

SOUTHWESTERN  
UNIVERSITY

Institutional Dashboard

February 2021

February 26, 2021

Compiled by the Office of Institutional Research & Effectiveness with the assistance of the following offices: Dean of the Faculty, Enrollment Services (Financial Aid), Finance & Administration, President, Student Life (Counseling & Health Center, Intercollegiate Athletics, Mosaic & Residential Experience, Student Activities), University Relations (Development), and Marketing & Communications.

The Office of Institutional Research & Effectiveness provides and coordinates information utilized for Southwestern University decision-making, reporting, assessment, and accreditation.

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## 2021 US News World Report Rankings

Comparison with 18 Schools Ranked Just Above Southwestern

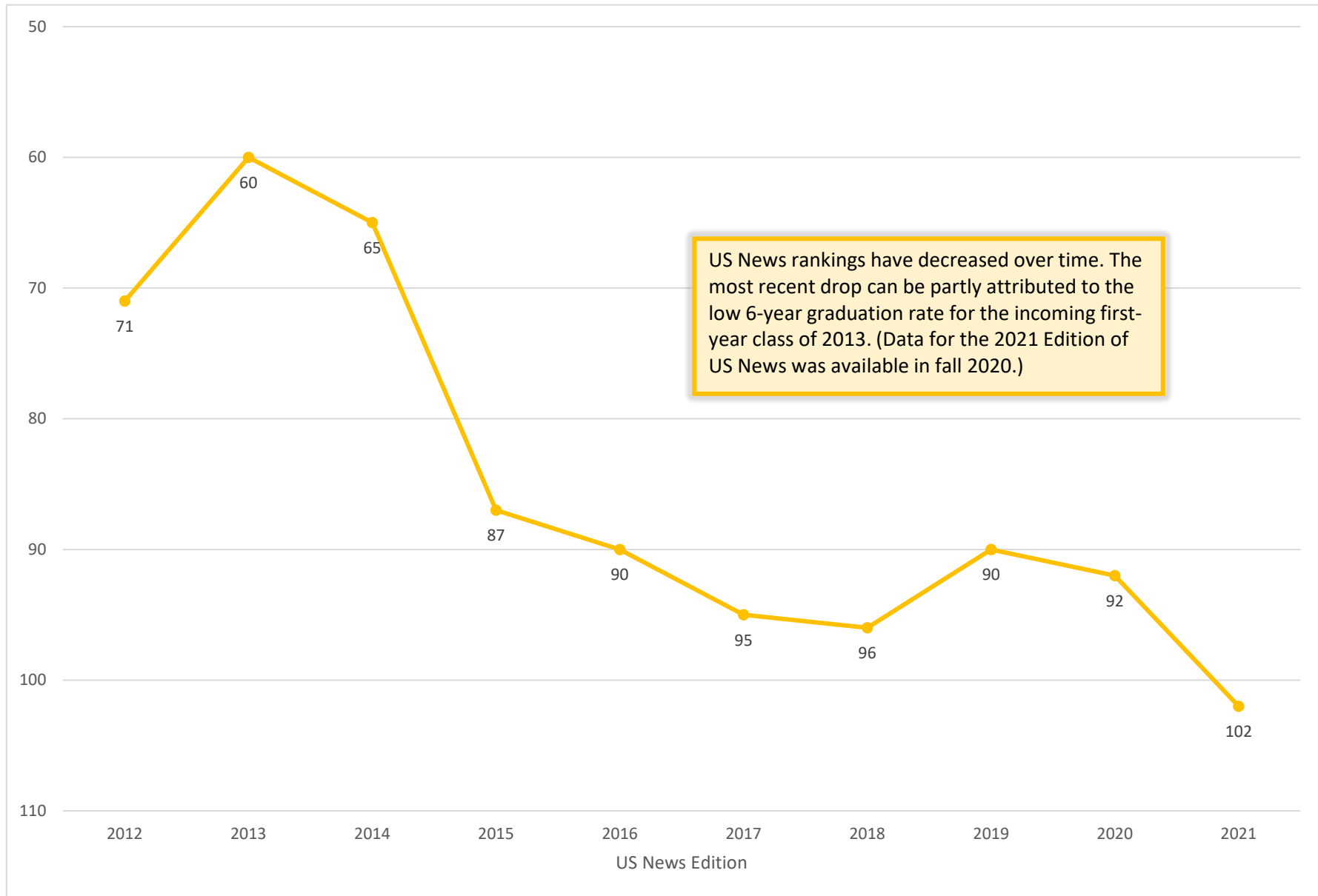
	Overall Rank	Expert Opinion	Graduation/Retention Rank	Grad Rate Performance	Social Mobility Rank	Faculty Resources Rank	Student Excellence Rank	Financial Resources Rank	Alumni Giving	Graduate Indebtedness Rank
Contribution to ranking calculation		20%	22%	8%	5%	20%	7%	10%	3%	5%
<b>Southwestern University (TX)</b>	<b>102</b>	<b>3.1</b>	<b>102</b>	<b>-2%</b>	<b>123</b>	<b>150</b>	<b>72</b>	<b>132</b>	<b>27%</b>	<b>131</b>
Austin College (TX)	102	3.1	112	4%	58	142	84	121	15%	144
College of the Atlantic (ME)	101	2.8	143	-8%	10	26	117	121	31%	102
<i>Washington College (MD)</i>	96	2.9	97	1%	173	51	102	69	16%	92
<i>Washington and Jefferson Col. (PA)</i>	96	3.1	102	6%	152	69	139	96	14%	168
<i>St Mary's College (IN)</i>	96	2.9	75	12%	81	158	84	121	30%	108
College of St. Benedict (MN)	96	3.0	62	10%	75	152	92	155	15%	131
<i>Augustana College (IL)</i>	96	3.1	89	6%	94	112	92	173	23%	156
Principia College (IL)	93	2.1	70	14%	188	31	132	11	22%	191
<i>Ohio Wesleyan University (OH)</i>	93	3.1	119	-3%	58	63	84	78	20%	144
<i>Hendrix College (AR)</i>	93	3.2	97	-1%	186	86	52	96	21%	85
<i>Wheaton College (MA)</i>	84	3.4	75	0%	126	148	125	78	17%	123
<i>Ursinus College (PA)</i>	84	3.0	70	11%	145	112	88	86	16%	131
University of Puget Sound (WA)	84	3.3	80	3%	208	112	72	91	11%	85
<i>Transylvania University (KY)</i>	84	3.0	92	-2%	73	86	75	110	28%	108
New College of Florida (FL)	84	3.1	139	-8%	81	31	75	61	16%	21
<i>Lake Forest College (IL)</i>	84	3.0	97	12%	2	139	79	110	22%	183
Juniata College (PA)	84	2.8	70	13%	111	90	88	110	22%	156
Gustavus Adolphus College (MN)	84	3.3	66	6%	51	158	92	132	19%	151
Earlham College (IN)	84	3.2	119	-7%	111	101	59	49	24%	63

\*Annapolis Group Schools in italics, tied with Austin College but included since in TX

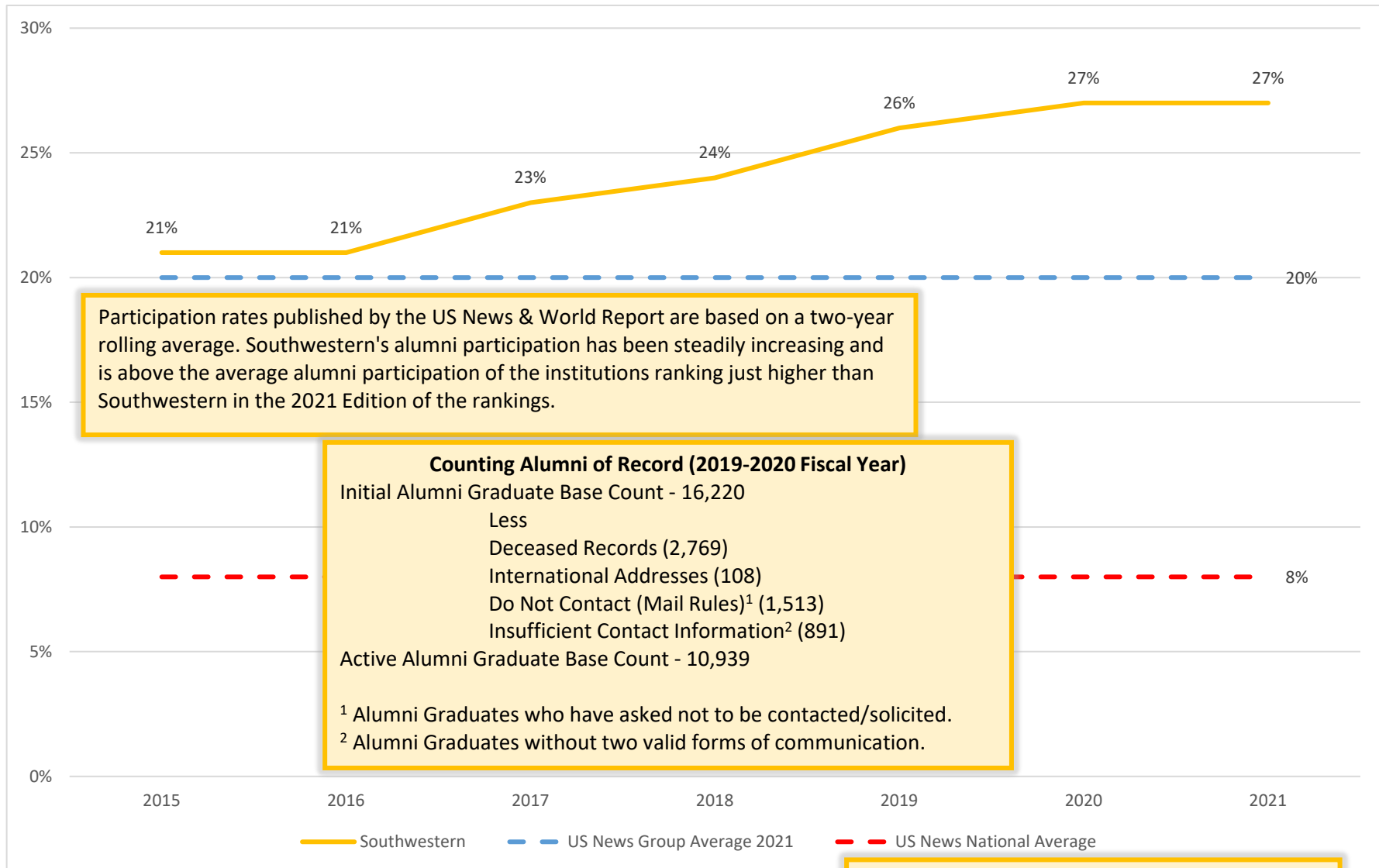
	Southwestern ranking decreased when compared to last year
	Southwestern ranking increased when compared to last year
	Southwestern ranking stayed the same when compared to last year
	New ranking

The contribution to ranking calculation row (in light blue) indicates how much US News weighs each component when calculating the overall rank for an institution.

## Southwestern's US News Longitudinal Ranking



# US News Published Alumni Participation



Participation rates published by the US News & World Report are based on a two-year rolling average. Southwestern's alumni participation has been steadily increasing and is above the average alumni participation of the institutions ranking just higher than Southwestern in the 2021 Edition of the rankings.

**Counting Alumni of Record (2019-2020 Fiscal Year)**  
 Initial Alumni Graduate Base Count - 16,220  
 Less  
 Deceased Records (2,769)  
 International Addresses (108)  
 Do Not Contact (Mail Rules)<sup>1</sup> (1,513)  
 Insufficient Contact Information<sup>2</sup> (891)  
 Active Alumni Graduate Base Count - 10,939

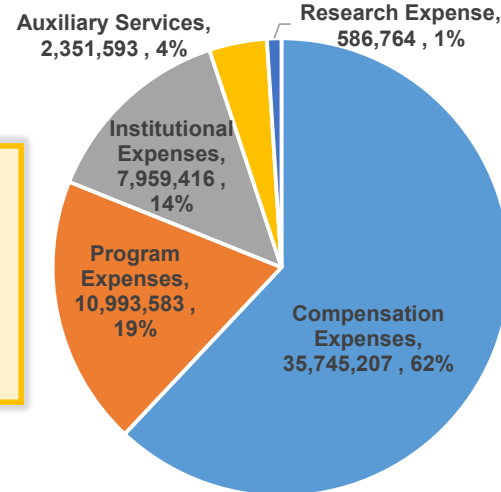
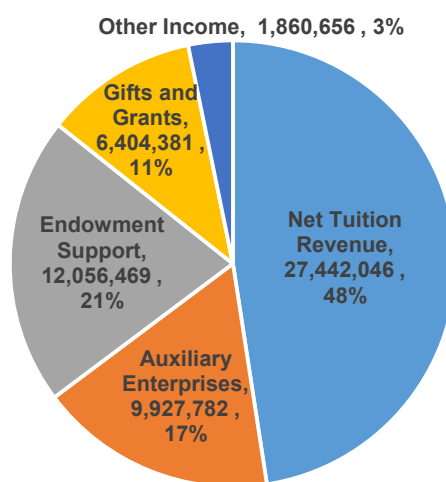
<sup>1</sup> Alumni Graduates who have asked not to be contacted/solicited.  
<sup>2</sup> Alumni Graduates without two valid forms of communication.

The US News National Average of 8% (red dashed line) is based on the two-year rolling average alumni giving rate reported in the 2020 Edition and includes information from 1,451 ranked colleges.

## Revenues and Expenses (FY 2019-2020 Actual)

Operating Revenues	FY 2019-20
Net Tuition Revenue	27,442,046
Auxiliary Enterprises	9,927,782
Endowment Support	12,056,469
Gifts and Grants	6,404,381
Other Income	1,860,656
<b>Total Operating Revenues</b>	<b>57,691,334</b>

Operating Expenses	FY 2019-20
Compensation Expenses	35,745,207
Program Expenses	10,993,583
Institutional Expenses	7,959,416
Auxiliary Services	2,351,593
Research Expense	586,764
<b>Total Operating Expenses</b>	<b>57,636,563</b>



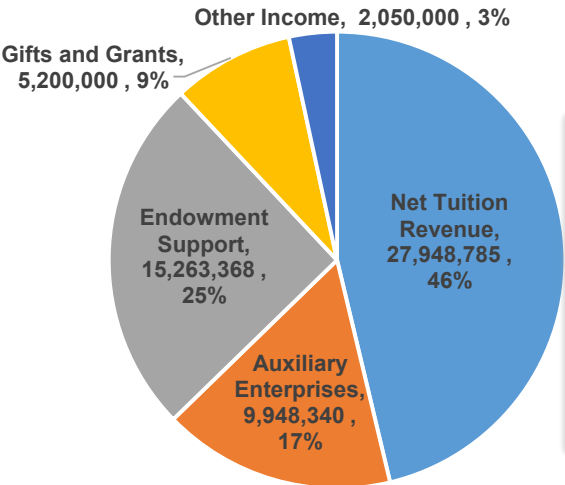
COVID impacts are included in both revenue and expenses as reported. Primary impact is the loss of \$2.3 million in room and board revenue.

OPERATING REVENUES	OPERATING EXPENSES
<p><b>Net Tuition Revenue:</b> Gross tuition revenues (including Fall/Spring terms and Summer programs), net of all institutional scholarships.</p> <p><b>Auxiliary Enterprises:</b> Revenues derived from campus room &amp; board fees, as well as other miscellaneous campus food/housing-related revenues, such as Greek housing and café receipts.</p> <p><b>Endowment Support:</b> Endowment investment return, based on the Board-approved spend rate for the year (5.0%).</p> <p><b>Gifts and Grants:</b> Recognized unrestricted contribution revenues from all sources, including government grants and all donors.</p> <p><b>Other Income:</b> All other income sources, including summer camps, parking fees, violation revenues, late fees, etc.</p>	<p><b>Compensation Expenses:</b> All personnel-related costs, including salaries, benefits, faculty/staff scholarships, and student wages.</p> <p><b>Program Expenses:</b> Departmental operating budgets.</p> <p><b>Institutional Expenses:</b> University-wide expenses, including depreciation, utilities, post-retirement benefits, campus readiness expenses, and interest expense.</p> <p><b>Auxiliary Services:</b> Expenses directly associated with campus housing and food services.</p> <p><b>Research Expenses:</b> Expenses incurred through on-campus research.</p>

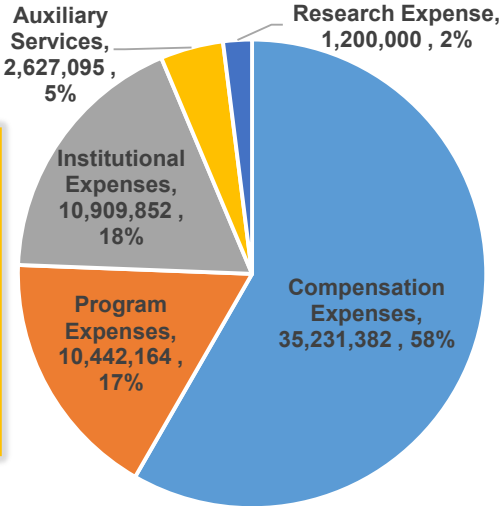
## Revenues and Expenses (FY 2020-2021 Budget)

Operating Revenues	FY 2020-21
Net Tuition Revenue	27,948,785
Auxiliary Enterprises	9,948,340
Endowment Support	15,263,368
Gifts and Grants	5,200,000
Other Income	2,050,000
<b>Total Operating Revenues</b>	<b>60,410,493</b>

Operating Expenses	FY 2020-21
Compensation Expenses	35,231,382
Program Expenses	10,442,164
Institutional Expenses	10,909,852
Auxiliary Services	2,627,095
Research Expense	1,200,000
<b>Total Operating Expenses</b>	<b>60,410,493</b>



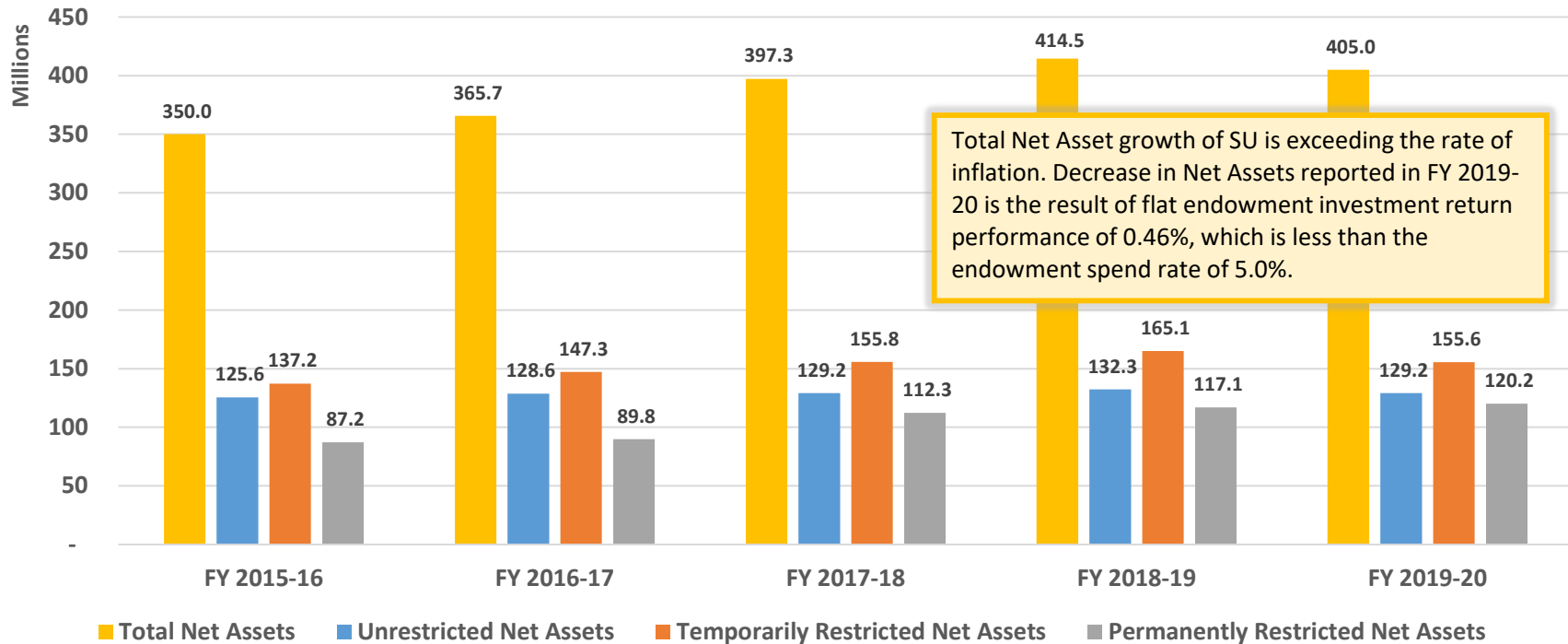
COVID impacts are included in both revenue and expenses as reported. Primary impacts include the loss of tuition, room, and board revenue along with incremental campus readiness expenses.



