

Taking the **Sticker Shock** Out of the College Price Tag

To “Double the Numbers” of bachelor degree holders in Kentucky by 2020, the University of Louisville is working to make college a reality for every student. The full (direct) price that the typical UofL undergraduate should pay for his or her education each year is \$15,546. This amount includes average tuition, housing, books, supplies and meal plans. But due to UofL’s efforts to make college more affordable through grants and scholarships, along with the Kentucky KEES program, the actual average price they pay is \$8,246*—a savings of more than \$7,000 per year. That’s a super value.



SOMETIMES THE STICKER PRICE ISN'T WHAT YOU ACTUALLY PAY. The 2009–10 estimate of the full direct cost includes average tuition, room, books, supplies and meal plans for the typical UofL undergraduate. Price paid reflects deductions for Kentucky KEES awards and UofL scholarships and grants.

*Source: UofL Institutional Research and Planning and UofL Office of Financial Aid

Governor Beshear “**Listens Up**” On Campus



SGA President O.J. Oleka presents Gov. Steve Beshear with UofL gear.

Kentucky Gov. Steve Beshear kicked off this year’s Listen Up Legislators series with a talk Sept. 16. “Education—long-term—has to be where our priorities are,” he told a group of students, faculty and staff in his presentation on Belknap Campus.

Beshear’s talk was the first in the six-part series, designed to connect UofL students with policymakers and educators who have a direct impact on higher education’s future. The series is sponsored by the UofL Student Government Association.

A Message from **Dr. Ramsey**

Dear Kentucky Policymaker,

For many students and their families, figuring out how to pay for college can be daunting. At first glance the price tag can leave anyone with sticker shock. But just as when you’re looking at the sticker price of a new car, the real price you pay can come as a huge relief.



At UofL we are helping college become a reality for all Kentuckians who want to earn a degree by showing them how to access every possible dollar to offset the cost and by assisting through scholarships and grants of our own. In 2009–10, over \$41.3 million of UofL’s general fund is earmarked for financial aid. Our Cardinal Covenant program, which makes college attainable for children of Kentucky families living at or below 150 percent of the federal poverty level, has helped 386 deserving students enter UofL since its inception in 2007.

As the former state budget director, I know what more college graduates will mean to our economy. They make more money, which increases a state’s tax base and demand for goods and services. This, in turn, fuels the economy. The Kentucky Long-Term Policy Research Center says the state could expect a cumulative increase of more than \$5.3 billion in revenue if we reach the national average in educational attainment by 2020. To ensure that not one Kentuckian thinks a college education isn’t possible, UofL is answering the governor’s call and the strategies set forth by the Higher Education Work Group to be focused on affordability and transparency.

As we move closer to the 2010 legislative session, I ask you to remember that state support for higher education is key to making college affordable for our citizens—and to making Kentucky the best it can be.

Sincerely,

ROADMAP TO SUCCESS



Each month in *The President's Report*, we will outline some of the directions we must follow to meet the mandate set out in HB1 for UofL to become Kentucky's premier metropolitan research university. Please help us get there by following our "Roadmap to Success" during the upcoming legislative session.

The Importance of Being a Research University: Research Universities Advance Kentucky's Economy

Called on by the General Assembly to be one of Kentucky's two major research universities, UofL is focused on ensuring that great ideas growing out of the lab become real benefits to real people. As an economic engine, economists estimate that each dollar in federal research funding generates \$2.20 for the local and state economies. Research discoveries lead to technology-based jobs and an expanded knowledge economy. While fierce competitors on the football field and basketball court, Kentucky's two research universities—UK and UofL—collaborate on many projects including:

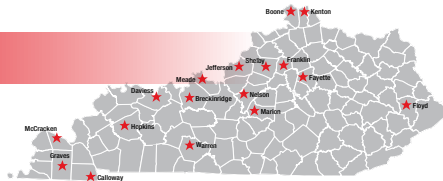
- The Kentucky Cancer Program, which provides community outreach for cancer risks, symptoms and related services
- The early screening, identification of and provision of services for children with autism, and a statewide training initiative for their teachers
- Science literacy for middle school teachers
- Numerous projects in nanotechnology, an emerging multibillion-dollar industry that involves creating ultra-tiny devices with unlimited applications in medicine, industry and much more

ROAD BLOCK

Fund More Classroom Space

At UofL, we're all about quality, not quantity. Our incoming freshmen are the best prepared class we've ever had. But we could accept more top students if we had more classrooms in which to teach them. With an average class size of 28 and a 19 to one student/faculty ratio, we're working hard to retain a small school feel. But we're out of space. A study by the Council on Postsecondary Education shows that UofL, UK and NKU are the only state universities facing a shortage of classroom space. Less space means fewer available classes—delaying students' ability to enroll in the core courses they need to graduate. This problem was identified five years ago and has compounded every year since. A new classroom building is UofL's top capital priority for the 2010 legislative session.

UofL Across Kentucky



Road Trip!

It's time once again for what has become a fall tradition—UofL's outreach program tour. This annual road trip takes UofL President James R. Ramsey, several prominent researchers and members of the admissions and alumni staff to practically every corner of the state to talk with potential students, meet with alumni and community leaders and share information on UofL and the host communities.

The group's 16 stops this year include visits to some 10 high schools, beginning Sept. 18 with visits to Shelby County and Western Hills high schools where Dr. Ramsey spoke to several hundred juniors, seniors and advanced placement students. He delivered the message that

UofL is focused on recruiting quality students rather than filling quotas. He also talked about how UofL helps these students achieve their goals through resources such as a Top 100-ranked library, nationally recognized schools of business, engineering, education and medicine, and other outstanding programs.

Joining Dr. Ramsey on his stops in Franklin and Shelby counties was Dr. Jason Chesney, who talked with students about his groundbreaking cancer research. Later in the day, UofL leaders attended a luncheon in Frankfort with alumni and prospective students.

A Central Kentucky Alumni Club event was held in Lexington on the eve of the UofL–University of Kentucky football game.

BUCKS4BRAINS

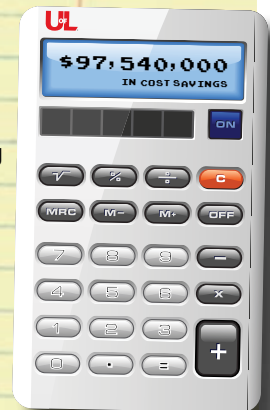


Honorary degrees for Patton and Wagner

Two outstanding public servants were honored by UofL this year during the State of University Address on Sept. 10. Hank Wagner (third from right), former CEO and president of Jewish Hospital HealthCare Services and a former member of UofL's Board of Trustees and Board of Overseers, along with former Kentucky Gov. Paul Patton (second from right), now president of Pikeville College, received honorary doctorates of public service. The degrees recognized their contributions to UofL through creation of the Bucks for Brains program and support of higher education.

UofLSavings Calculator

- Renegotiated campus software contracts **\$465K recurring**
- Installed robotic information retrieval system in the library **\$394K recurring**
- Sold underperforming Reynolds Building to private developer to generate cash flow and turn this dilapidated campus building into upscale condominiums. **\$1.2M one time**



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