

The background of the slide features a light gray topographic map with contour lines, primarily visible on the left and right sides.

THE CAL POLY COLLEGE BASED FEE

STUDENT AID AND LEARN-BY-DOING PLAN



CAL POLY

WHAT PROBLEMS ARE WE TRYING TO SOLVE?

Access for all to Cal Poly

Cal Poly exists to give talented Californians a world-class education.

But today access to Cal Poly is unequal.

We can't afford to lose the talent and promise of the students who can't afford to attend Cal Poly.

Funding our Academic Mission

State support for Cal Poly has fallen steadily over the decades, and we haven't been able to replace all of that lost income or cover increased costs.

We don't have enough revenue to fund our academic mission appropriately:

- Learn by Doing (LBD) opportunities for students
- Faculty salaries
- Teacher-Scholar model (faculty role in LBD)

WHAT THE PLAN PROPOSES

Raising CBF for Future Students

The proposed plan would raise the College Based Fee (CBF) paid by future Cal Poly students. Increases would phase in Fall 2022 through Fall 2025.

No currently enrolled student would pay the higher fee.

The revenue would be used to improve Cal Poly's financial aid and scholarships (60%), and to more adequately fund our academic mission (40%).

The plan would set different CBFs for colleges with high-cost majors (CAED, CENG, CAFES) and lower-cost majors (COSAM, OCOB), and would permanently raise the lowest CBF (CLA) to the level of the other lower-cost-major colleges.

PROBLEM 1: ACCESS FOR ALL TO CAL POLY

KRYSTAL RAYNES

CSU Student Trustee (CSU Bakersfield)

“Cal Poly was my dream school. I was accepted in computer science in 2017 and could never figure a way to afford Cal Poly. Therefore, I did not attend my dream school.”



IS THIS REALLY A PROBLEM?

CSU's Mission

The people of California created the CSU and agreed to fund it because they wanted higher education to be available to everyone, regardless of income or wealth. Today we are not achieving that mission fully.

Cal Poly's Loss

When talented students decide not to come to Cal Poly because of cost, we lose out on having their skills, perspectives, and promise as part of our community. Our campus doesn't reflect the state it serves.

UC's Gain

When an applicant is admitted to Cal Poly but decides to go somewhere else, their most likely destination is a UC campus.

They offer significantly more financial aid, and have just adopted a plan to increase aid over the next few years.

THE UCS PROVIDE MUCH MORE FINANCIAL AID

UC Campus Average

55% of students
receive financial aid
and/or scholarships that
cover all tuition and fees

CSU Campus Average

49% of students
receive financial aid
and/or scholarships that
cover all tuition and fees

Cal Poly

15% of students
receive financial aid
and/or scholarships that
cover all tuition and fees

ALL STUDENTS CAN BE SUCCESSFUL AT CP

We Learned it by Doing it

- Cal Poly already has some programs to recruit and retain lower-income students, like the federal TRIO programs, the CSU's Educational Opportunity Program (EOP), and our own Cal Poly Scholars.
- These programs are excellent, but they are relatively small compared to the need and the demand.
- The data are clear: all students do best when they receive needed financial support and advising. All students can achieve strong GPAs, retention rates, and graduation rates.

WON'T RAISING CBF EXCLUDE MORE STUDENTS?

Not if we do it right.

- The proposed increase would apply to all students, so Cal Poly's "sticker price" would go up.
- Students with <\$90,000 family income will pay considerably less than they would without the CBF increase. Costs will go up either way, but without the increase there would not be more financial aid to offset the higher costs.
- For all students who receive financial aid to attend (roughly those with family incomes <\$150,000), the increased amount of financial aid would entirely pay for the CBF increase.

PROBLEM 2: FUNDING ACADEMIC MISSION

THREE OPPORTUNITIES TO IMPROVE

More LBD for Students

Learn by Doing is the heart of Cal Poly. It means field experiences, experiments, travel to tournaments, trips to archives or performances, and building what you're studying.

We need to expand LBD opportunities for students, which are limited by funding. In addition, some majors require higher investment than others.

Competitive Compensation

As we'll show you in a few minutes, Cal Poly's faculty salaries are lagging behind those of other institutions.

We must find ways to increase compensation so current faculty can thrive and we can recruit and retain top talent.

Students dream of coming to Cal Poly because of the excellence of our faculty.

Teacher-Scholar Model

Faculty also contribute to Learn by Doing, following what we call the Teacher-Scholar Model. In addition to teaching, faculty are also scholars, creators, and performers in their fields. To support their scholarship, we need funds to pay for additional tenure track faculty, research assistants and time allocated to pursue research, scholarship and creative endeavors.