OPERATING REVENUES	OPERATING EXPENSES
<p><b>Net Tuition Revenue:</b> Gross tuition revenues (including Fall/Spring terms and Summer programs), net of all institutional scholarships.</p> <p><b>Auxiliary Enterprises:</b> Revenues derived from campus room &amp; board fees, as well as other miscellaneous campus food/housing-related revenues, such as Greek housing and café receipts.</p> <p><b>Endowment Support:</b> Endowment investment return, based on the Board-approved spend rate for the year (6.0%).</p> <p><b>Gifts and Grants:</b> <b>Recognized unrestricted</b> contribution revenues from all sources, including government grants and all donors.</p> <p><b>Other Income:</b> All other income sources, including summer camps, parking fees, violation revenues, late fees, etc.</p>	<p><b>Compensation Expenses:</b> All personnel-related costs, including salaries, benefits, faculty/staff scholarships, and student wages.</p> <p><b>Program Expenses:</b> Departmental operating budgets.</p> <p><b>Institutional Expenses:</b> University-wide expenses, including depreciation, utilities, post-retirement benefits, campus readiness expenses, and interest expense.</p> <p><b>Auxiliary Services:</b> Expenses directly associated with campus housing and food services.</p> <p><b>Research Expenses:</b> Expenses incurred through on-campus research.</p>

## Net Asset Growth

Net Assets	FY 2015-16	FY 2016-17	FY 2017-18	FY 2018-19	FY 2019-20	5 Year CAGR <sup>1</sup>
Unrestricted Net Assets	125,553,042	128,557,430	129,218,200	132,310,325	129,209,242	0.72%
Temporarily Restricted Net Assets	137,196,499	147,277,423	155,812,425	165,112,306	155,599,804	3.20%
Permanently Restricted Net Assets	87,248,601	89,845,675	112,269,320	117,055,563	120,196,473	8.34%
<b>Total Net Assets</b>	<b>349,998,142</b>	<b>365,680,528</b>	<b>397,299,945</b>	<b>414,478,194</b>	<b>405,005,519</b>	<b>3.72%</b>
Annual Growth	-2.30%	4.48%	8.65%	4.32%	-2.29%	
HEPI <sup>2</sup>	1.40%	3.40%	2.90%	2.50%	2.20%	
HEPI (Indexed)	114	117	121	124	127	2.75%



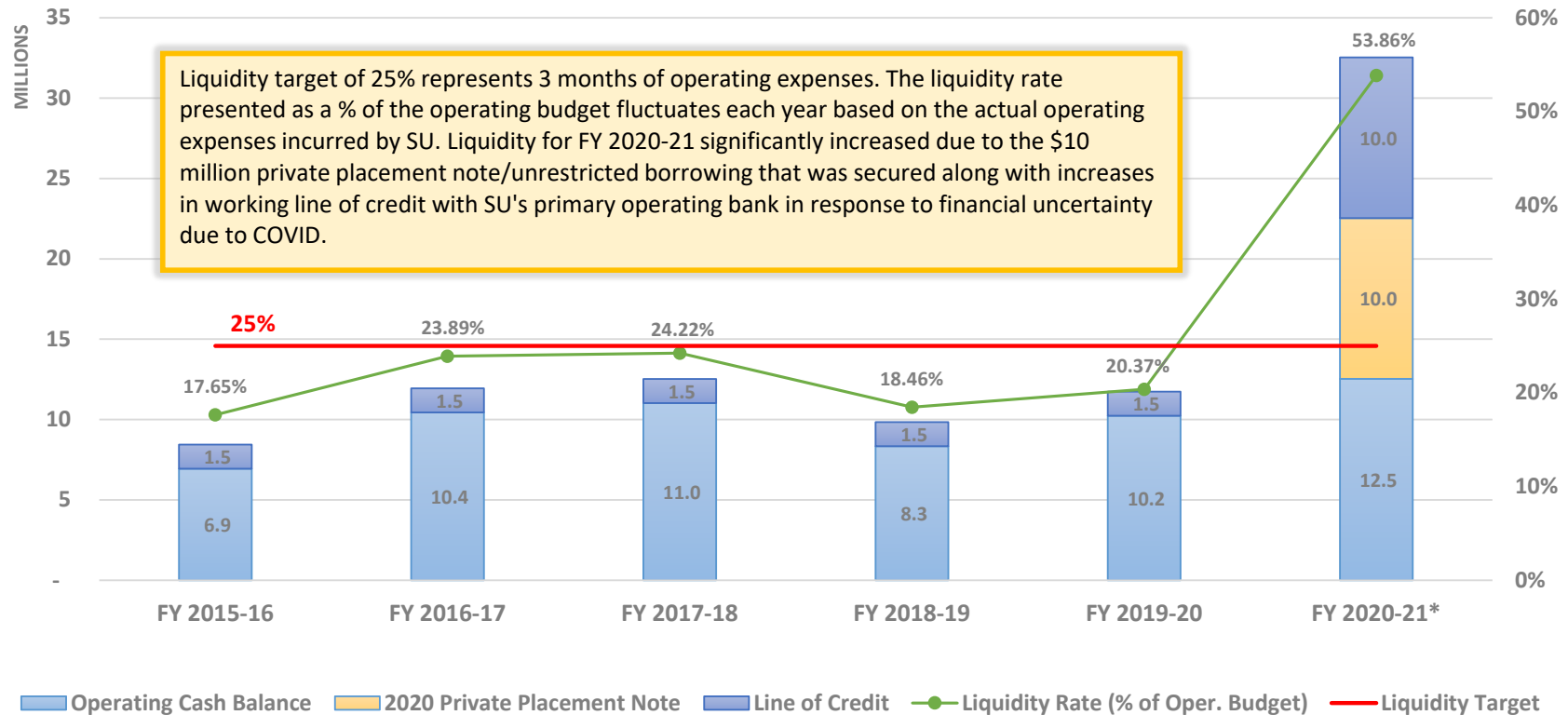
<sup>1</sup> CAGR: Compounded Annual Growth Rate, which measures the average growth rate over a period of time.

<sup>2</sup> HEPI: Higher Education Price Index, which measures the price changes of a "basket" of goods and services specific to institutions of higher education. The HEPI is a more precise measure for Universities than the Consumer Price Index (CPI).



## Liquidity

University Liquidity	FY 2015-16	FY 2016-17	FY 2017-18	FY 2018-19	FY 2019-20	FY 2020-21*
Operating Cash Balance	6,943,733	10,443,400	11,026,533	8,342,856	10,238,432	12,534,853
2020 Private Placement Note	-	-	-	-	-	10,000,000
Line of Credit	1,500,000	1,500,000	1,500,000	1,500,000	1,500,000	10,000,000
Total University Liquidity	8,443,733	11,943,400	12,526,533	9,842,856	11,738,432	32,534,853
Liquidity Rate (% of Oper. Budget)	17.65%	23.89%	24.22%	18.46%	20.37%	53.86%
Liquidity Target	25.00%	25.00%	25.00%	25.00%	25.00%	25.00%

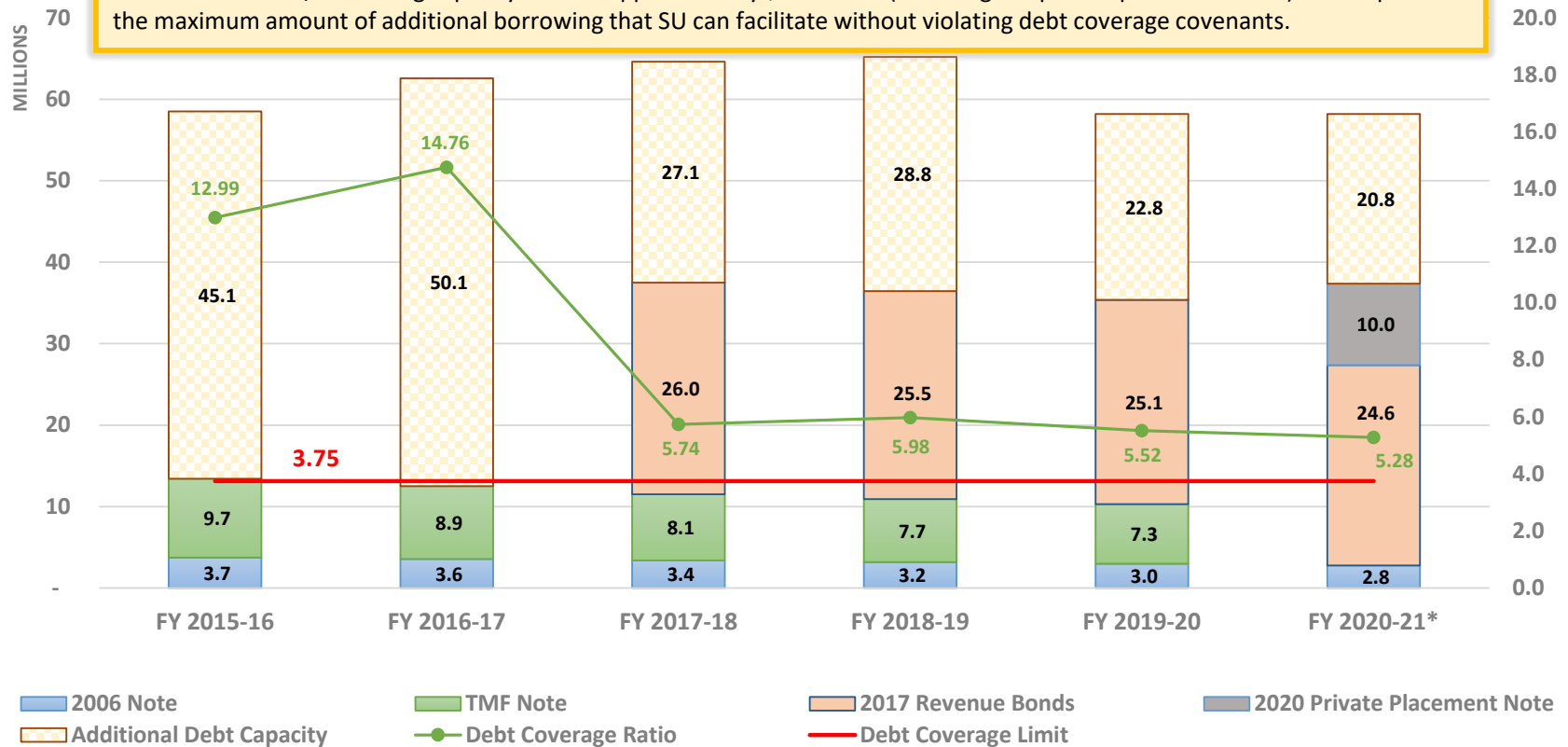


\*FY 2020-2021 forecasted results are based on estimated projections, as of December 31, 2020.

## Debt Capacity

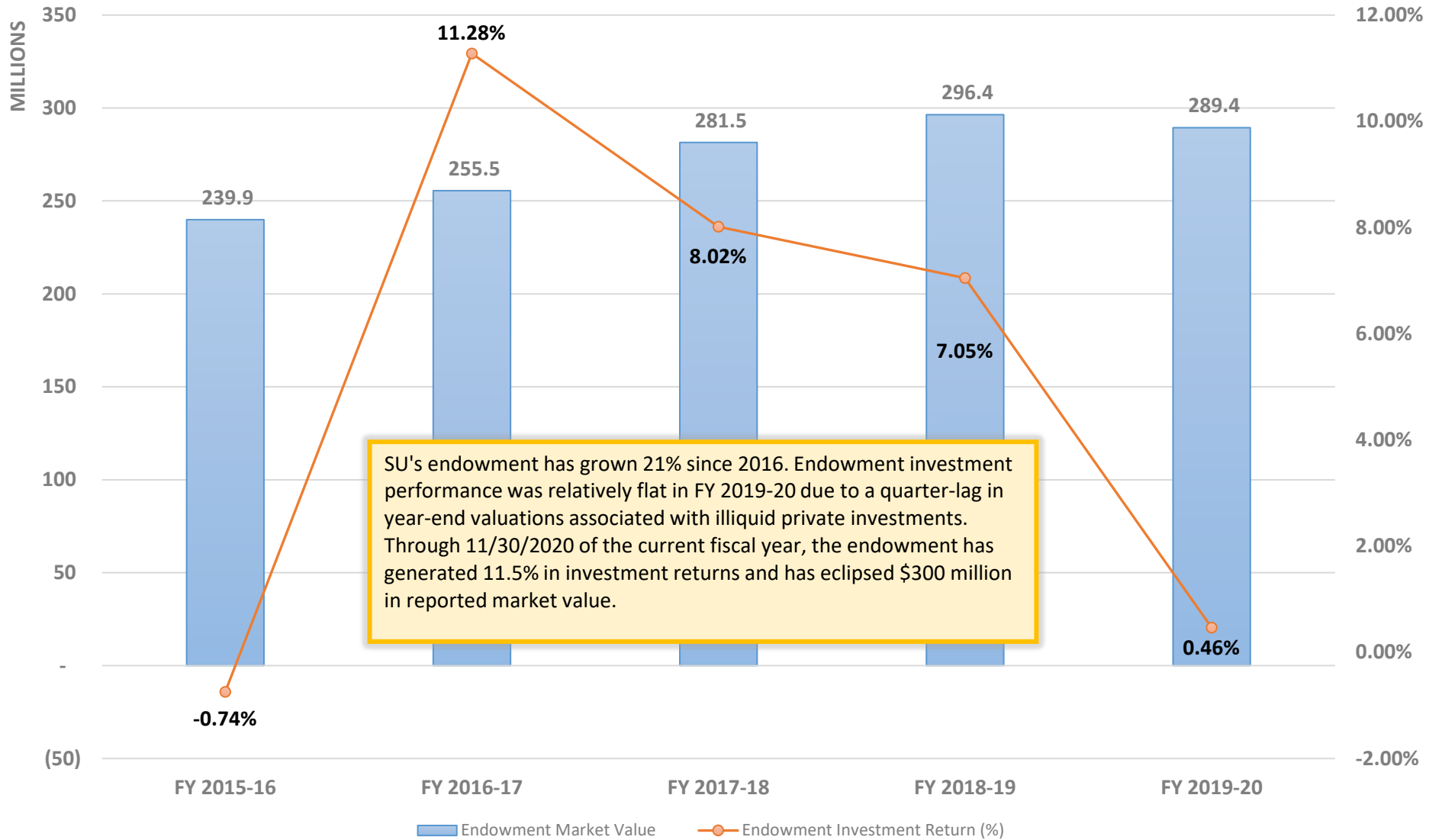
Outstanding Debt	FY 2015-16	FY 2016-17	FY 2017-18	FY 2018-19	FY 2019-20	FY 2020-21*
2006 Note	3,735,000	3,560,000	3,375,000	3,180,000	2,980,000	2,770,000
TMF Note	9,682,683	8,948,167	8,133,409	7,737,280	7,318,709	-
2017 Revenue Bonds	-	-	25,984,508	25,539,525	25,079,542	24,599,559
2020 Private Placement Note	-	-	-	-	-	10,000,000
Total University Debt	13,417,683	12,508,167	37,492,917	36,456,805	35,378,251	37,369,559
Additional Debt Capacity	45,099,683	50,079,816	27,131,527	28,754,867	22,824,090	20,832,782
Debt Coverage Ratio	12.99	14.76	5.74	5.98	5.52	5.28
Debt Coverage Limit	3.75	3.75	3.75	3.75	3.75	3.75

Total current debt/borrowing capacity of SU is approximately \$31 million (including the private placement note). This represents the maximum amount of additional borrowing that SU can facilitate without violating debt coverage covenants.



\*FY 2020-21 debt capacity calculations assume no substantive changes to unrestricted and temporarily restricted net assets year-over-year.

