going up; 33+% budgets down
Program and Schedule Decisions

Program offerings:
- 47% by branch/main partnership

Schedules:
- 37% by branch academic administrators;
- 38% by branch/institutional partnership
Hiring Decisions

Faculty:
- 58% by main campus
- 22% by campus/college partnership

Professional Staff:
- 44% by campus/institutional partnership
- 30% branch
- 26% main

Support Staff:
- 69% support staff by campus
Increasing Access - 45

- Varied offerings - 51.1% 2 LD; 26.7% 4 Yr.; 11.1% UD
- Smaller – 54.5% <500 students; 47.6% <500 FTE
- Mix budget decisions – 57% central; 20% no instructional budget
- Fewer instructional budget increases – 34.1%
- Programs/schedules - mostly in partnership
- Hiring same as norm
Mini Main - 25

- Varied offerings – 52.2% LD; 34.8 4 Yr.; 13% UD
- Larger – 44% >1500 students; 64% >500 FTE
- Varied instructional budget sources – 55% main, 9% BOG, 9% BOT, 9% proportionate, 13% no budget, 4.5% Legislature
- Support budget – 46.7% down; instructional up
- Programs/schedules - mostly in partnership
- Faculty hiring less central - 32% branch, 40% main
Cash Cow - 12

• Most 2 Yr. LD - 75%
• Larger headcount - 58% >500
• Centralized budgets – 75%
• More budget increases – 83%
• Programs/schedules - mostly in partnership
• Hiring same as norm
  • Faculty – main campus,
  • Professionals in partnership,
  • Support staff by campus
Grow the Brand - 6

- Varied offerings - 50% 2 LD; 33.3% 4 Yr.;
- Varied headcount size; 50% 201-500 FTE
- Less budget control – 50% no instructional budget of their own
- Typical budget increases – 50%
- Programs – 66.7% partnership
- Schedules – 50% main campus
- Hiring same as norm
University (Multi-Campus) System - 5

• Non-public 40%; none are 2 Yr. LD
• Larger – 60% >1500 students; 40% >1000 FTE
• Budget determined by legislature – 40%
• More budget increases – 80% both support and instructional
• Programs/schedules more branch generated – 60%
• Hiring typical

April 25, 2012
Multi University Center - 5

- Offerings – 80% 4 Yr.
- Smaller – 60% >500 students; .500 FTE
- No pattern in budget determination
- Budget increases – 60% up; 40 down because of cuts
- No clear pattern on programs; schedules 60% branch generated
- Hiring typical