MORE LBD FOR STUDENTS

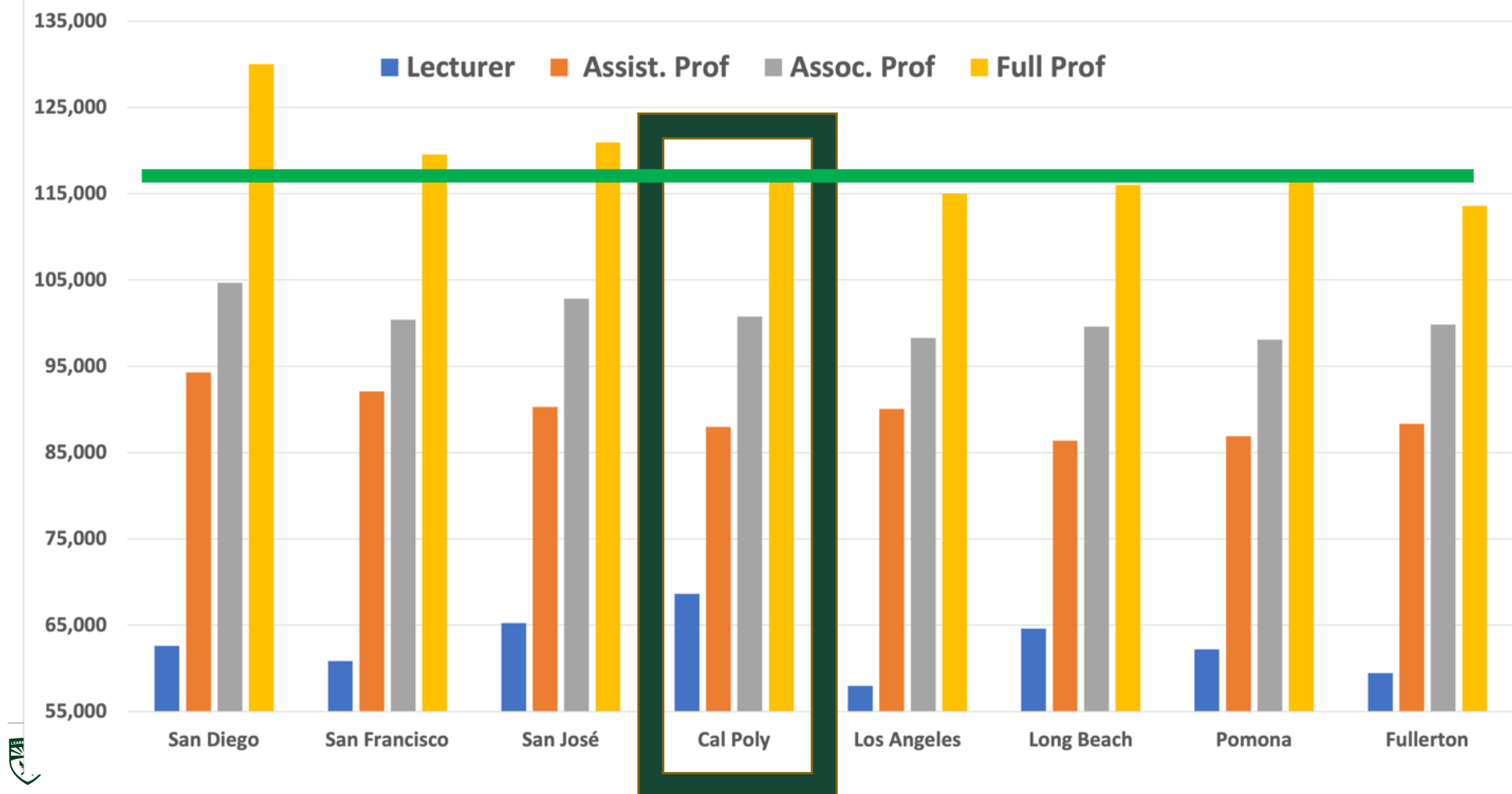
Learn by Doing is central to the Cal Poly way of education.

Learn by Doing opportunities for students include many things, from harvesting crops to building stage sets, from designing satellites to drafting legislation, from lab research to field experiments.

Learn by Doing is more expensive than less hands-on methods of education. Some majors require more investment than others. We think it's well worth it. But we can't do more without more resources.

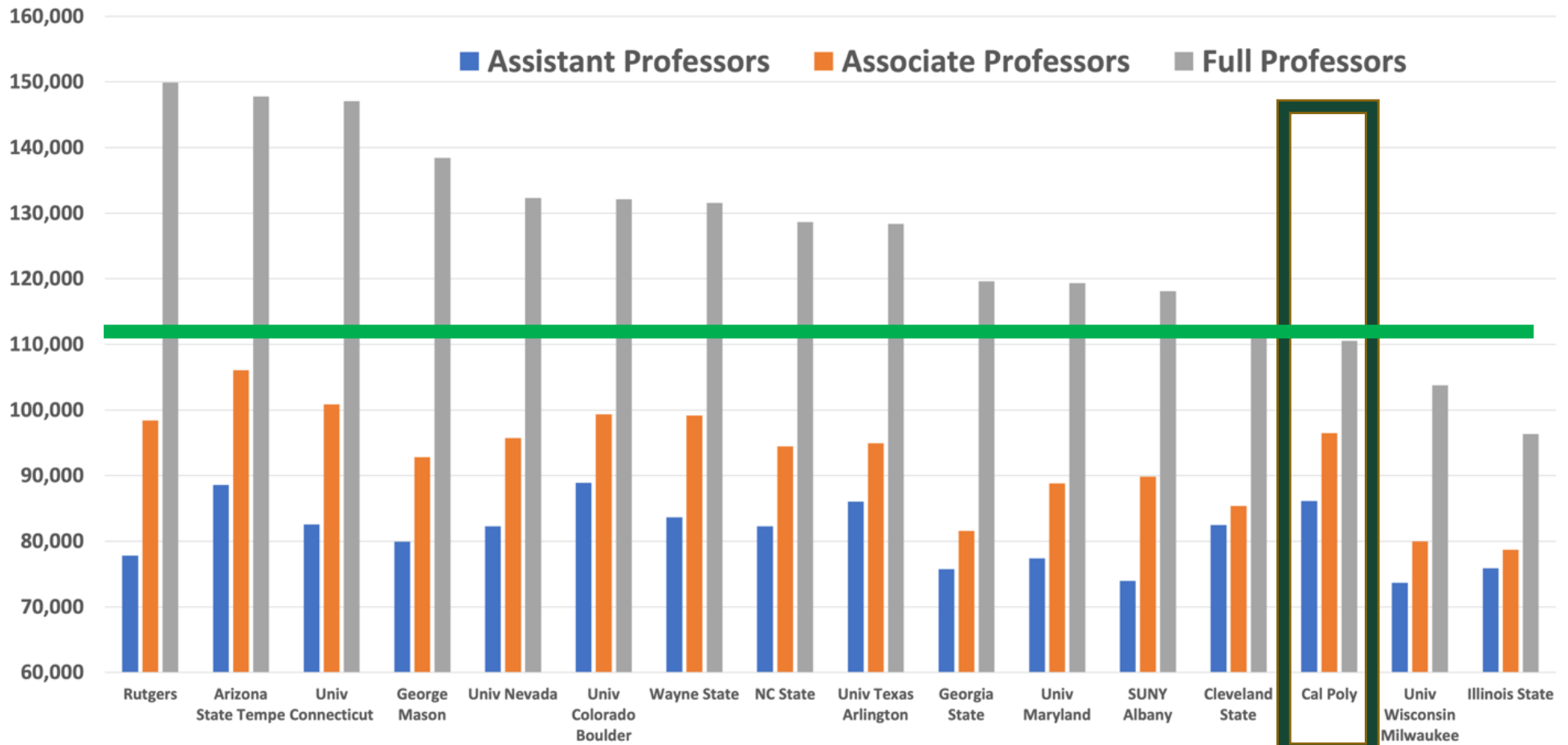


Faculty Salaries 2020-21 - Top Eight CSU Campuses



CSU COMPARATOR UNIVERSITIES

Faculty Salaries 2018-19 - Cal Poly and CSU Comparator Universities



THE TEACHER-SCHOLAR MODEL (FACULTY ROLE IN LBD)



Every time a student has a Learn by Doing experience, that is made possible through the supervision, mentorship, scholarship and creative activity of a faculty member (and often staff as well).

To support faculty scholarship, we need funds to pay for additional tenure track faculty, research assistants and time allocated to pursue research, scholarship and creative activities/endeavors.