## Endowment Value and Return

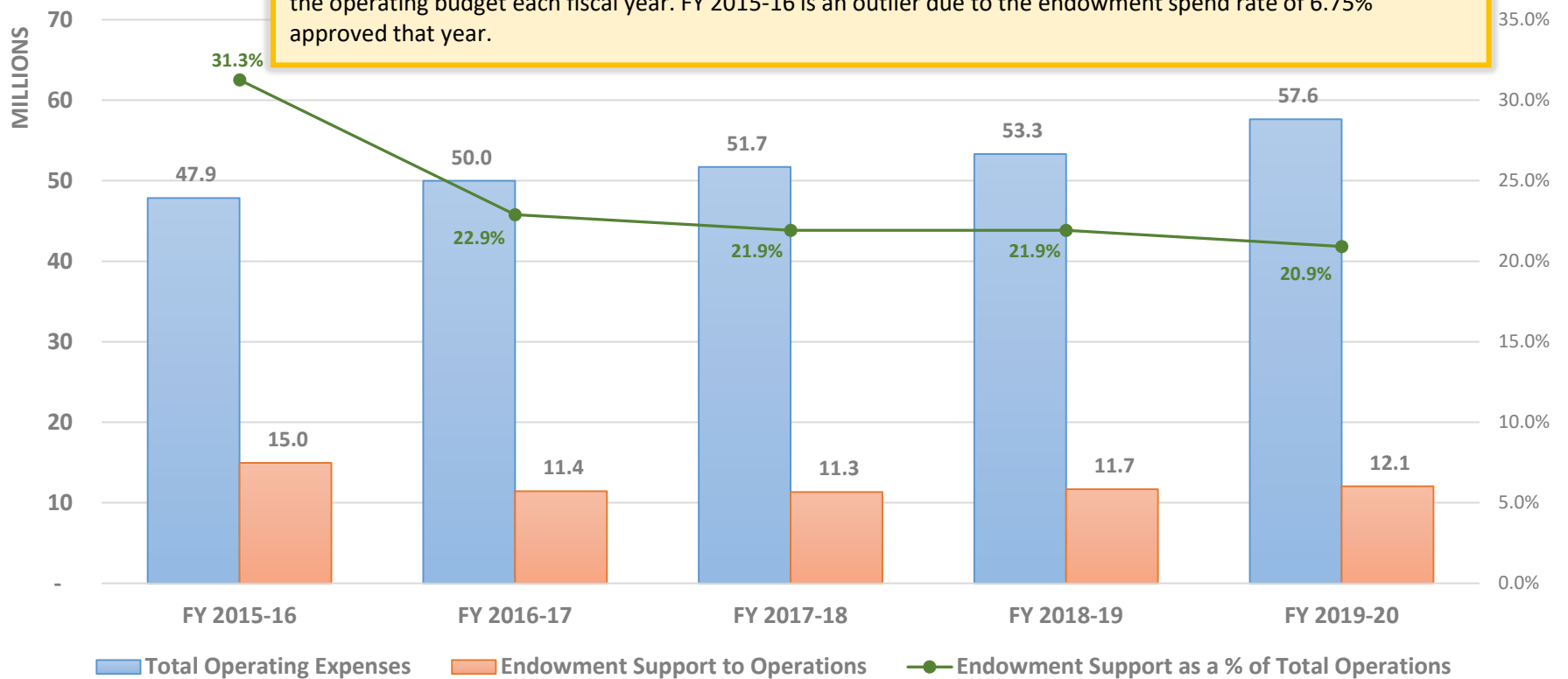


*Note: Investment return is defined as the net change in endowment market value, net of endowment spend distributions and contributions, divided by the starting market value.*

## Endowment Support as a Percentage of Total Operations

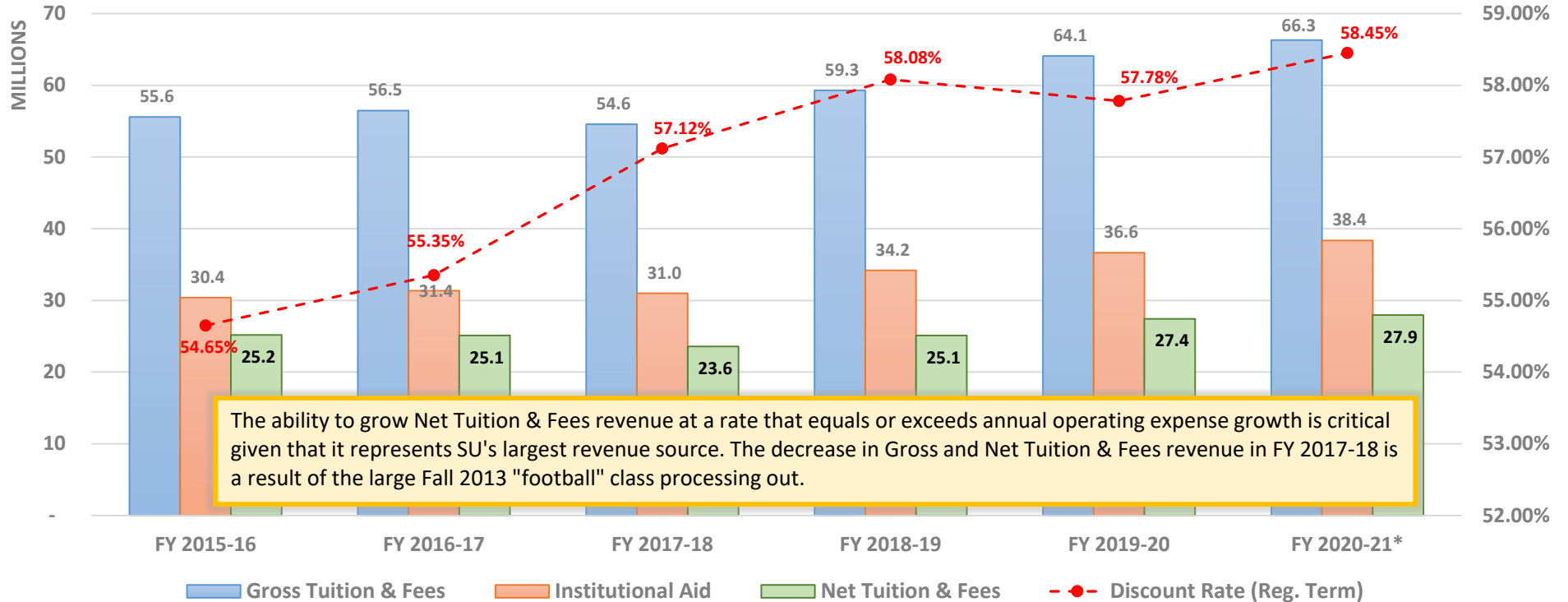
Southwestern Fiscal Year	FY 2015-16	FY 2016-17	FY 2017-18	FY 2018-19	FY 2019-20
Total Operating Expenses	47,850,692	49,989,720	51,711,454	53,314,908	57,636,563
Endowment Support to Operations	14,959,036	11,441,631	11,338,349	11,687,070	12,056,469
Board-Approved Endowment Spend Rate	6.75%	5.00%	5.00%	5.00%	5.00%
Endowment Support as a % of Total Operations	31.3%	22.9%	21.9%	21.9%	20.9%

Endowment support as a % of operations has remained relatively consistent, funding approximately 21% to 23% of the operating budget each fiscal year. FY 2015-16 is an outlier due to the endowment spend rate of 6.75% approved that year.



## Tuition & Fees, Institutional Aid, and Discount Rate

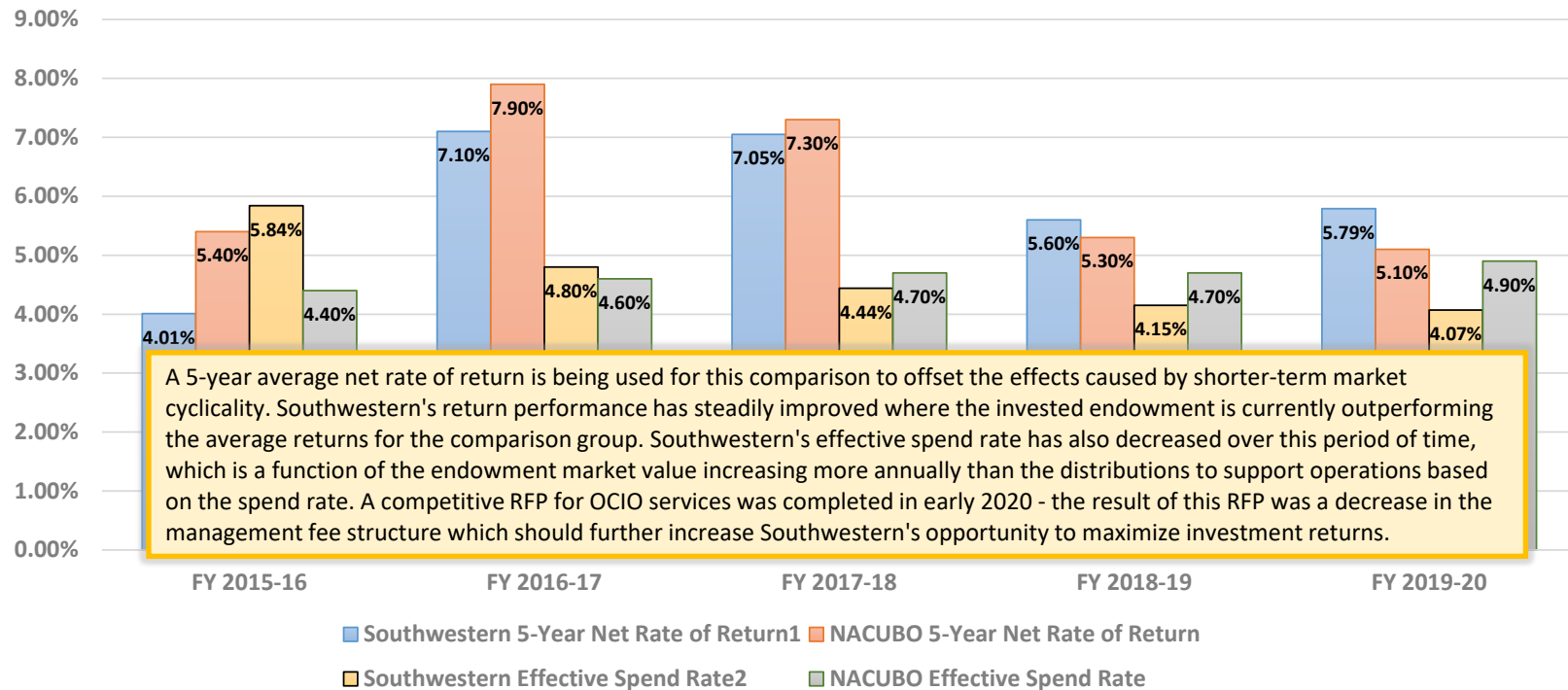
	FY 2015-16	FY 2016-17	FY 2017-18	FY 2018-19	FY 2019-20	FY 2020-21*
Gross Tuition & Fees	55,583,517	56,470,017	54,571,125	59,295,521	64,089,943	66,304,626
Institutional Aid	30,389,366	31,354,804	30,994,471	34,192,292	36,647,897	38,355,840
Net Tuition & Fees	25,194,151	25,115,213	23,576,654	25,103,229	27,442,046	27,948,786
Discount Rate (Reg. Term)	54.65%	55.35%	57.12%	58.08%	57.78%	58.45%



\*FY 2020-21 Gross Tuition & Fees, Institutional Aid, and Discount Rate are forecasted annual outcomes, based on Fall 2020 results.

## Endowment Return and Spending Rate Comparison

	FY 2015-16	FY 2016-17	FY 2017-18	FY 2018-19	FY 2019-20
Southwestern 5-Year Net Rate of Return <sup>1</sup>	4.01%	7.10%	7.05%	5.60%	5.79%
NACUBO 5-Year Net Rate of Return	5.40%	7.90%	7.30%	5.30%	5.10%
Southwestern Effective Spend Rate <sup>2</sup>	5.84%	4.80%	4.44%	4.15%	4.07%
NACUBO Effective Spend Rate	4.40%	4.60%	4.70%	4.70%	4.90%

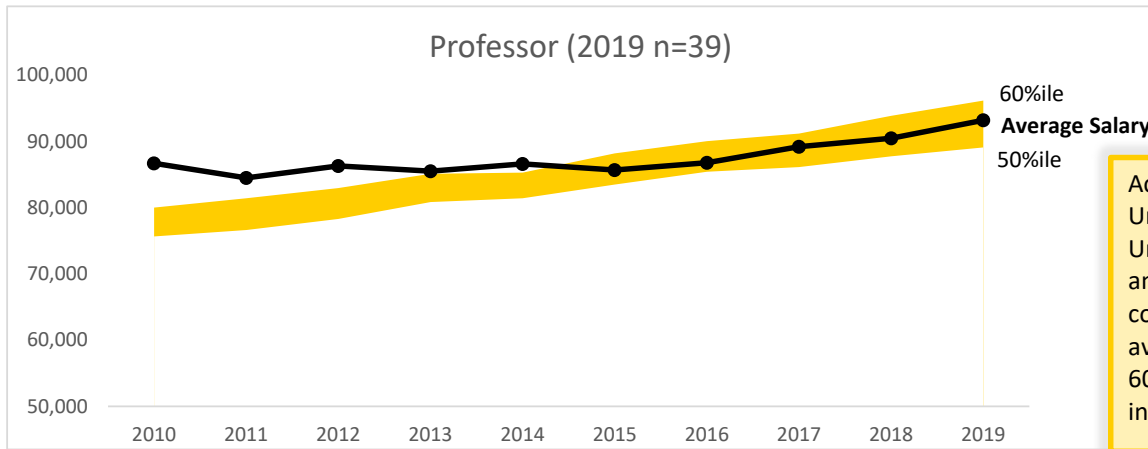


NACUBO comparison data is from annual endowment survey and represents Private Colleges and Universities,

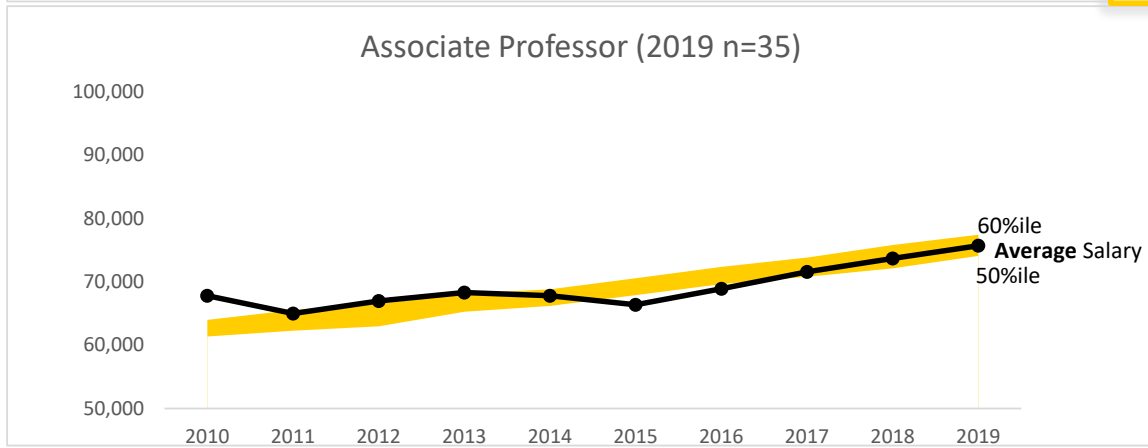
<sup>1</sup> Net Rate of Return represents the annualized returns of invested endowment assets, net of external management fees and expenses.

<sup>2</sup> Effective Spending Rate represents the distribution for spending divided by the beginning market value of the endowment for that fiscal year.

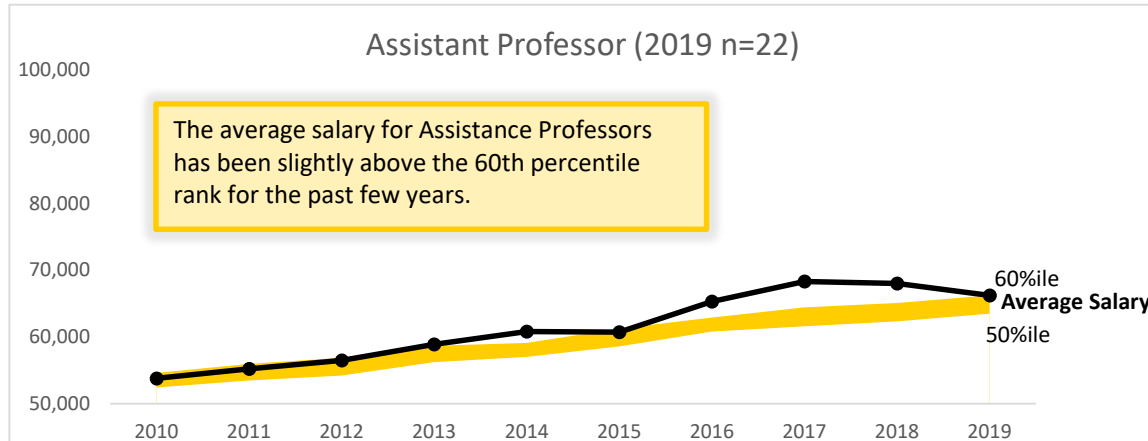
## Southwestern Average Faculty Salaries and AAUP Percentile Ranks



According to the American Association of University Professors (AAUP), Southwestern University average salaries fall between the 50th and 60th percentile rank for baccalaureate colleges (AAUP Category IIB). This means that the average salary at Southwestern is higher than 50-60% of the institutions submitting average salary information.



AAUP defines faculty as members of the staff who are employed full-time and whose regular assignment has an instructional component (administrative officers are excluded). Staff with faculty rank are categorized as Instructors and data for this category is not included here. Percentile rank calculations do not take into account the number of years a faculty member has been a professor, associate professor, or assistant professor.

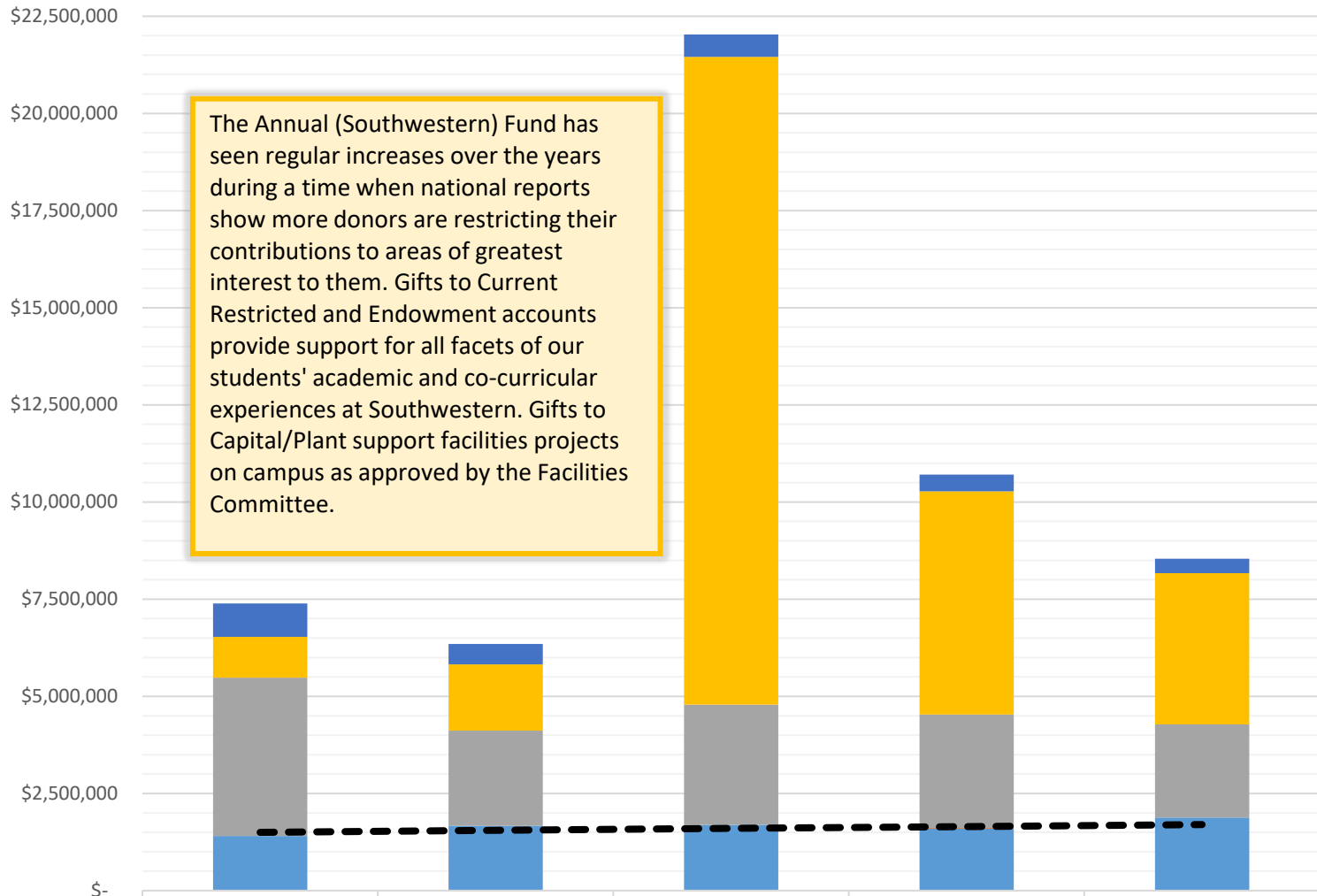


The average salary for Assistance Professors has been slightly above the 60th percentile rank for the past few years.

