



# 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



# 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



# 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/2012/04/04/149973228/private-colleges-branch-out-to-other-states>



# 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



# 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



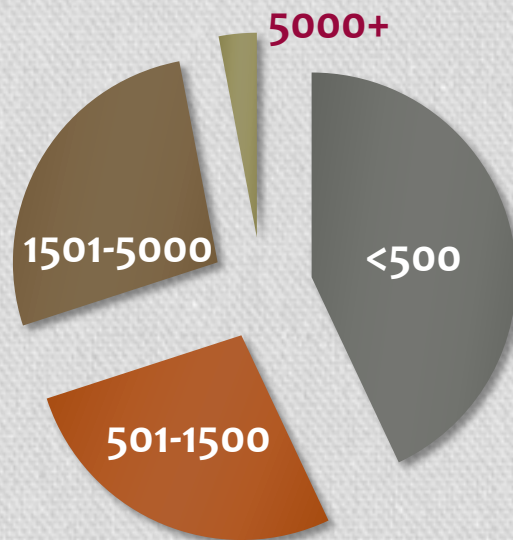
# Phase II Survey

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

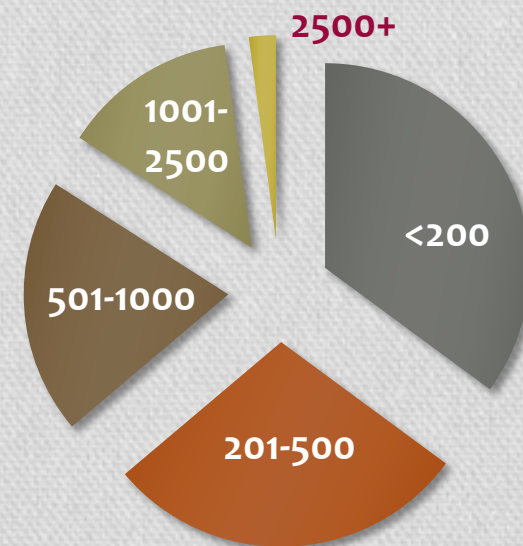


# Findings Across Models

## Headcount



## FTE



- 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



# 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