Our regional accreditor, WASC, has set a tenure-track goal for us of 75%; we are currently at 62%.

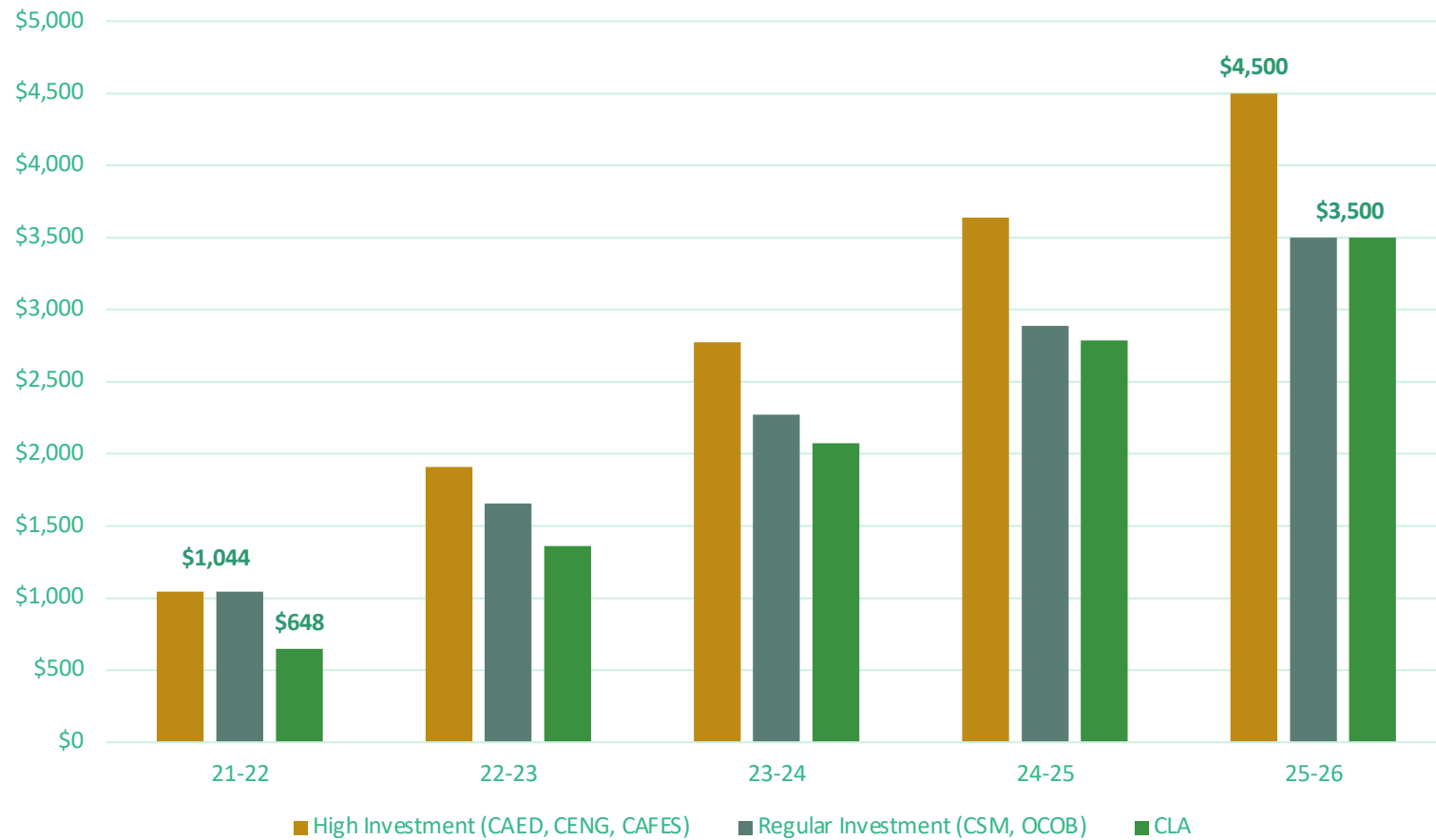
Achieving these things requires resources.

WHY RAISE THE COLLEGE BASED FEE?

WHAT IS THE COLLEGE BASED FEE (CBF)?

- A type of Campus Academic Fee, which supports educational quality, student learning / progress to degree, and institutional productivity.
- The revenue from the CBF currently goes directly to the six colleges, and that same amount will continue to go to the colleges if the proposed increase is approved (more to CLA than it gets now).
- We chose the CBF for this proposed increase because it is directly related to students and our academic mission.
- Complete information is available at <https://afd.calpoly.edu/budget/openbook-portal>
- First collected during the 2002-2003 AY

Proposed Change to CBF



HOW IS CBF DIFFERENT FROM CPOF?

- The campus approved the Cal Poly Opportunity Fee (CPOF) in 2018-2019.
- CPOF is paid by non-CA-resident students, whose families don't pay CA state taxes that help fund Cal Poly.
- Revenue from CPOF supports financial aid through the Cal Poly Scholars program.
- This fee has been instrumental in improving our financial aid packages to

where they are today.

- But we cannot increase this fee any further at this time, for two reasons.

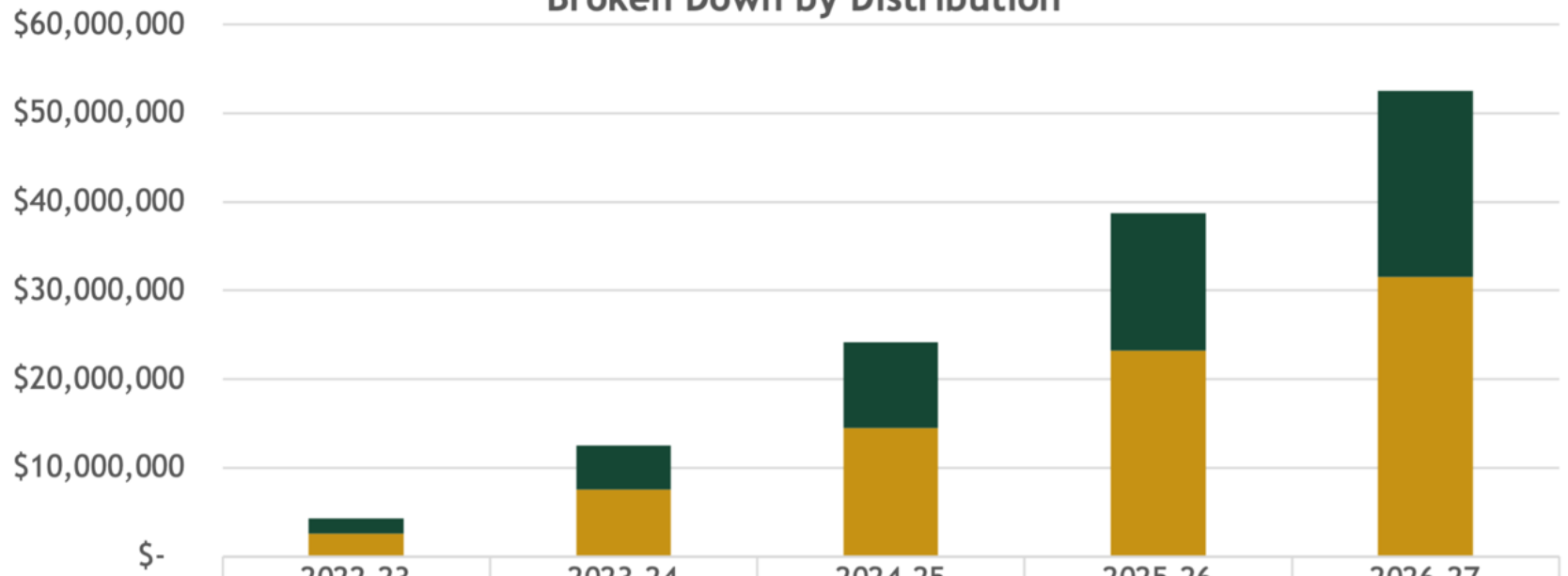
First, the CPOF is designed to keep total cost of attendance for non-resident students at or below 90% of what they would pay to attend a UC school.