Ten of the Associated Colleges of the South (ACS) are also AAUP Category IIB. In 2019, the average percentile rank salary range for these colleges was:

- Professor: 70-80%ile
- Associate: 60-70%ile
- Assistant: 60-70%ile

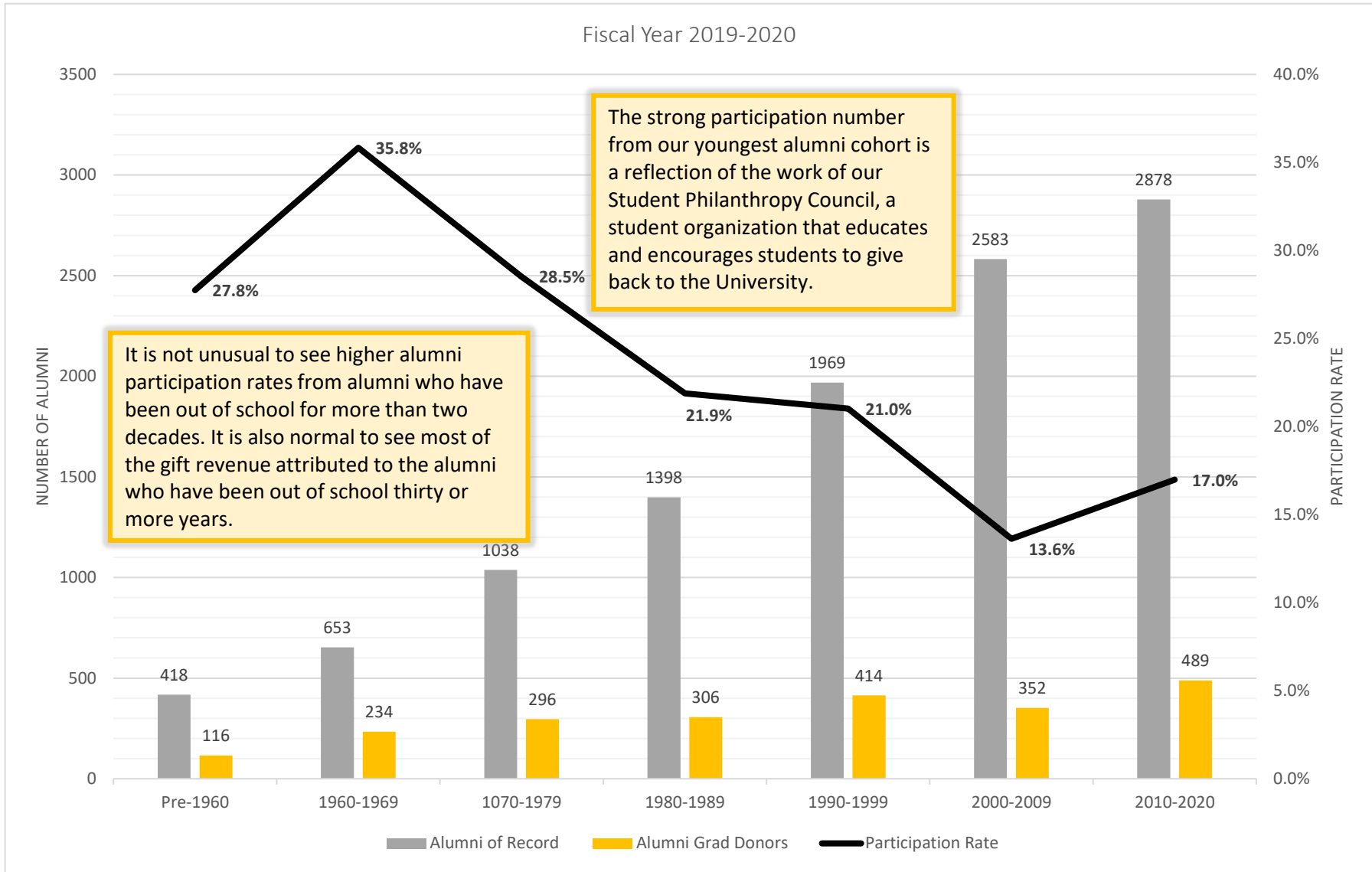
## Gifts Received by Designation - Cash



	2015-2016	2016-2017	2017-2018	2018-2019	2019-2020
Capital/Plant	\$855,785	\$530,163	\$574,152	\$434,808	\$372,366
Endowment	\$1,055,495	\$1,704,311	\$16,669,463	\$5,741,421	\$3,890,738
Current Restricted	\$4,068,917	\$2,446,860	\$3,093,932	\$2,919,224	\$2,400,944
Gift Annuity	\$-	\$-	\$-	\$12,871	\$-
Annual (Southwestern) Fund	\$1,408,508	\$1,668,927	\$1,693,965	\$1,600,056	\$1,879,882
Annual Fund Goal	\$1,500,000	\$1,550,000	\$1,600,000	\$1,650,000	\$1,700,000



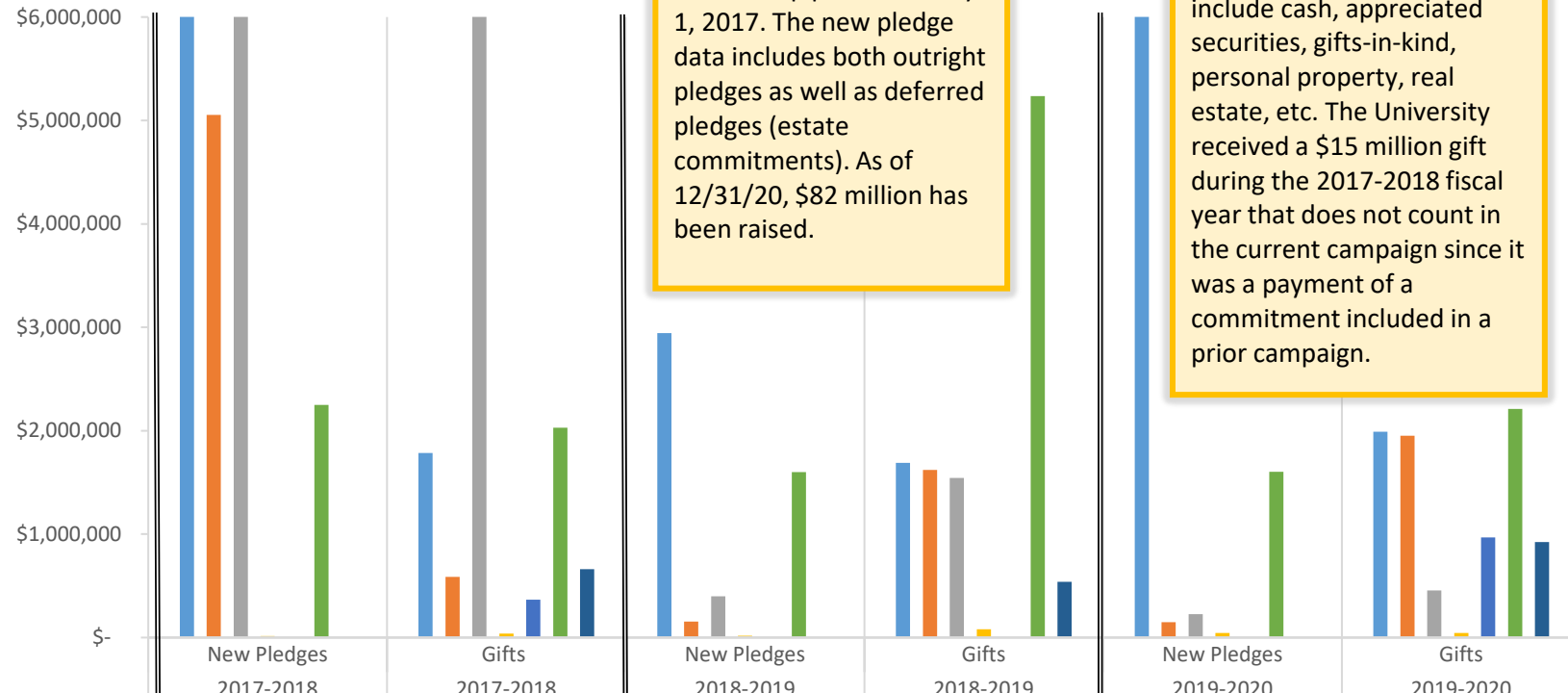
## Alumni Participation Rate by Decade of Graduation



### Total Gifts Received by Decade

Pre-1960	1960-1969	1970-1979	1980-1989	1990-1999	2000-2009	2010-2020
\$99,592	\$494,481	\$460,779	\$464,863	\$298,983	\$79,408	\$24,308

## New Pledges and Gifts by Constituency

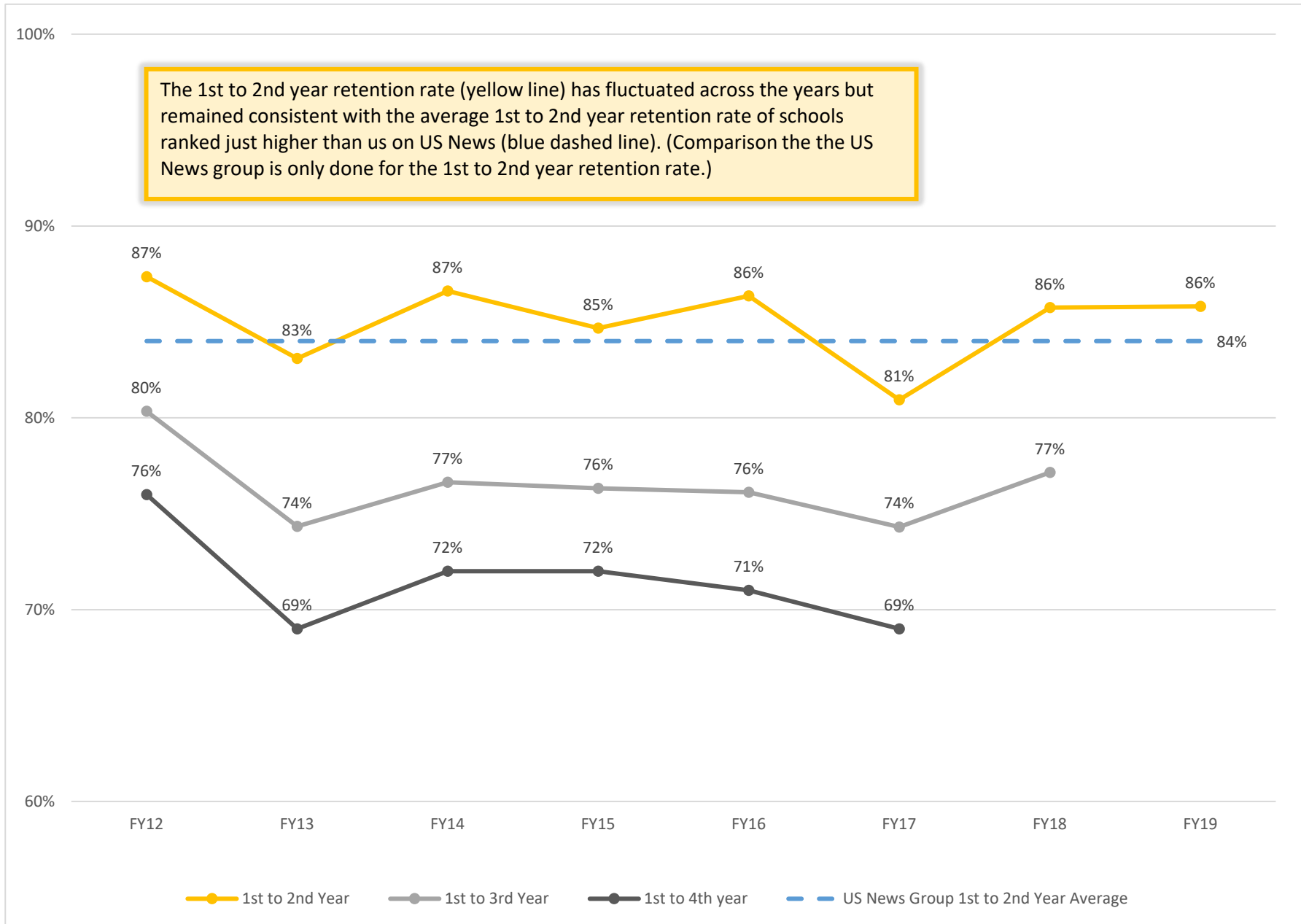


The Thinking First Campaign launched its "leadership phase" on July 1, 2017. The new pledge data includes both outright pledges as well as deferred pledges (estate commitments). As of 12/31/20, \$82 million has been raised.

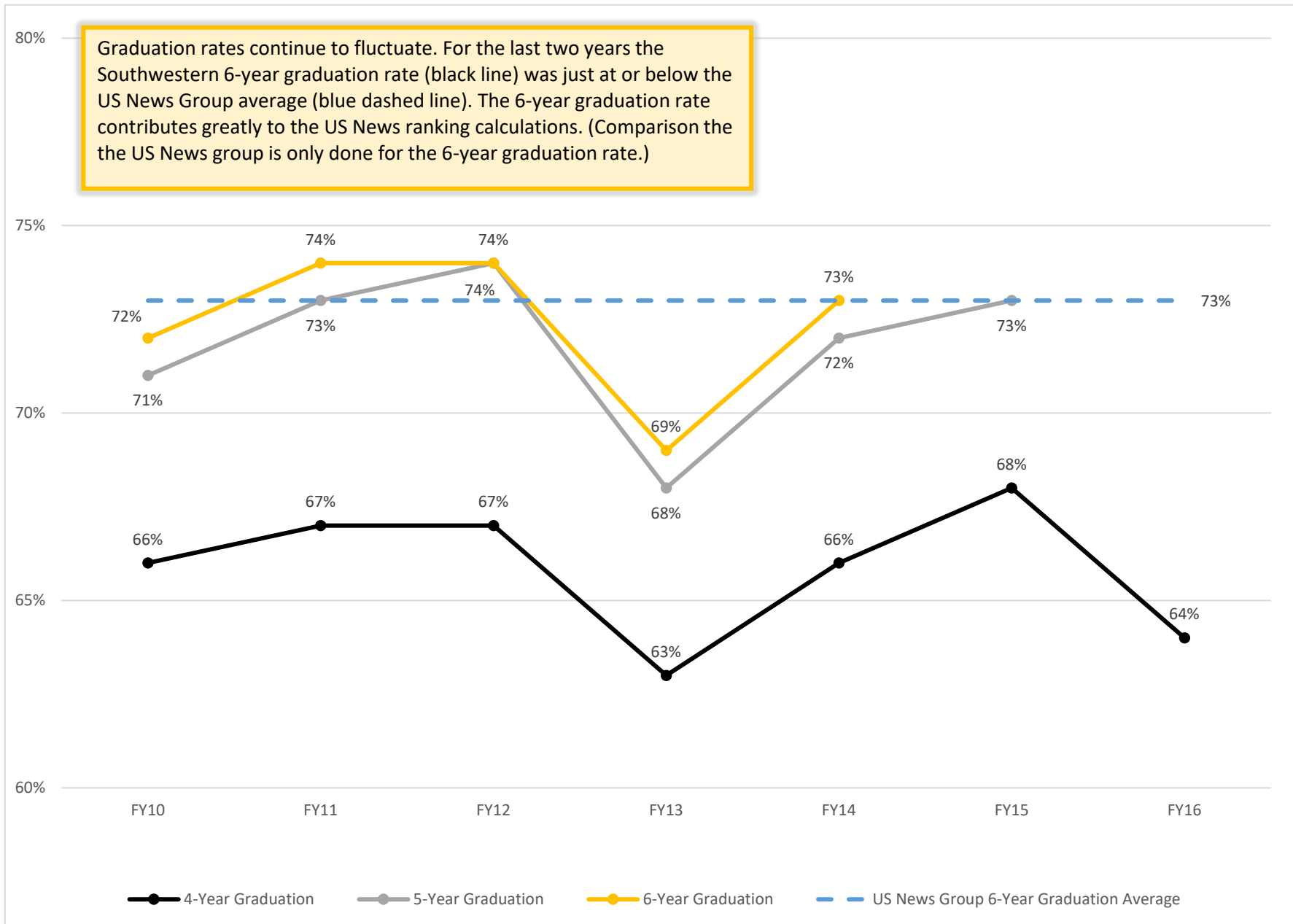
It is not unusual for the early years of a comprehensive campaign to show significant pledge amounts. Gifts may include cash, appreciated securities, gifts-in-kind, personal property, real estate, etc. The University received a \$15 million gift during the 2017-2018 fiscal year that does not count in the current campaign since it was a payment of a commitment included in a prior campaign.