Second, Cal Poly's primary mission is to educate California students, and such students must make up at least 85% of enrollment.

PREVIOUS SUCCESS: HEALTH SERVICES FEE

- In 2017-2018 the campus approved a proposed increase in the Health Services Fee.
- The increase was largely driven by student requests for better access to health care providers and counselors.
- The fee now adjusts for inflation, and 30% is set aside to offset the costs for students from families with lower incomes.
- All students have better access to health and well-being services.
- Students from families with lower incomes pay less than before the fee was increased.

Revenue Generated for College Based Fee Broken Down by Distribution



SOURCES OF REVENUE TO SOLVE THESE PROBLEMS ARE LIMITED

Cal Poly Gets Revenue From Three Sources

STATE SUPPORT

State support (tax dollars) has dropped by nearly 1/3 since 1990 (measured as purchasing power). We actively seek the largest amount we can get each year, but we won't be able to increase state funding enough to fill these needs.

TUITION AND FEES

The second source of revenue is the tuition and fees paid by students. That and state support make up 99% of our general fund income each year.

DONATIONS

To generate \$52 million each year into the future, Cal Poly would need an unrestricted endowment of \$1.3 billion, more than six times the size of our actual endowment (\$200 million)—it would be more than all the money we raised in our last campaign (\$832 million), most of which was restricted to other purposes.

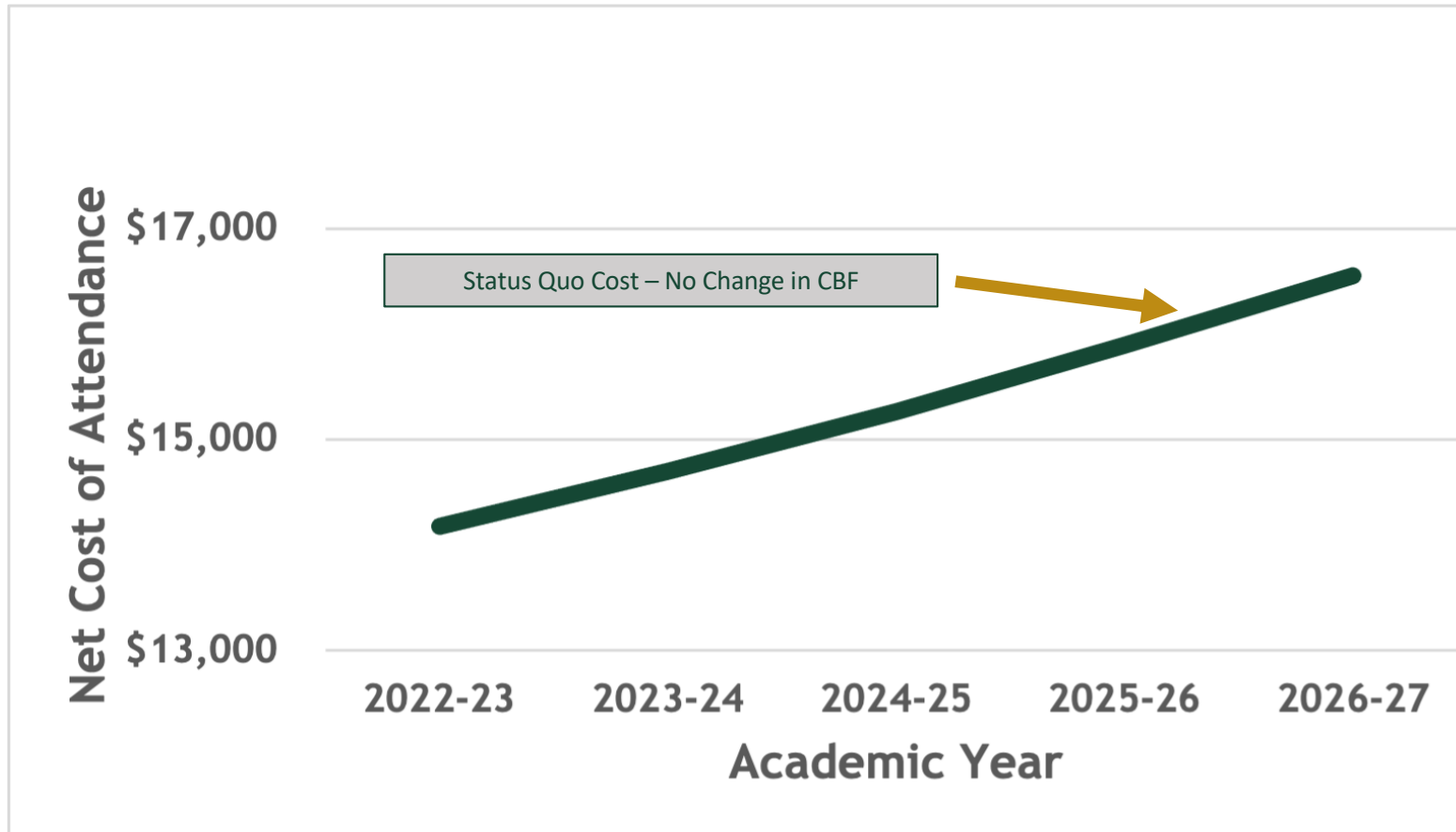


IS IT FAIR TO ASK STUDENTS TO PAY FOR THIS?