	New Pledges 2017-2018	Gifts 2017-2018	New Pledges 2018-2019	Gifts 2018-2019	New Pledges 2019-2020	Gifts 2019-2020
Alumni	\$20,890,007	\$1,784,210	\$2,944,483	\$1,689,495	\$9,316,411	\$1,990,727
Parents	\$5,054,434	\$585,883	\$154,171	\$1,620,893	\$148,882	\$1,951,168
Friends	\$7,606,231	\$16,567,462	\$399,259	\$1,542,501	\$226,750	\$456,866
Faculty/Staff	\$13,450	\$37,737	\$18,900	\$81,476	\$43,470	\$45,348
Estates	\$-	\$365,968	\$-	\$-	\$-	\$968,065
Foundations	\$2,250,000	\$2,028,401	\$1,600,000	\$5,236,213	\$1,601,500	\$2,209,398
Other Orgs.	\$-	\$661,851	\$-	\$537,804	\$-	\$922,360

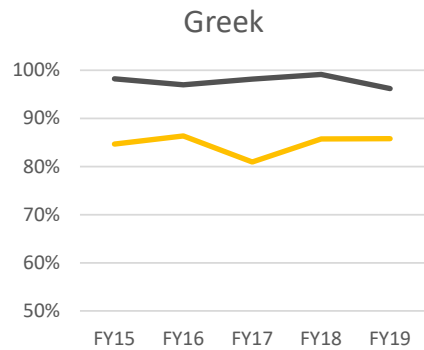
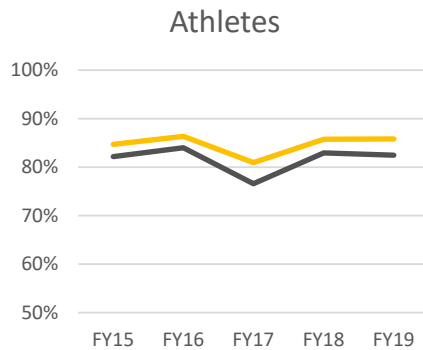
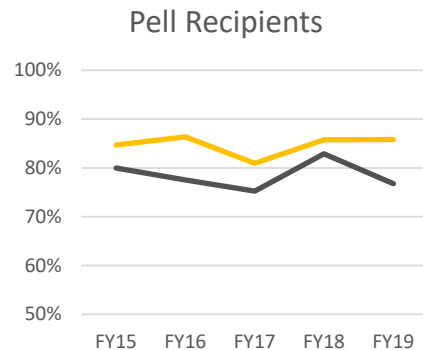
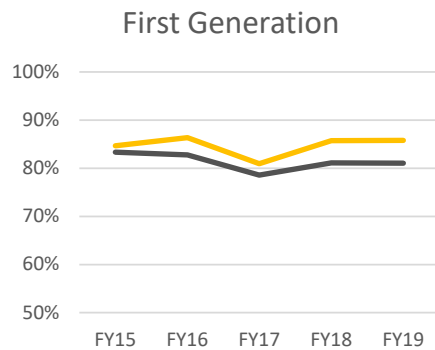
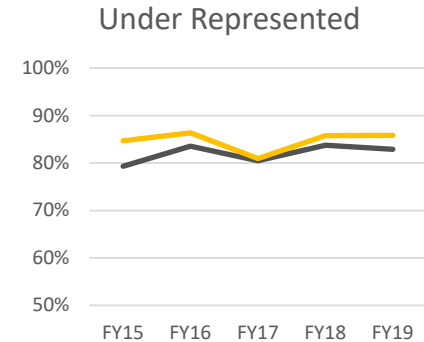
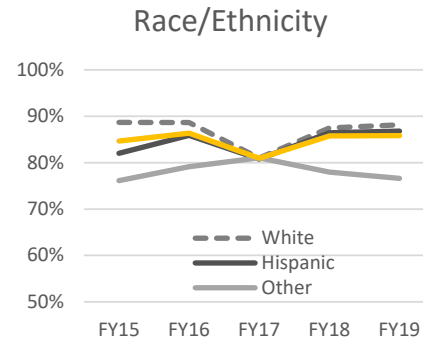
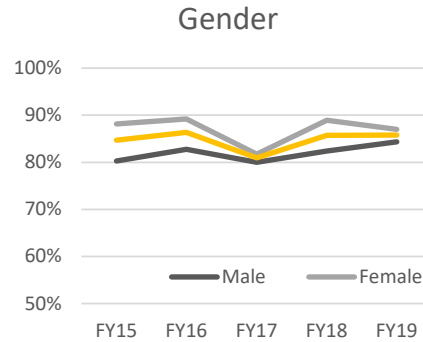
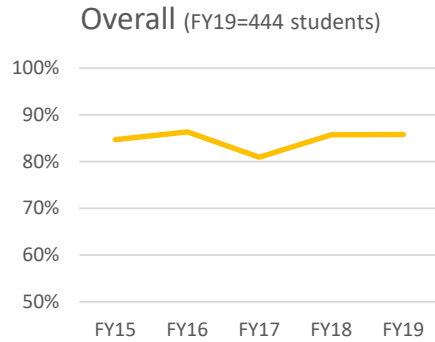
## Retention by First-Year Cohort



## Graduation by First-Year Cohort



## First-to-Second Year Retention Rates

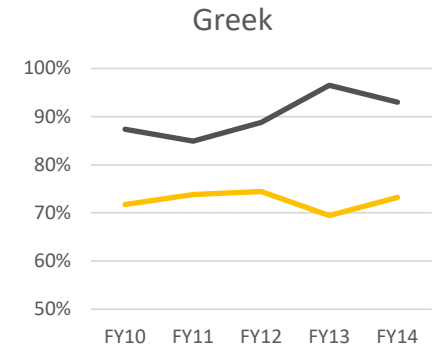
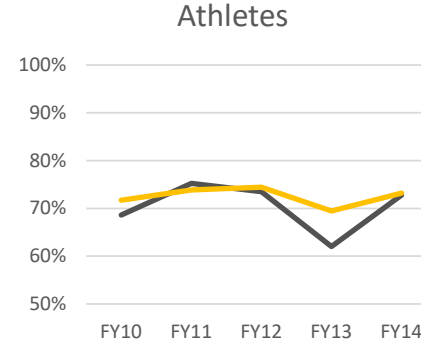
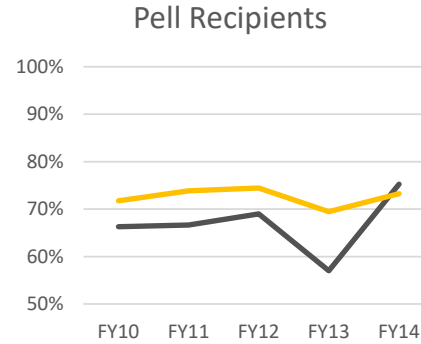
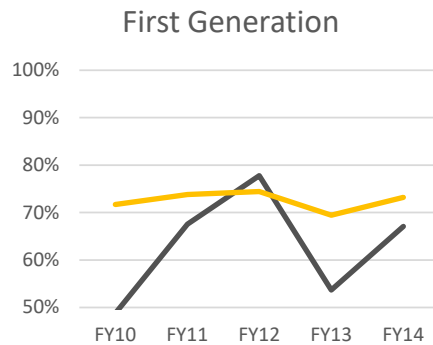
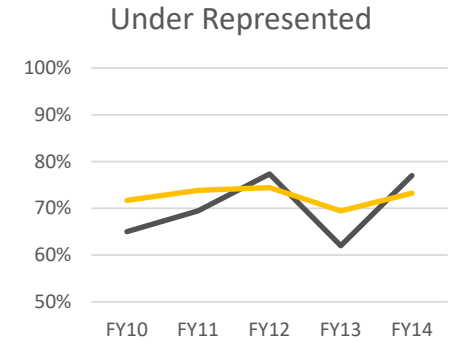
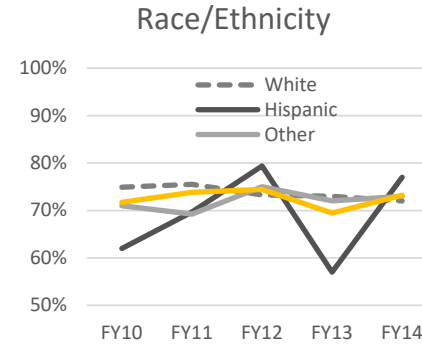
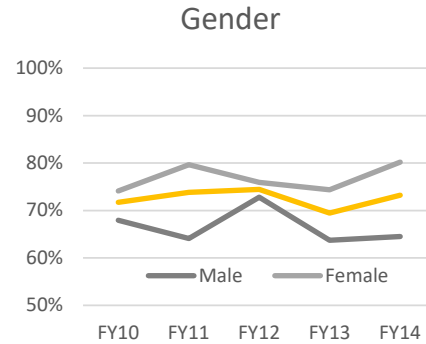
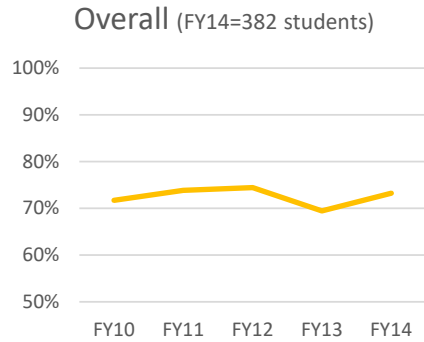


The overall first-to-second year retention rate for all Southwestern students is repeated on each line graph in yellow. First-to-second year retention rates are fairly consistent across subgroups. Females and White students tend to have higher retention rates. Greek retention rates are higher than other groups, but students do have to wait until their second semester before joining a Greek organization. There was a slight drop in retention rates for the first year 2017 cohort (FY17).

For Race/Ethnicity, Other is presented due to low n-counts of individual race/ethnicity groups. (For example, the FY19 entering class had 25 African-American students.) Non-permanent residents and unknown race are included in Other.

Under Represented includes American Indian, Native Alaskan, Asian, African-American, Hispanic, Native Hawaiian, Pacific Islander, or multi-racial including at least one of these groups. Non-permanent residents are not included.

## Six-Year Graduation Rates

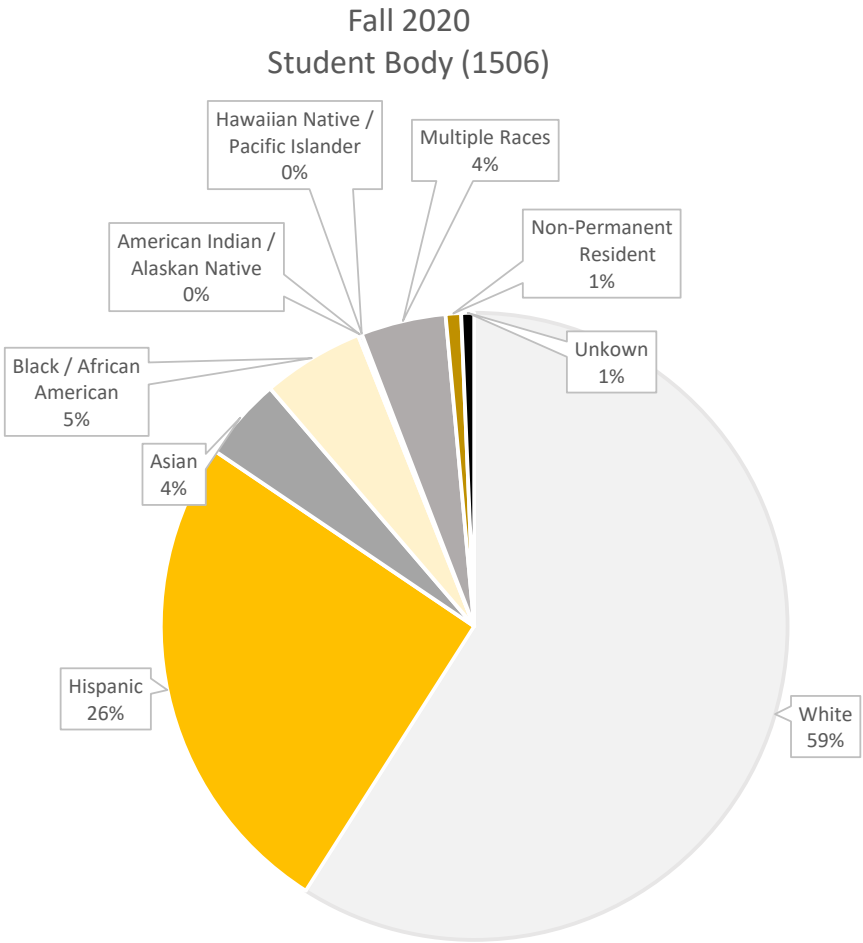
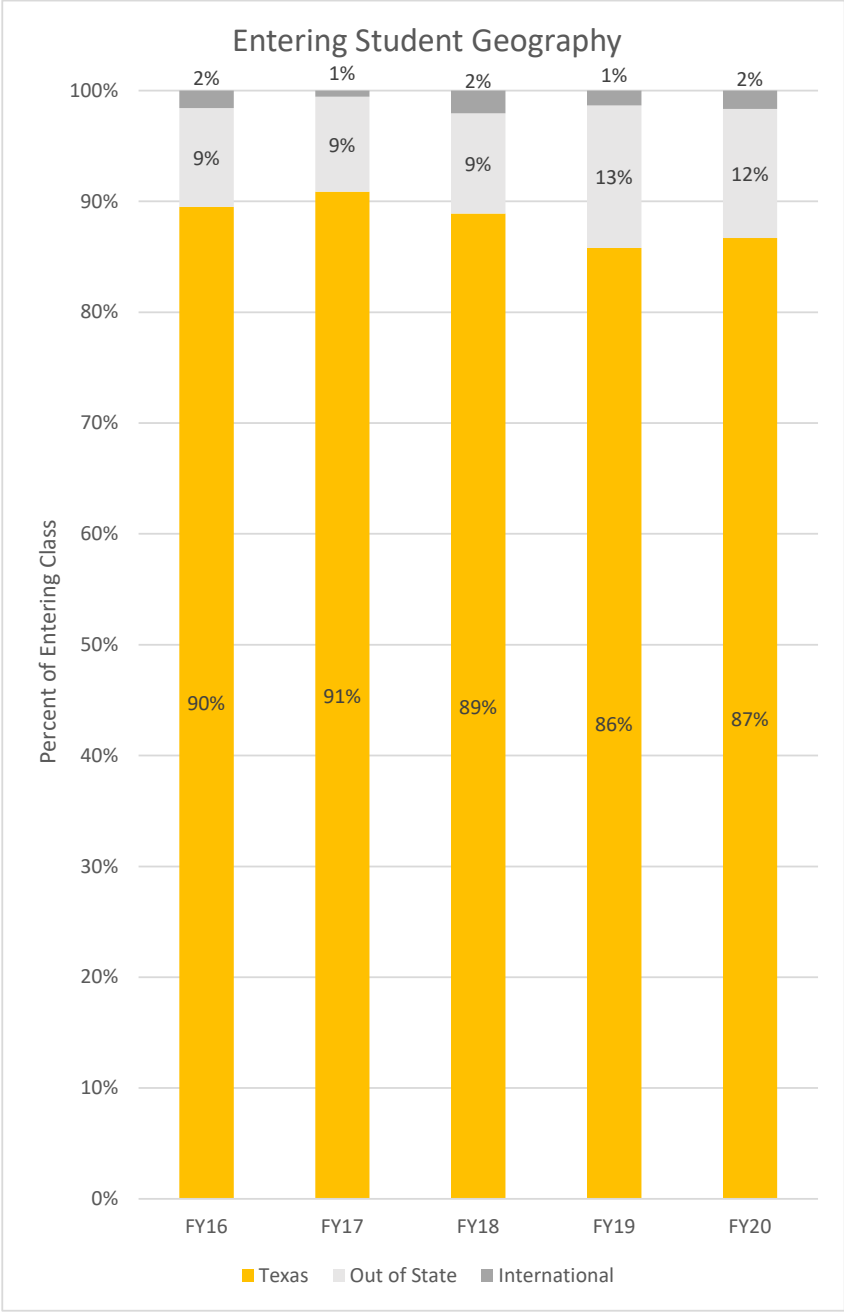


The overall six-year graduation rate for all Southwestern students is repeated on each line graph in yellow. When looking at sub-groups, six-year graduation rates can fluctuate quite a lot across years. The first year 2013 (FY13) incoming class was the largest incoming class in Southwestern's history with 491 students. For FY13, the graduation rate for Hispanic, first generation, Pell, and athletic students seemed to be the most negatively impacted. Graduation rates for Greek students are very high.

For Race/Ethnicity, Other is presented due to low n-counts of individual race/ethnicity groups. (For example, the FY14 entering class had 15 African-American students.) Non-permanent residents and unknown race are included in Other.

Under Represented includes American Indian, Native Alaskan, Asian, African-American, Hispanic, Native Hawaiian, Pacific Islander, or multi-racial including at least one of these groups. Non-permanent residents are not included.

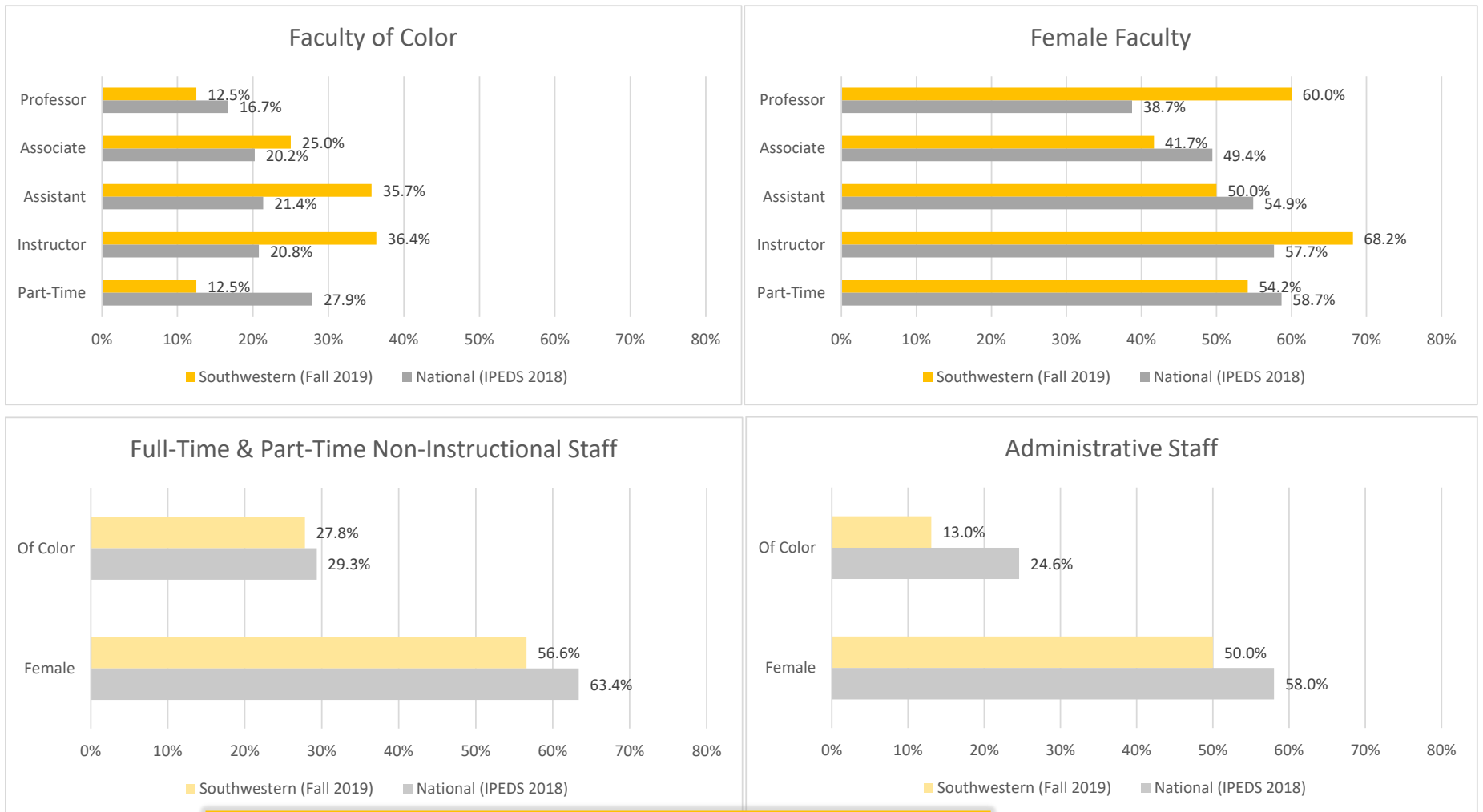
# Student Demographics



### Study Body Enrollment

- Fall 2020 - 1506
- Fall 2019 - 1511
- Fall 2018 - 1434
- Fall 2017 - 1396
- Fall 2016 - 1489

## Faculty and Staff Diversity

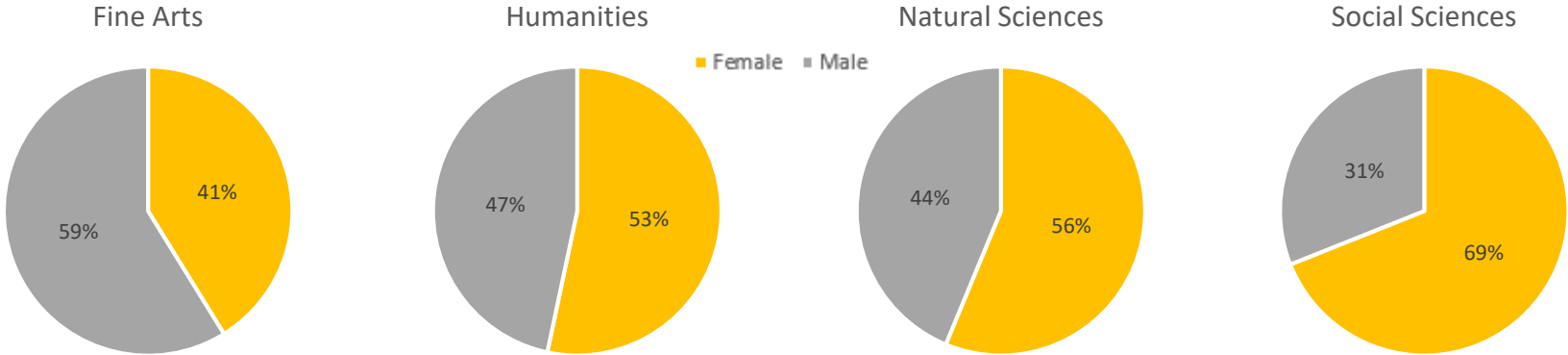


Staff and Faculty of color are defined as American Indian, Native Alaskan, Asian, African-American, Hispanic, Native Hawaiian, Pacific Islander, or multi-racial including at least one of these groups. Non-permanent residents are not included. The Integrated Postsecondary Education Data System (IPEDS) "Management Occupations" category is used to define administrators.

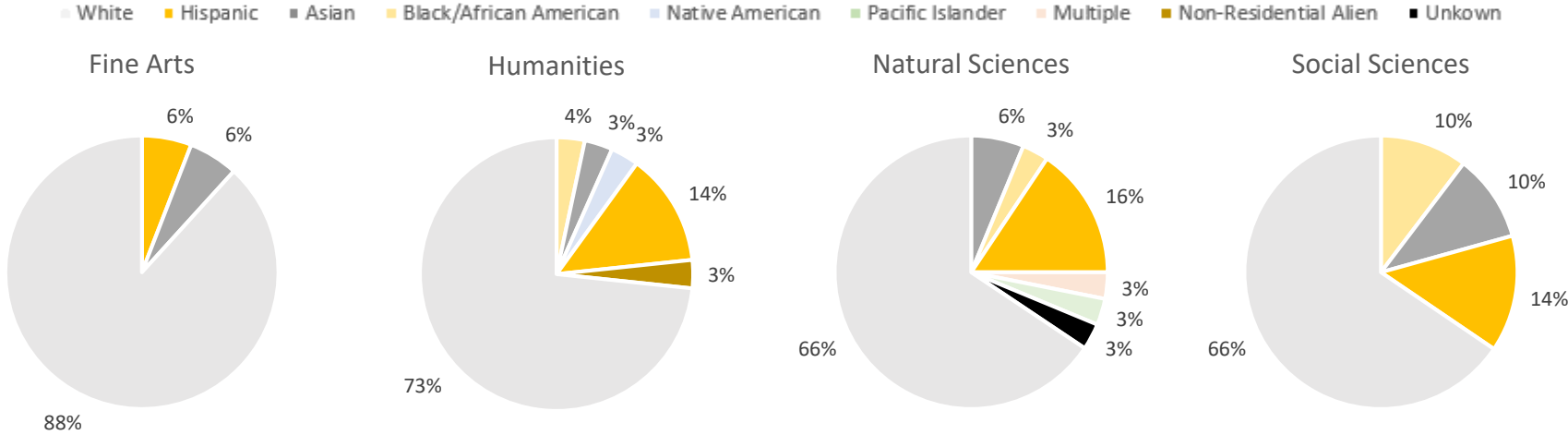


# Full-Time Faculty Diversity by Area

## Gender

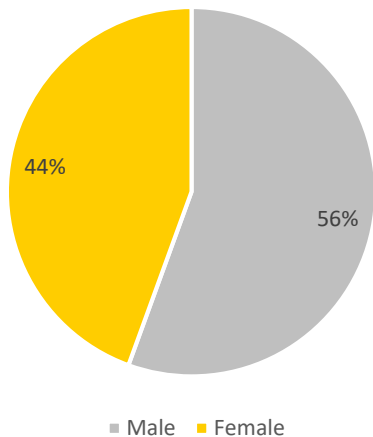


## Race/Ethnicity

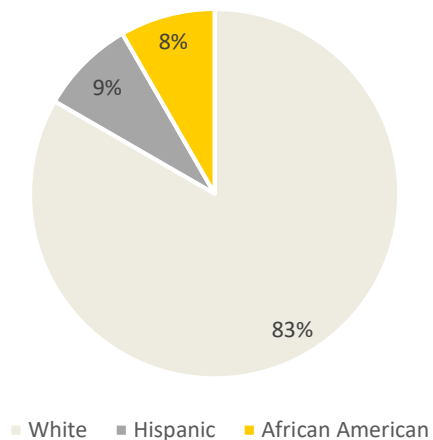


## Board of Trustees Diversity

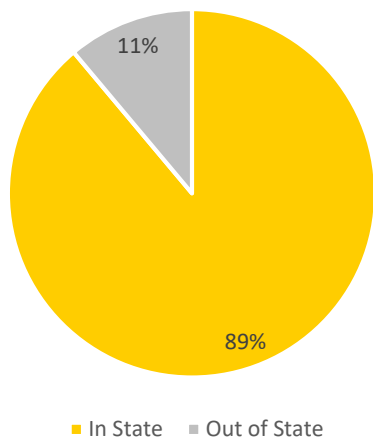
### Gender



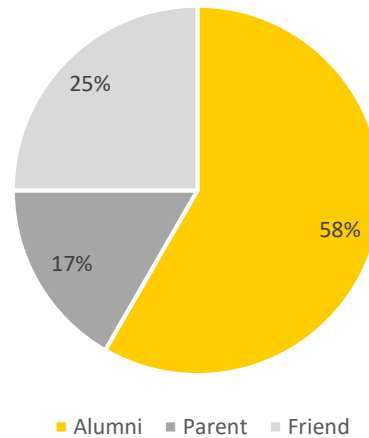
### Race/Ethnicity



### Geography

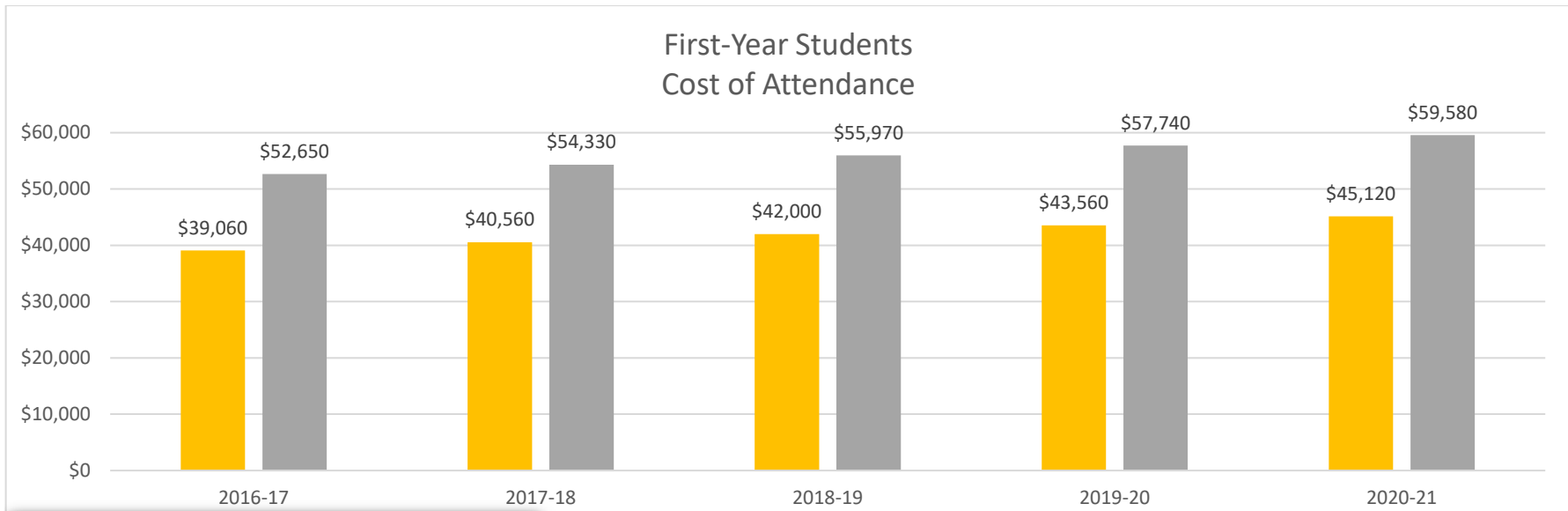


### Affiliation



The majority of Board of Trustee members are white, male alumni from Texas. According to the 2016 Association of Governing Boards (AGB) Board Policies, Practices, and Composition Survey, the composition of governing boards for private nonprofit institutions is 32% female and 85% white (non-Hispanic).

# What Will a Year of College Cost?

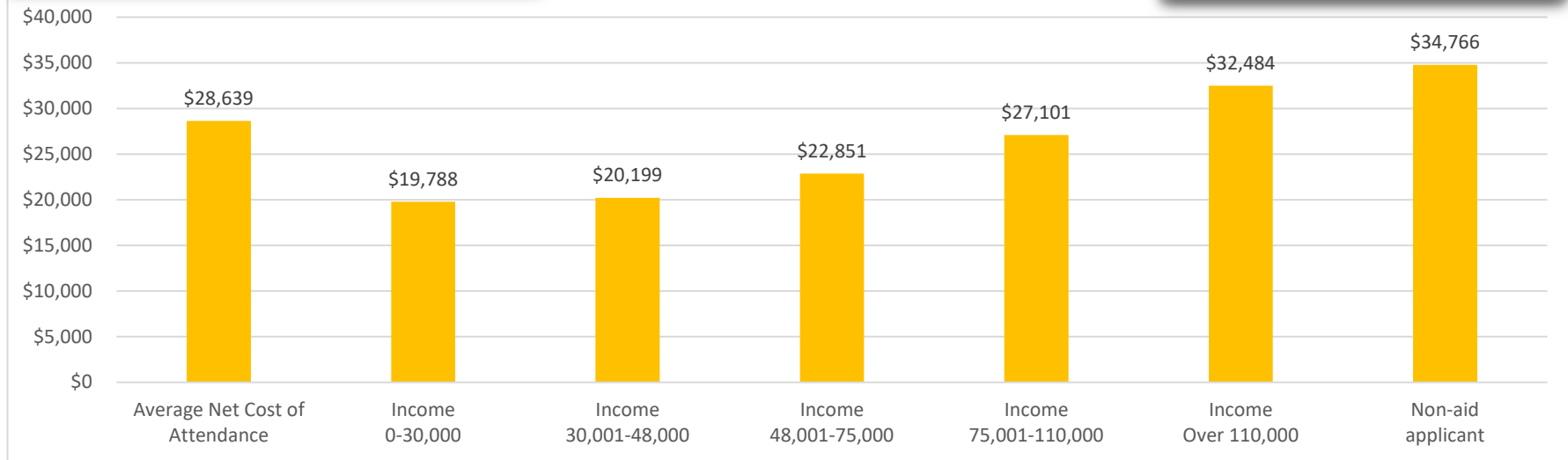


Total Cost includes direct charges (tuition and fees, room, and board) and indirect charges (books, transportation, personal and miscellaneous expenses).

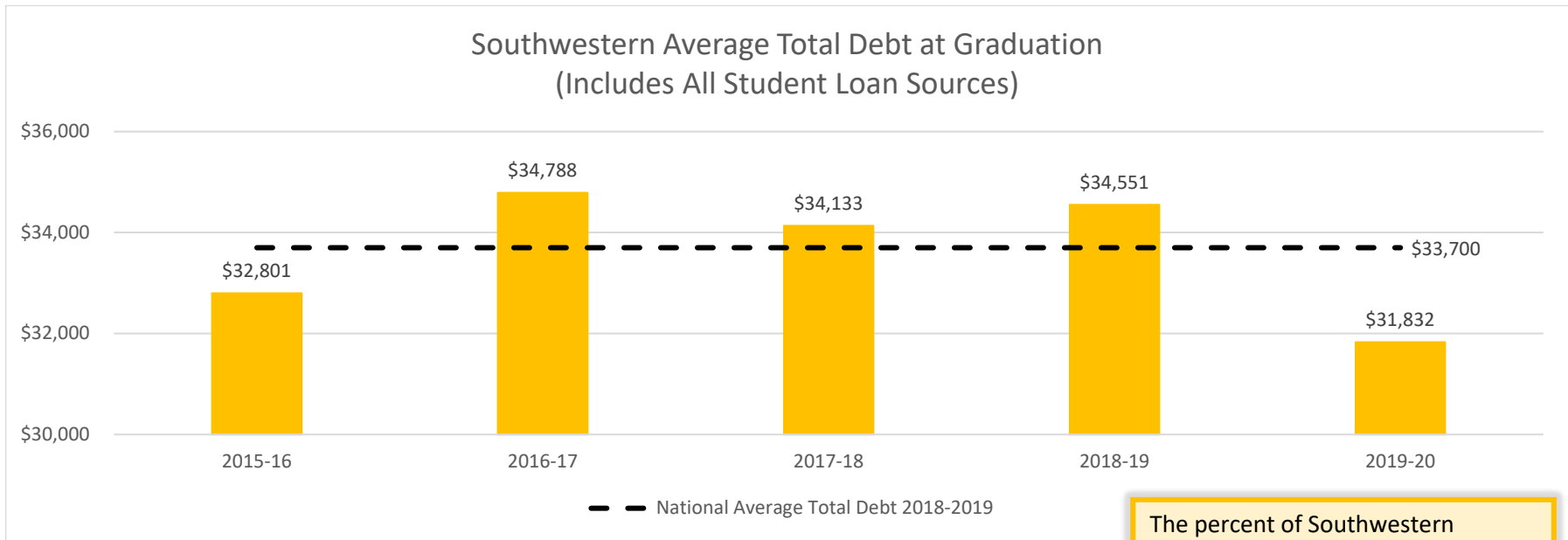
■ Tuition and Fees ■ Total Cost

Non-aid applicants include those students who did not complete the Free Application for Federal Student Aid (FAFSA).

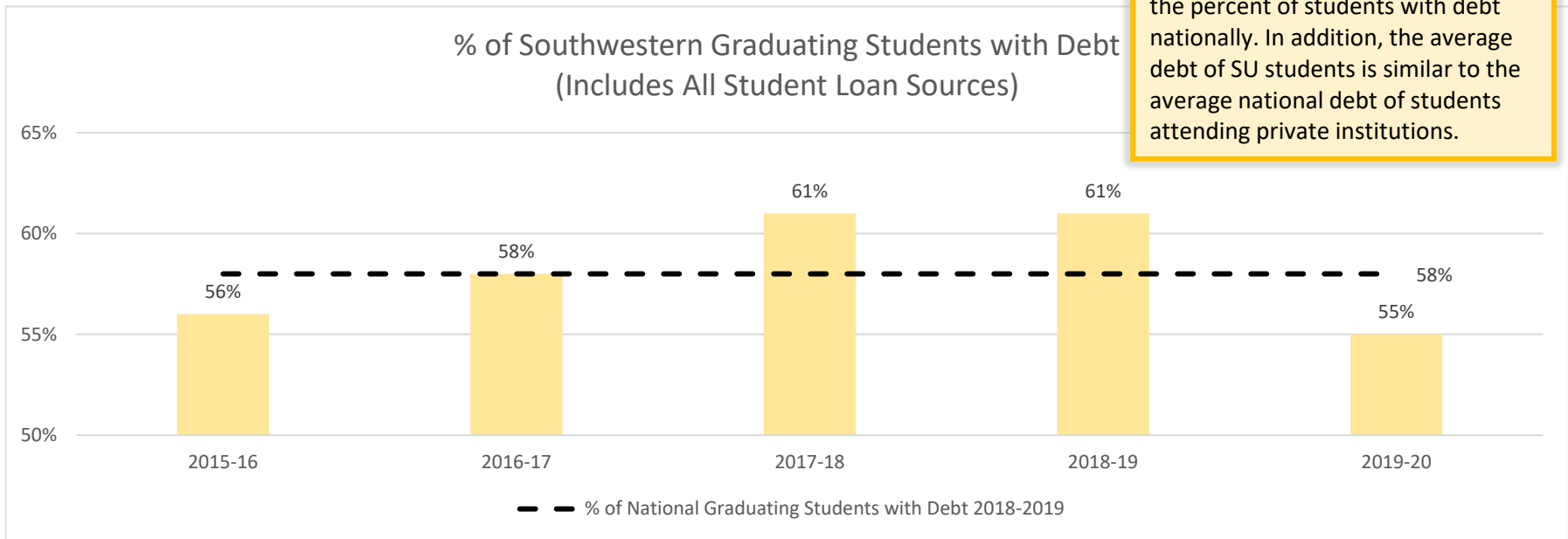
### Average Net Cost of Attendance by Income Fall 2019 First-Year Students