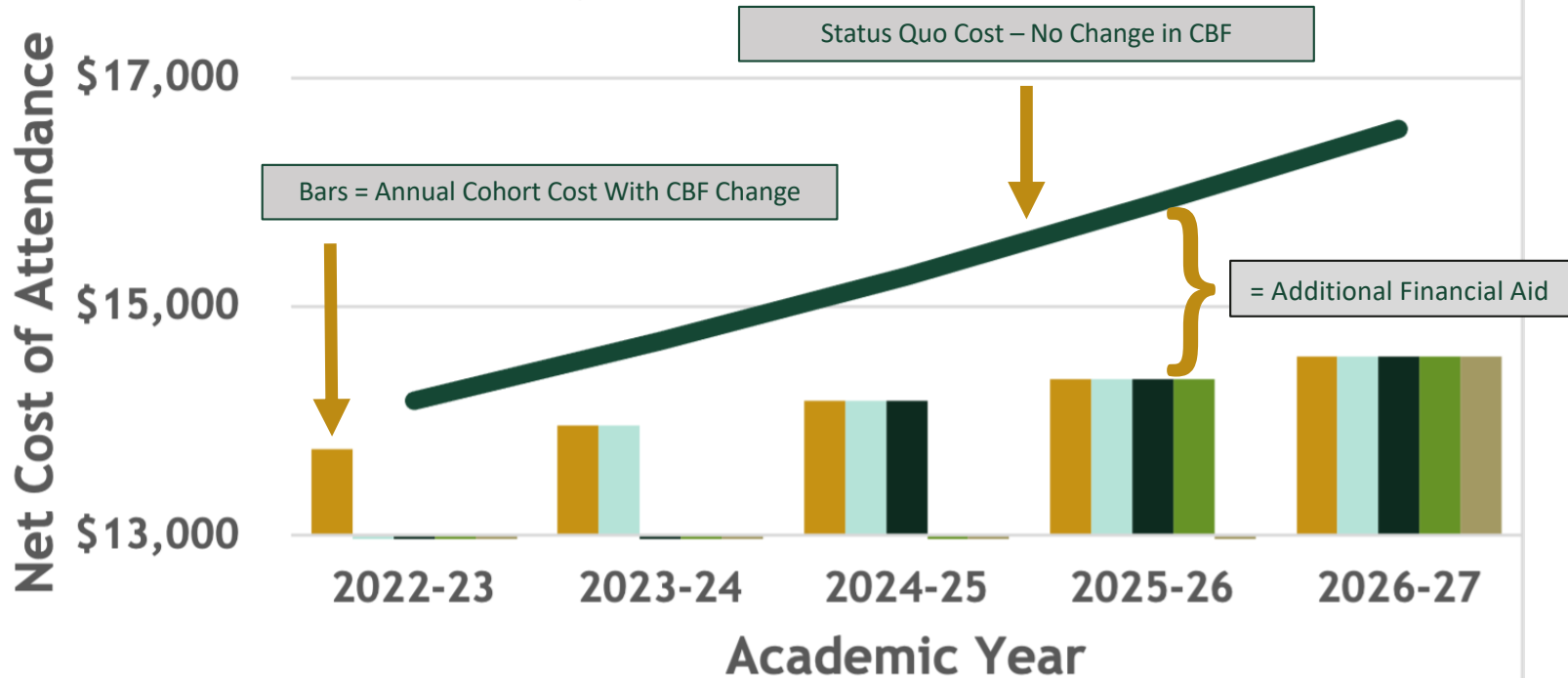
In an ideal world, no. In the actual world, yes.

- We wish that the State of California were willing to pay all the cost of educating Cal Poly's students, but it isn't—state support is only 40% of our annual general fund budget, and has fallen 30% since 1990.
- Even with the proposed increase, Cal Poly will remain less expensive than any UC campus.