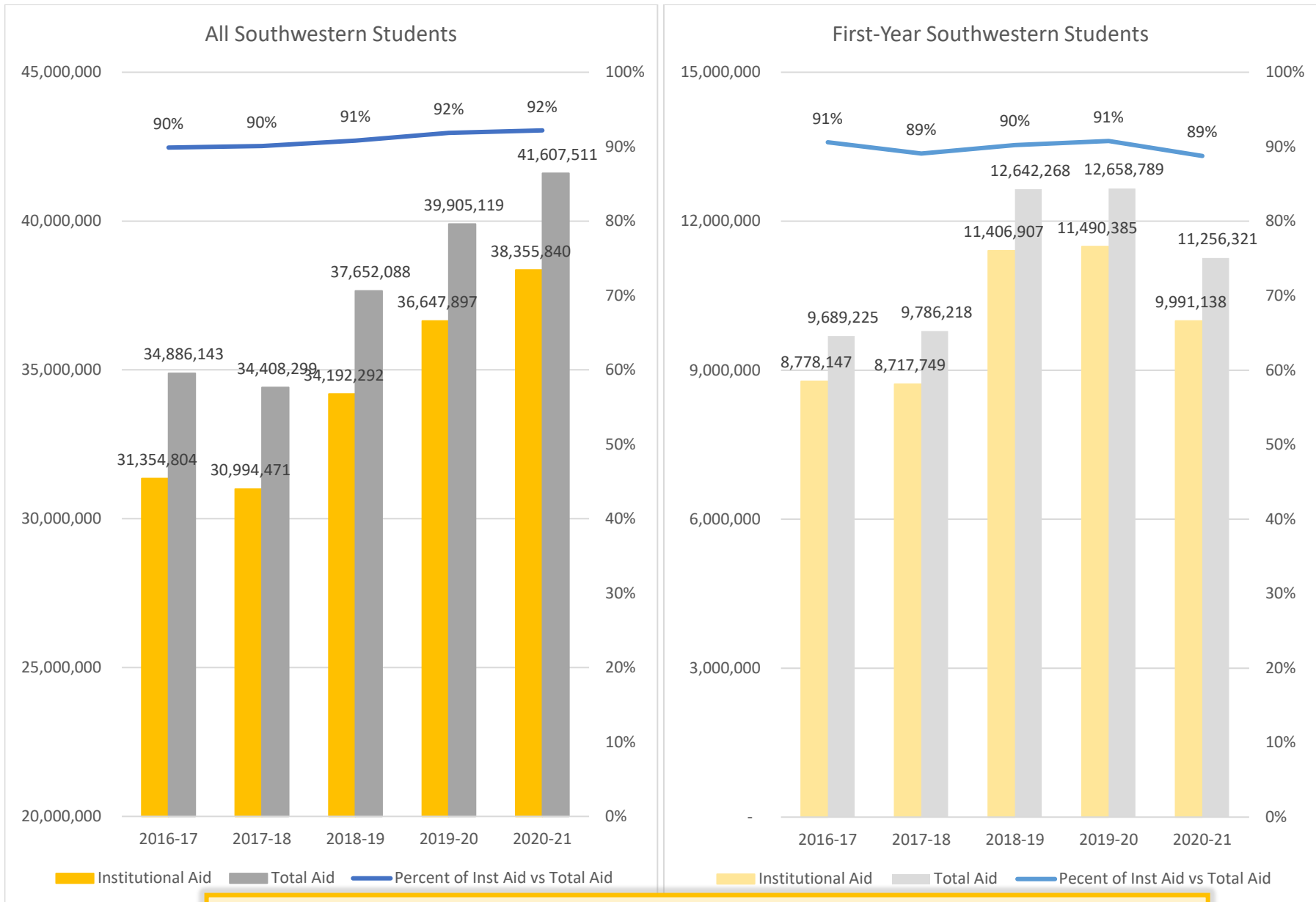
## Indebtedness of Graduating Students



The percent of Southwestern students with debt is very similar to the percent of students with debt nationally. In addition, the average debt of SU students is similar to the average national debt of students attending private institutions.

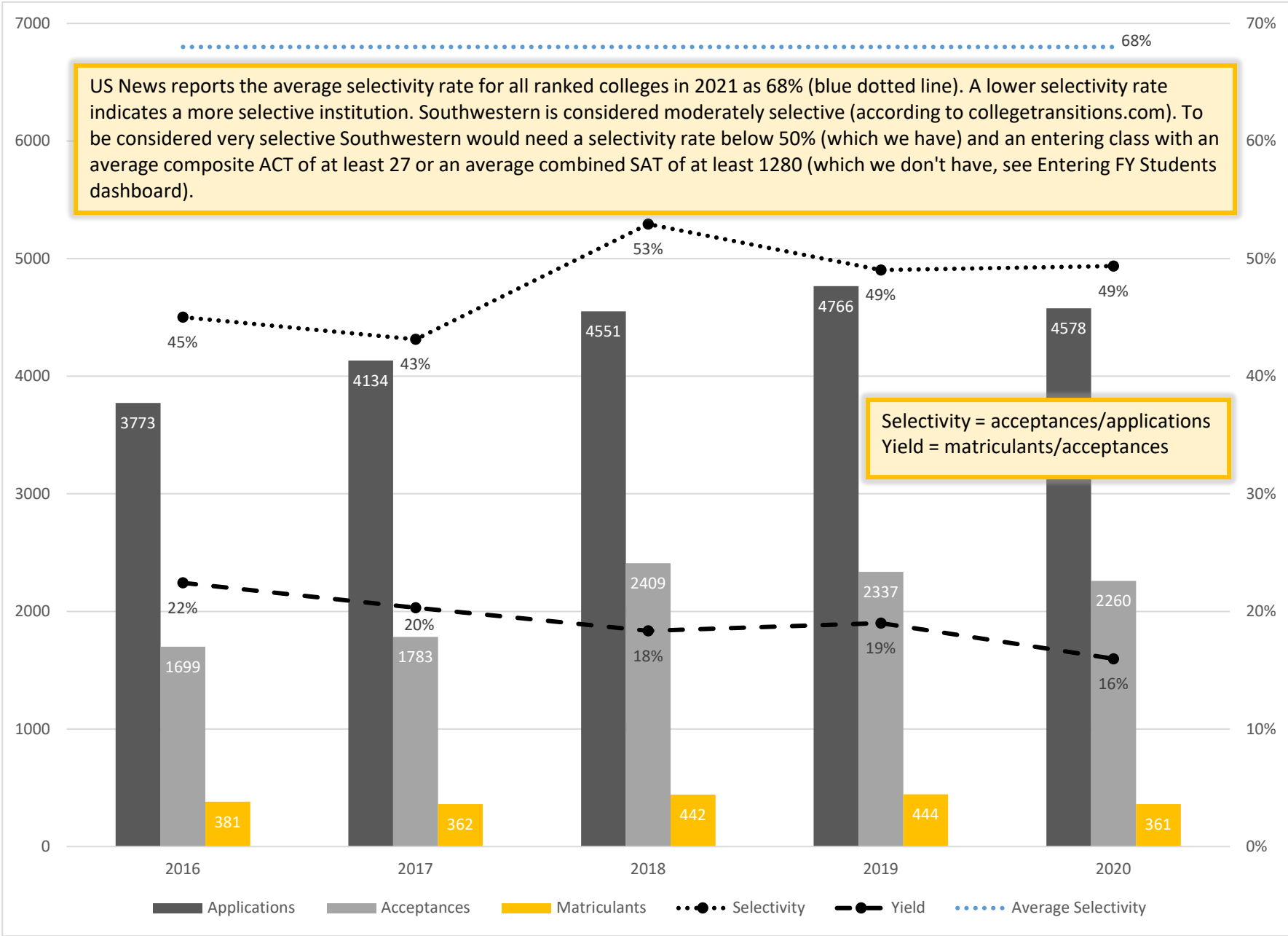


## Sources of Aid: Institutional vs Total Amount of Aid Provided

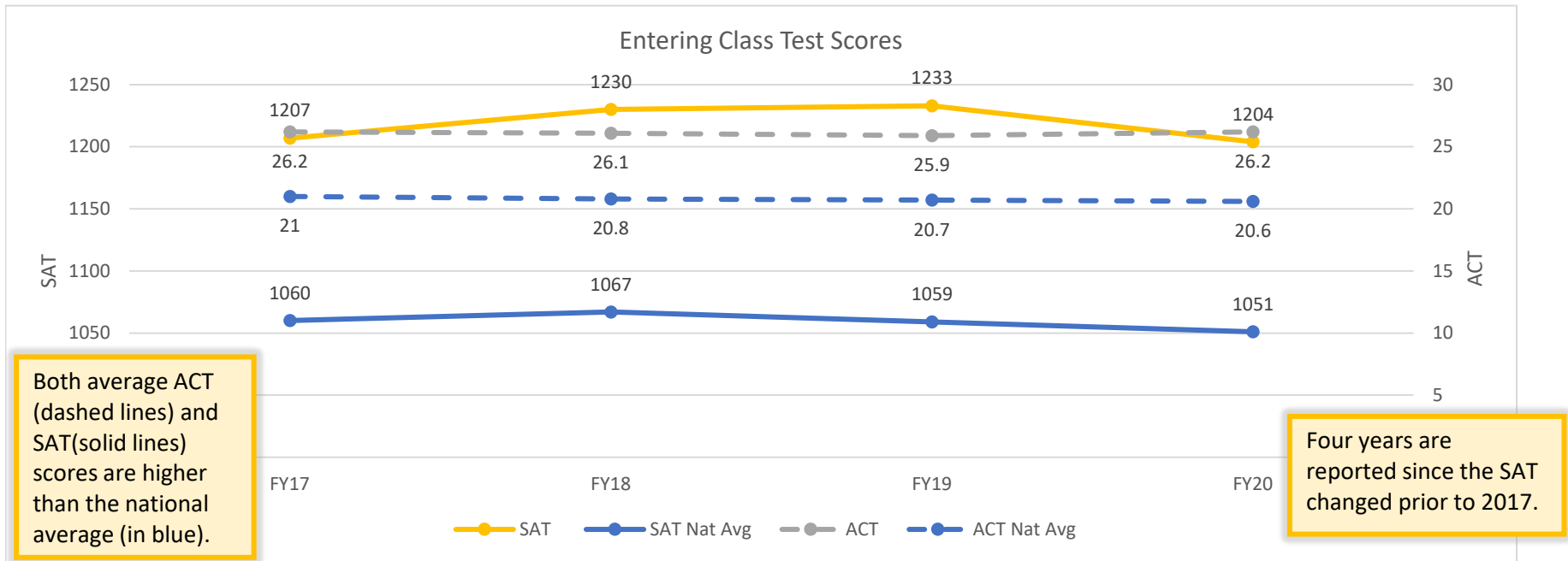


Total aid includes all federal and state aid, such as Pell, Supplemental Educational Opportunity Grant (SEOG,) and Texas Tuition Equalization Grant (TEG).

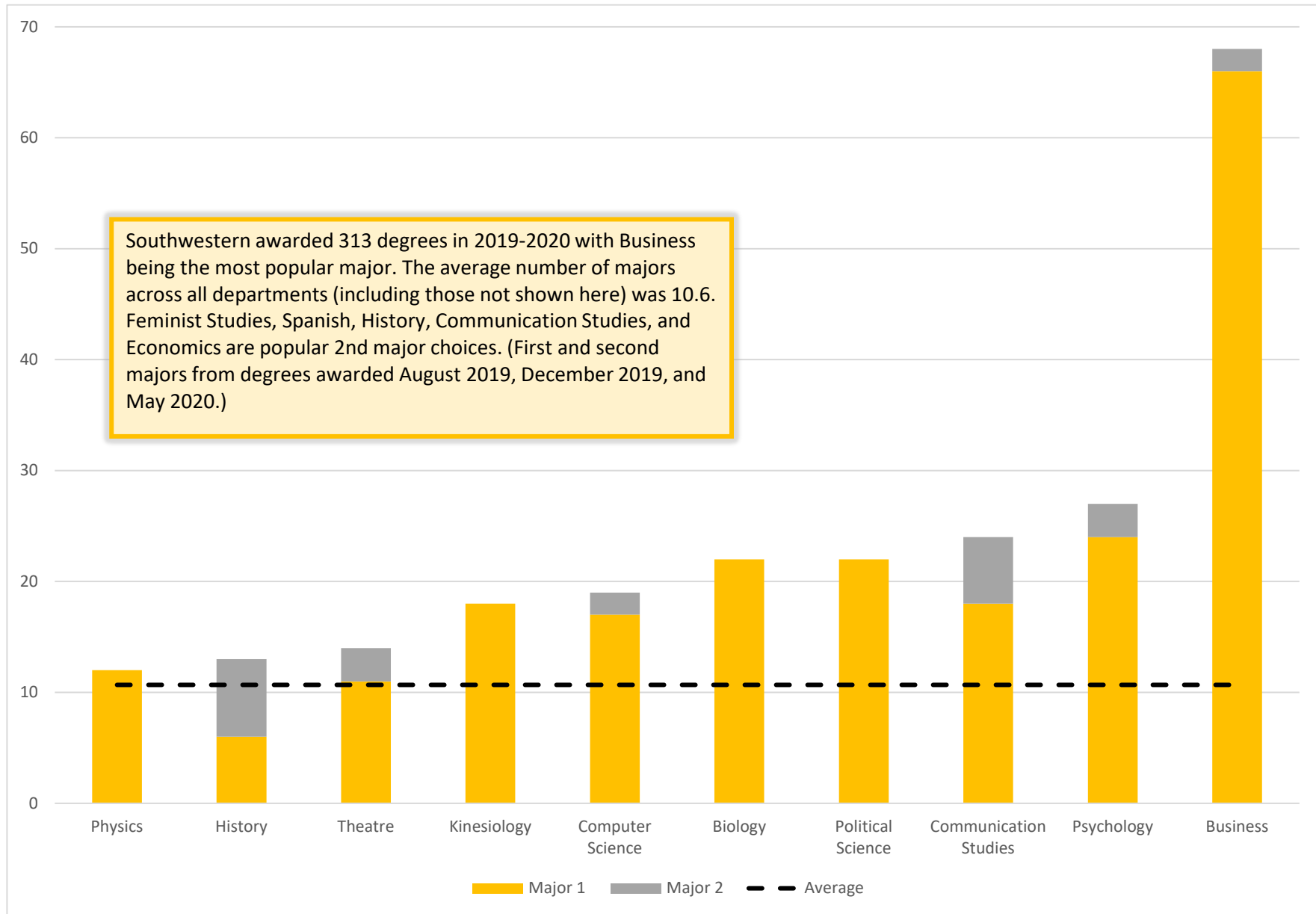
# Enrollment Information



# Entering First-Year (FY) Students

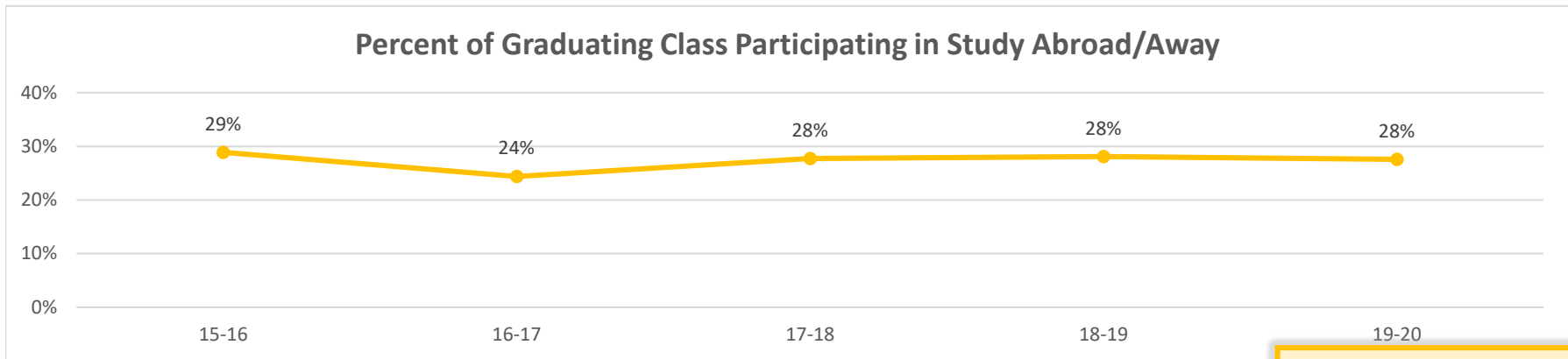


## Top 10 Majors for 2019-2020



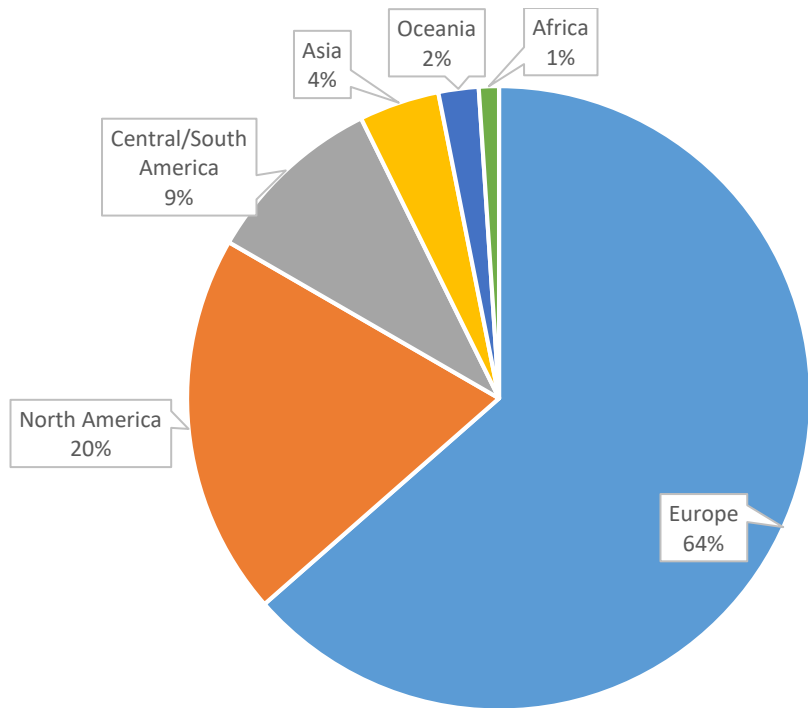


# Study Abroad/Away by Graduating Class

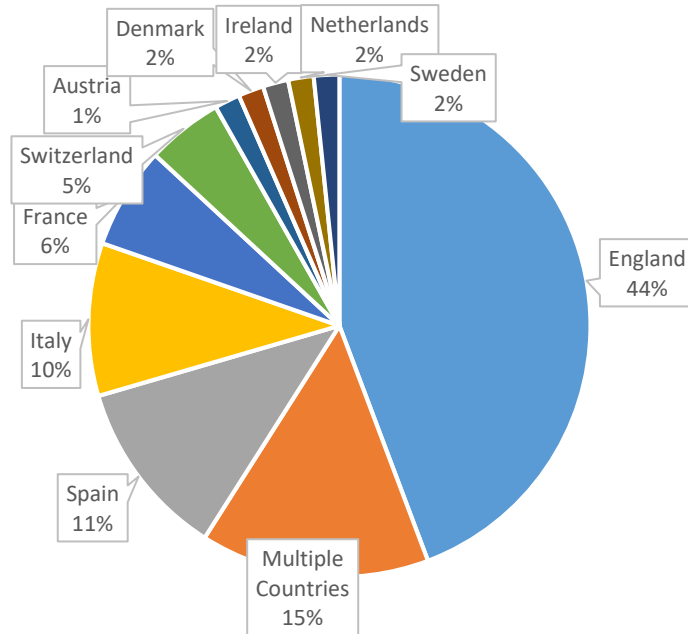


Study abroad refers to study outside the US. Study away refers to study in the US but not at Southwestern.