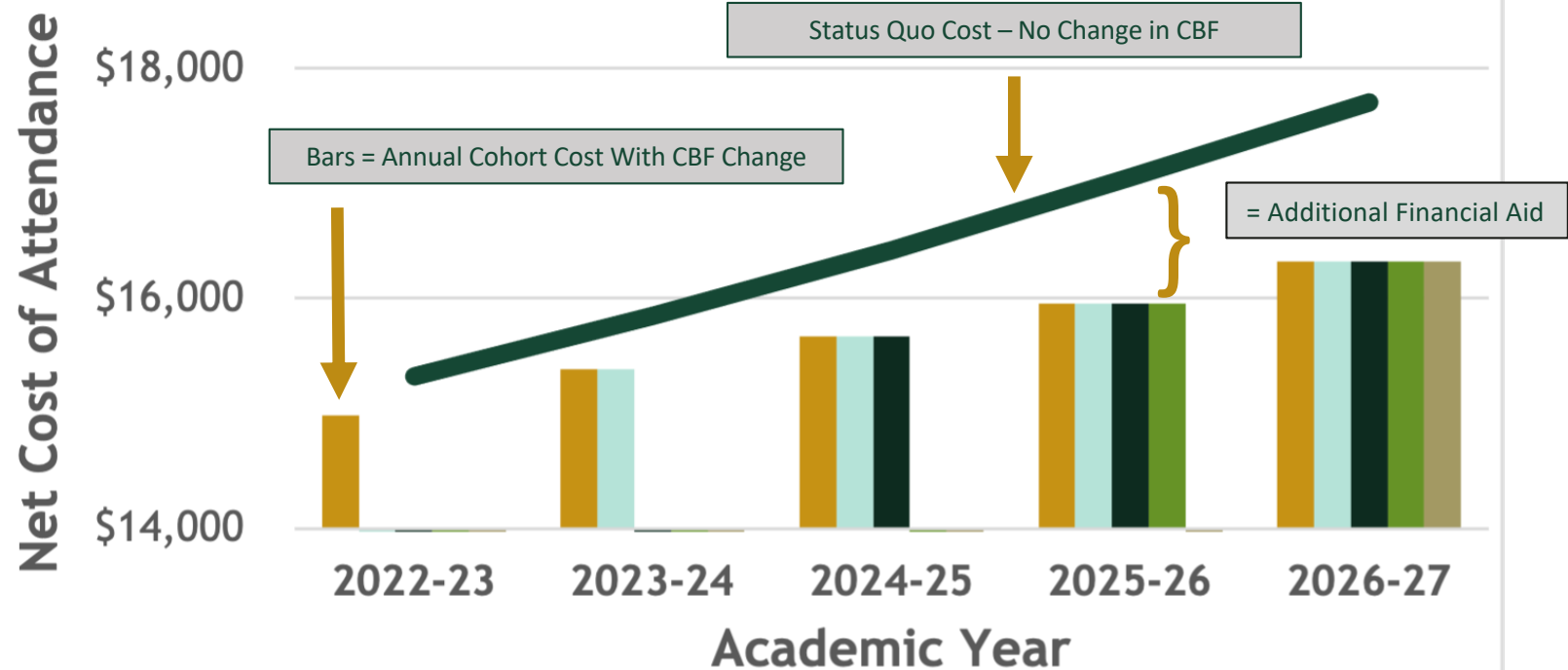
NET COST OF ATTENDANCE BY INCOME



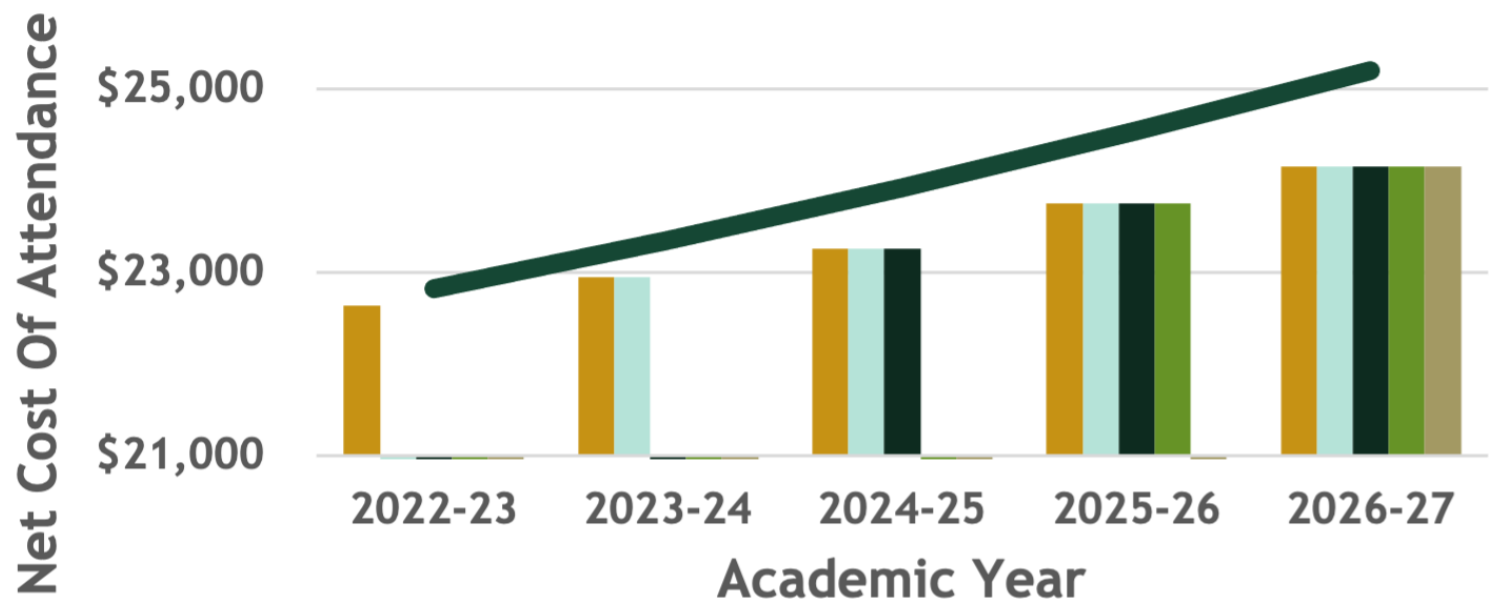
Projected Net Cost of Attendance \$0-\$20,000 Parent Income



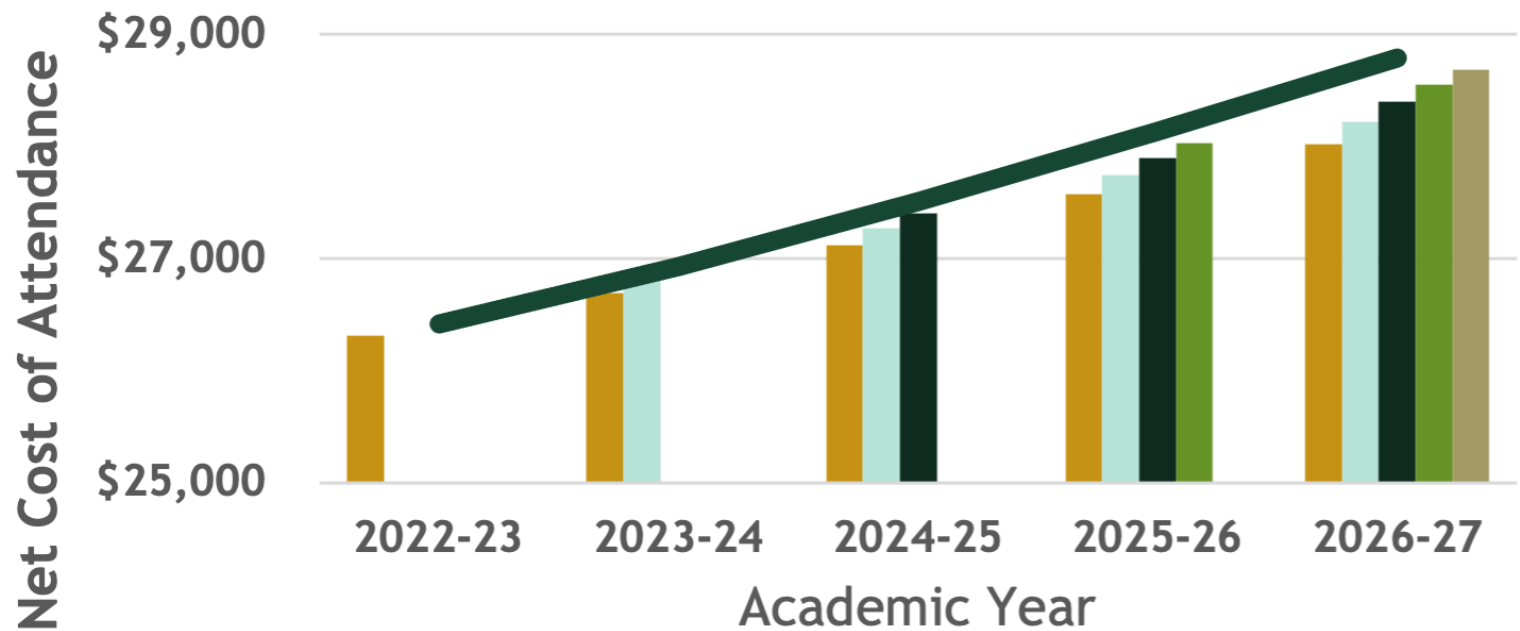
Projected Net Cost of Attendance \$20,001-\$60,000 Parent Income



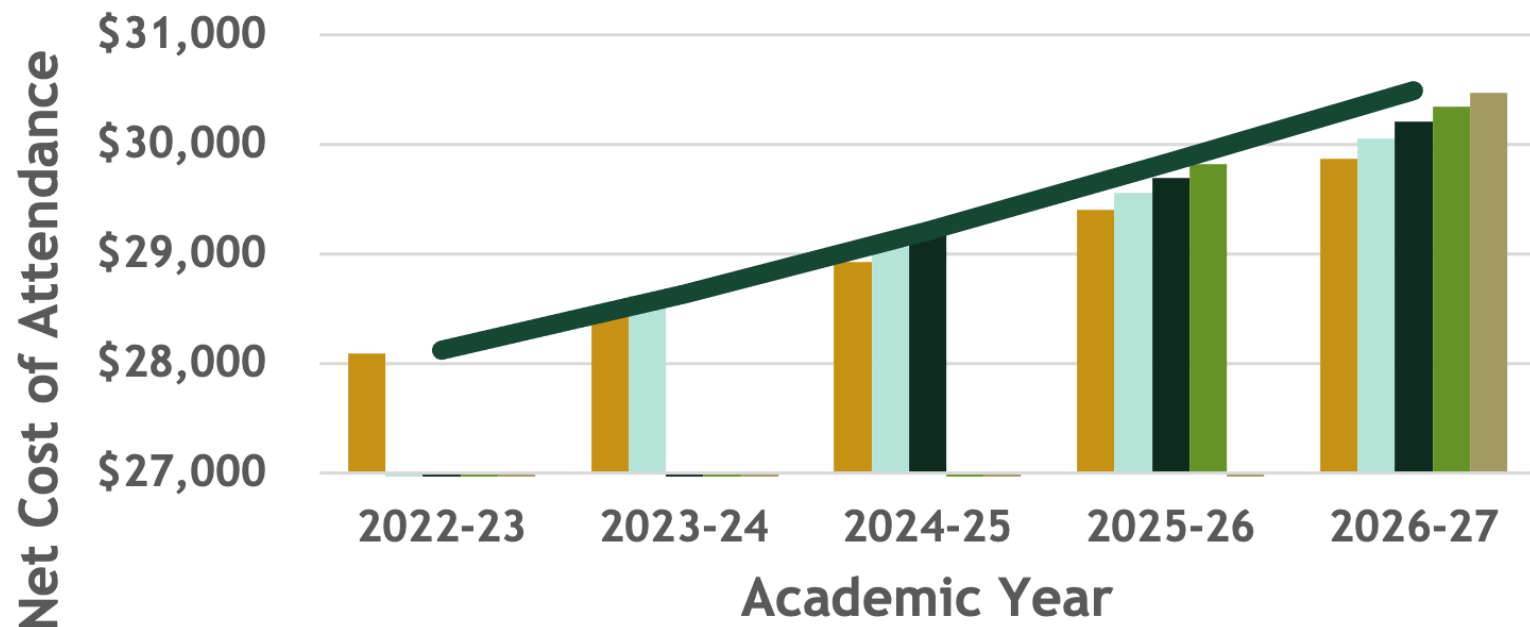
Projected Net Cost of Attendance \$60,001-\$90,000 Parent Income



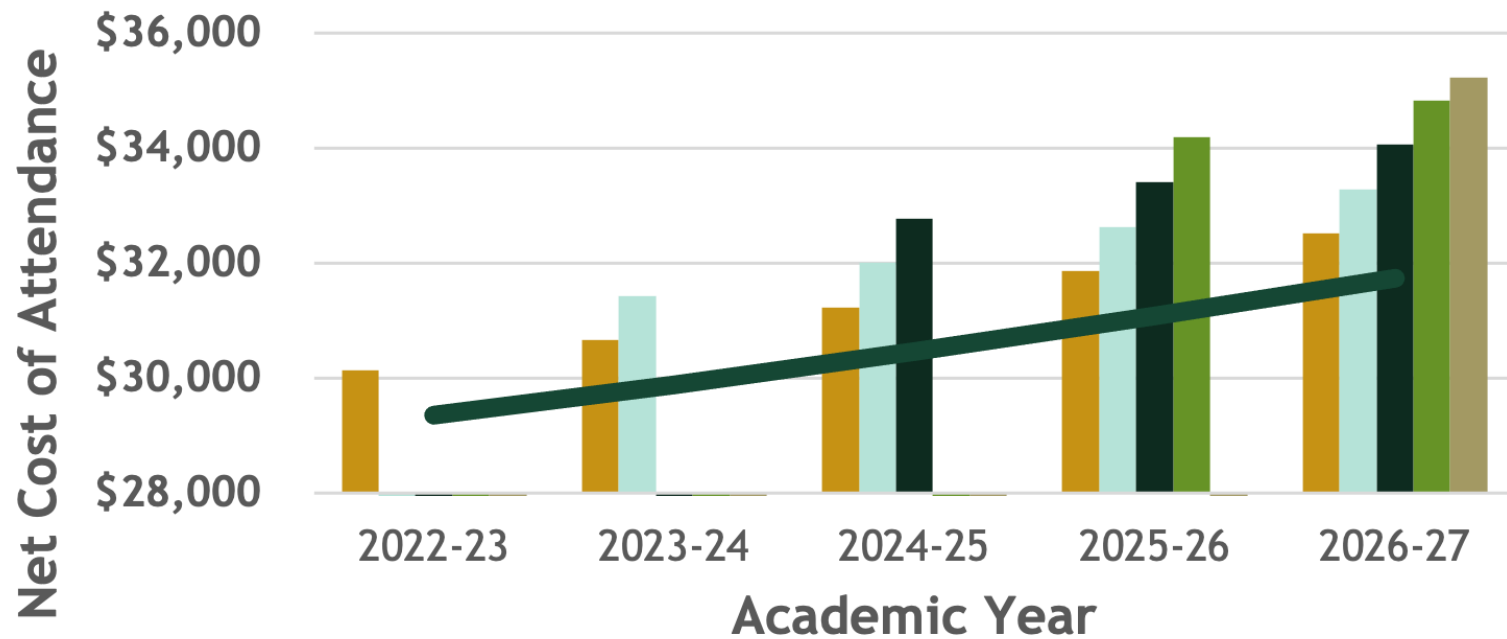
Projected Net Cost of Attendance \$90,001-\$120,000 Parent Income



Projected Net Cost of Attendance \$120,001-\$150,000 Parent Income



Projected Net Cost of Attendance Greater than \$150,000 Parent Income



IS IT FAIR TO ASK SOME FAMILIES TO FUND THIS?

Yes, for several reasons:

- **All students will benefit from better funding of our academic mission.**
- This is how most universities fund their financial aid programs.
- As a result of reduced state funding, Cal Poly can either adopt this model, or we can reduce our ambitions and the value of our degree.
- Cal Poly will still be a bargain compared to the UCs and private universities. And it will be a bargain for everyone.

HOW WOULD THE CHANGE HAPPEN?

- CBF would change for NEW students starting Fall 2022.
- No currently enrolled students would pay the higher CBF.
- The change would roll out gradually, over four years, and each cohort of students would pay the CBF in place when they start at Cal Poly.
- After the first four years, the CBF will increase annually at the rate of inflation.
- For students from families with income of less than \$90,000, the increase in financial aid would be more than the increase in CBF.
- For students from families whose total annual income is less than \$150,000, the increase in CBF would be fully offset by increased financial aid.
- For students from families with income of more than \$150,001 per year, net cost of attendance would increase.

CBF ACADEMIC MISSION ADVISORY COMMITTEE (TENTATIVE COMPOSITION)

- **One representative per college and PCS – 7 members**
 - determined by provost in consultation with deans, Academic Senate Chair and ASI President
- **At large members – 4 members**
 - 2 recommended by Academic Senate
 - 2 recommended by ASI
- **Presidential appointee**
- **Ex Officio – (2-3)**
 - Assistant Vice President for Academic Affairs Finance and Administration
 - 1 recommended from Administration and Finance
 - Member of Senate Budget and Long-Range Planning committee
- **Chaired by provost**

Composition: representation from faculty (at least three), students (at least three), associate deans, department heads/chairs and college budget personnel

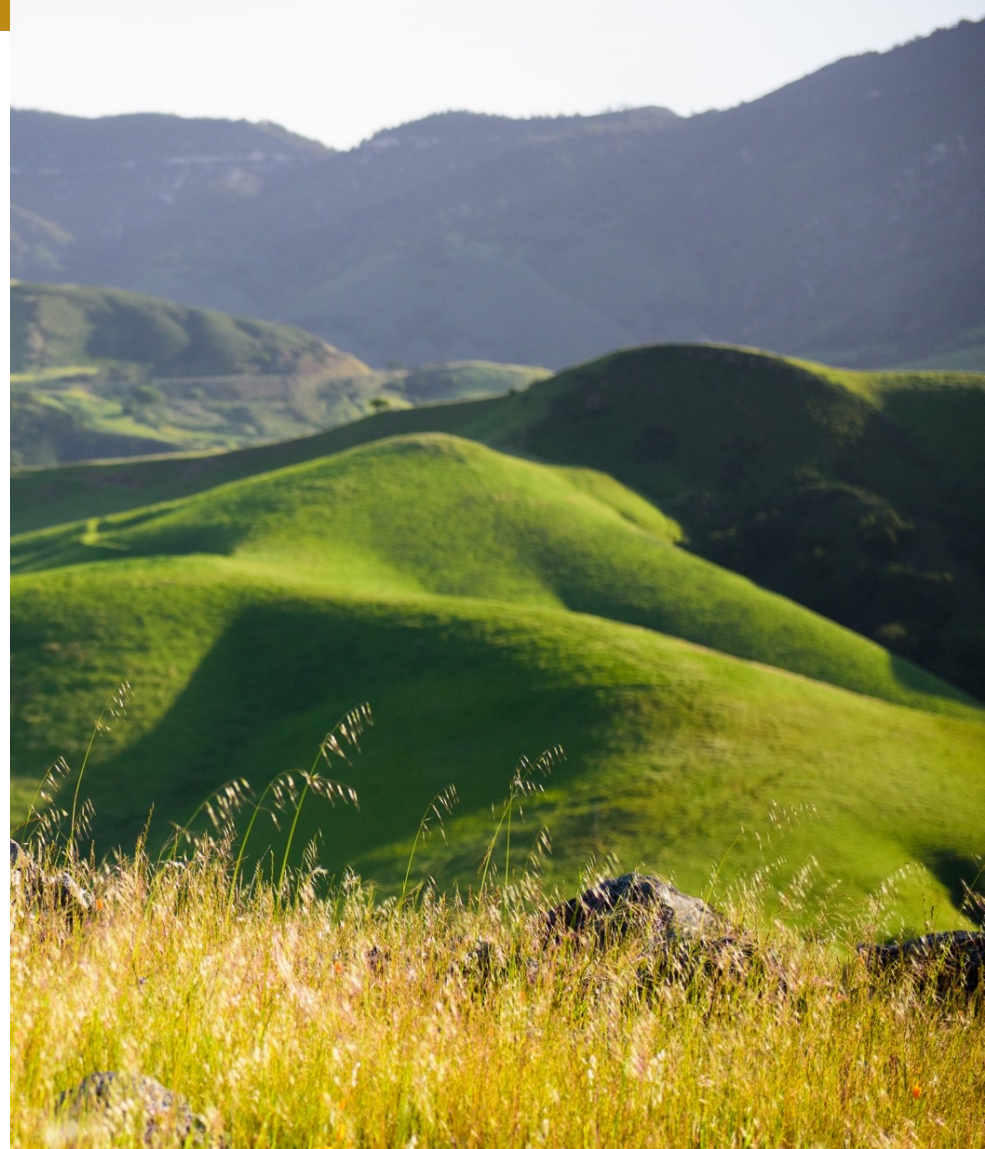
ACCOUNTABILITY & ANNUAL REPORT

- The deans of the six colleges will submit annual reports to the President and Provost outlining how the colleges used their CBF revenue.
- The Provost will submit an annual report to the President on the use of the CBF above the baseline fees that are administered directly by the colleges.
- The President and the Provost will submit an annual report on CBF revenue and expenditure to the Academic Senate and ASI.



Conclusion

We hope that you agree that Cal Poly needs to offer better financial aid and scholarships, and that it needs to fund other academic mission-critical expenses like faculty salaries and student research opportunities. We look forward to reading your feedback on the proposal, and hope that you will support this effort to increase the College Based Fee for future students.



Thank You!

Learn more at afd.calpoly.edu/cbf

Submit your feedback at LINK

Questions? Email cbf@calpoly.edu



CAL POLY