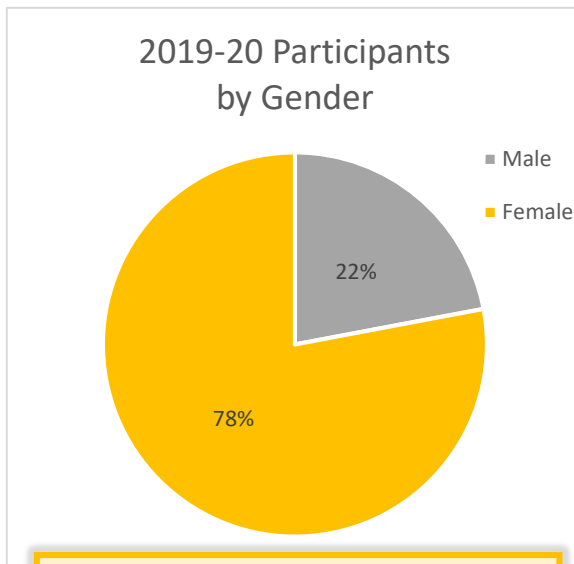
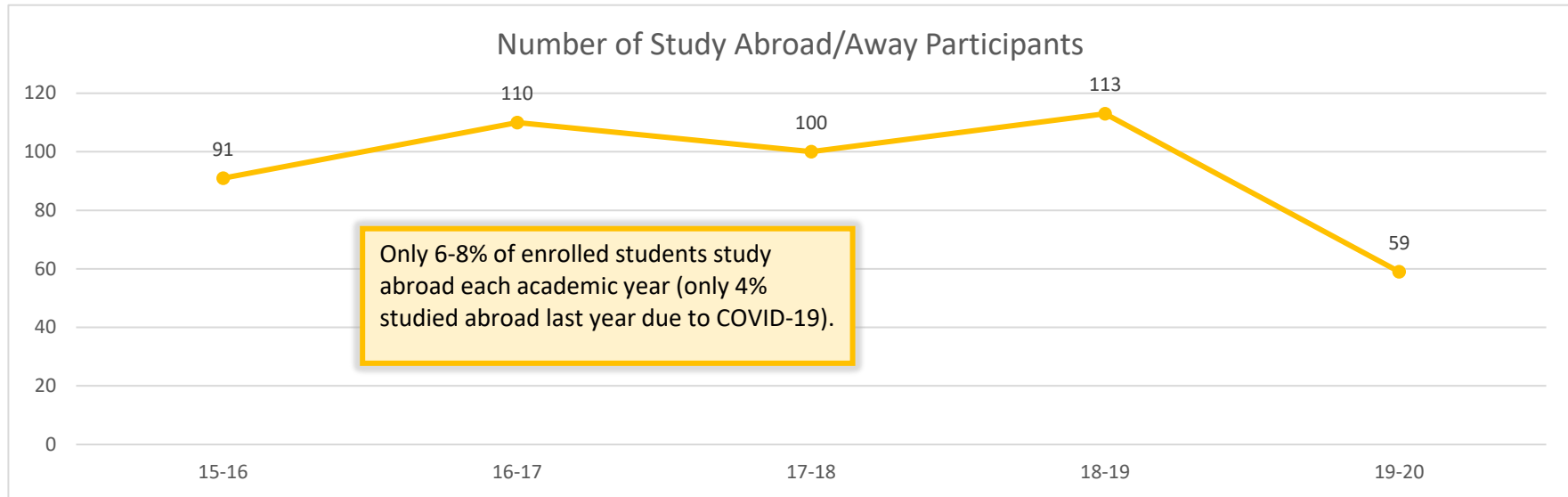
### Location of Study Abroad/Away for the Graduating Class of 2019-20



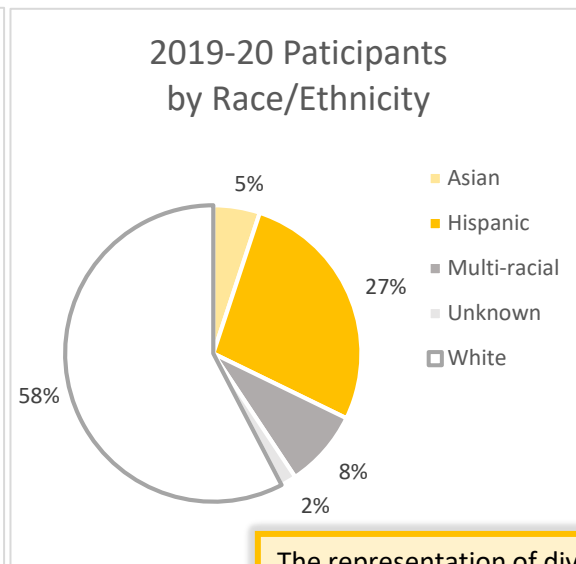
### Percentage Breakdown for Europe



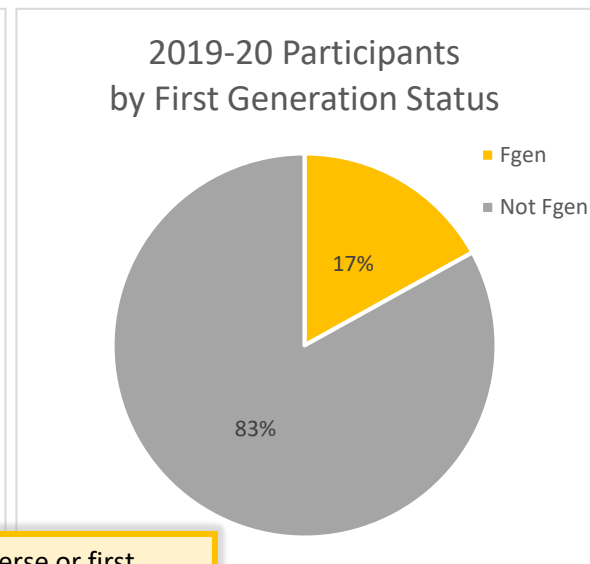
## Study Abroad/Away by Academic Year



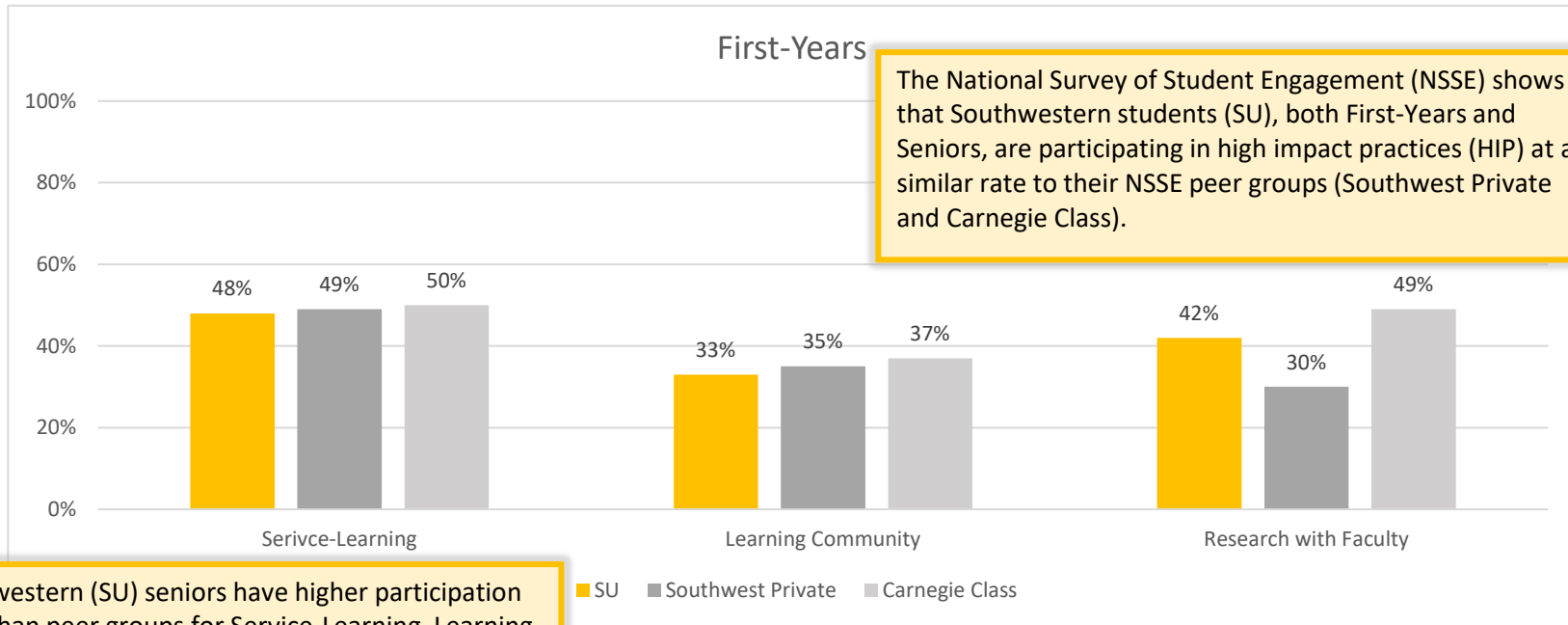
Male students are under-represented in study abroad participation (approximately 44% of Southwestern students are male).



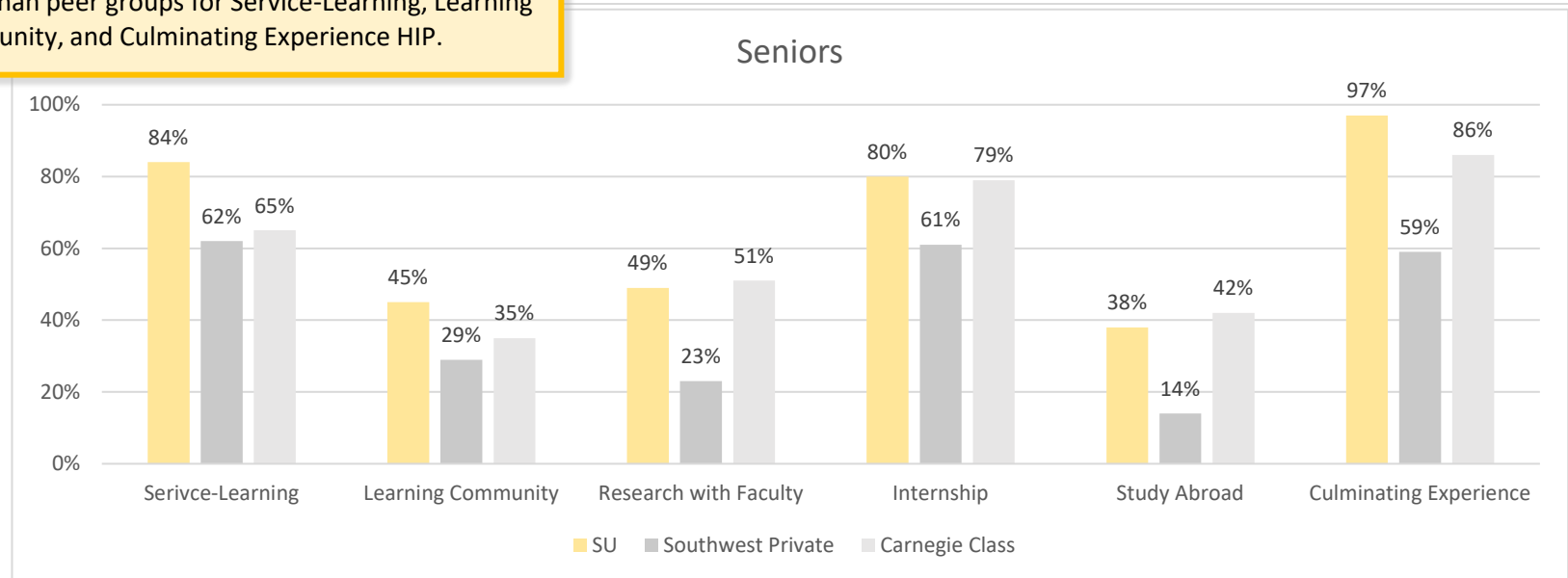
The representation of diverse or first generation students studying abroad is similar to the overall Southwestern study body representation of these students.



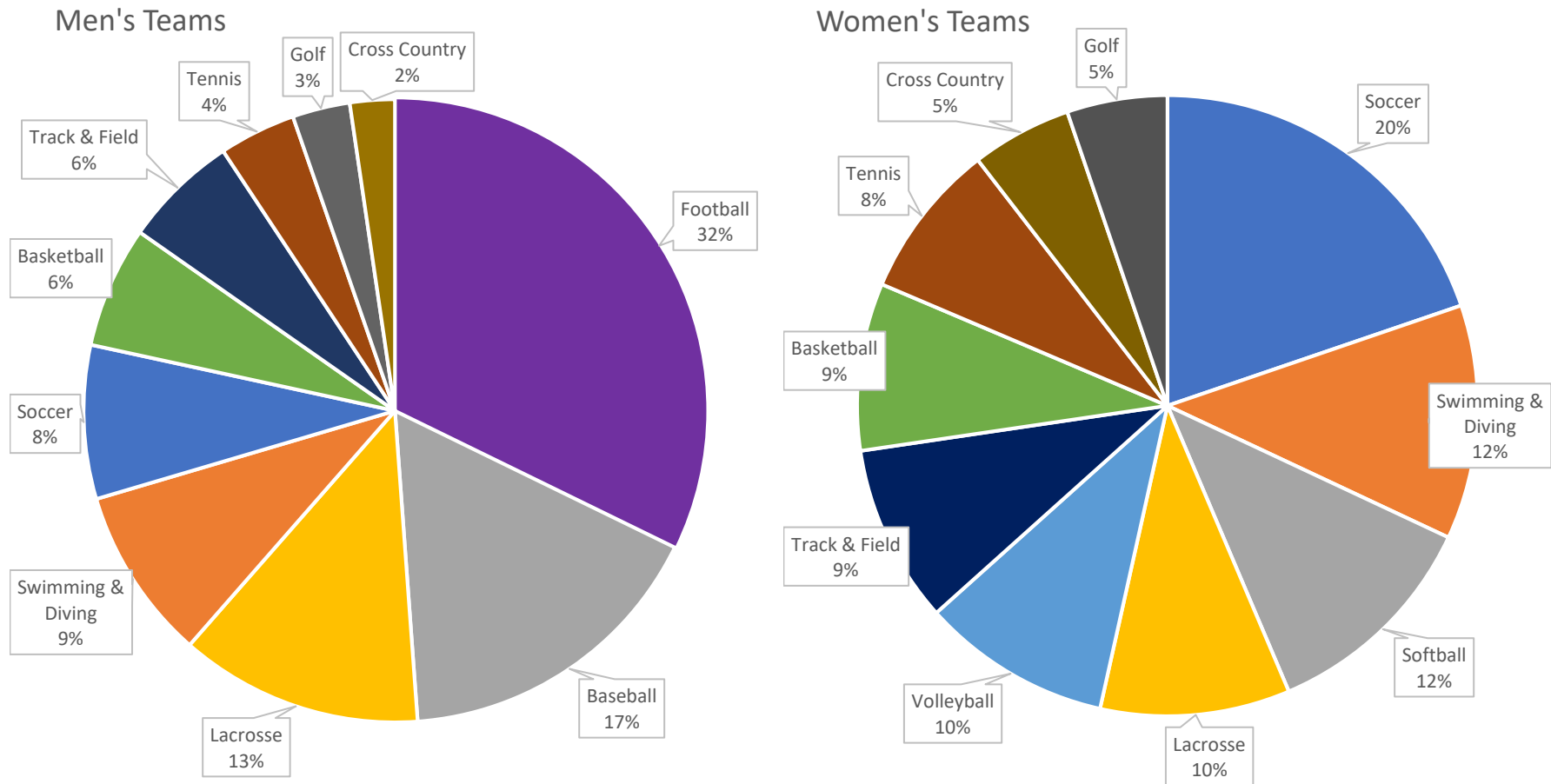
## NSSE: High Impact Practices (HIP)



Southwestern (SU) seniors have higher participation rates than peer groups for Service-Learning, Learning Community, and Culminating Experience HIP.

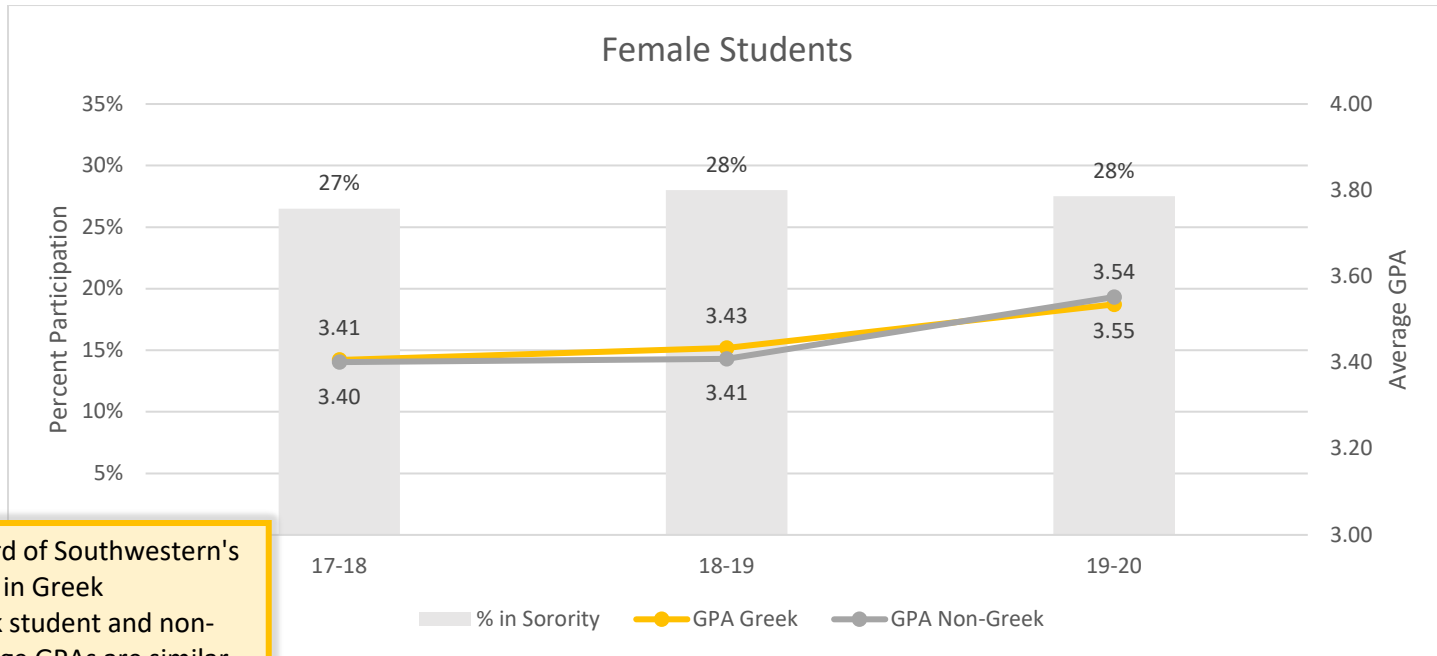


## Athletics Participation by Sport Fall 2020

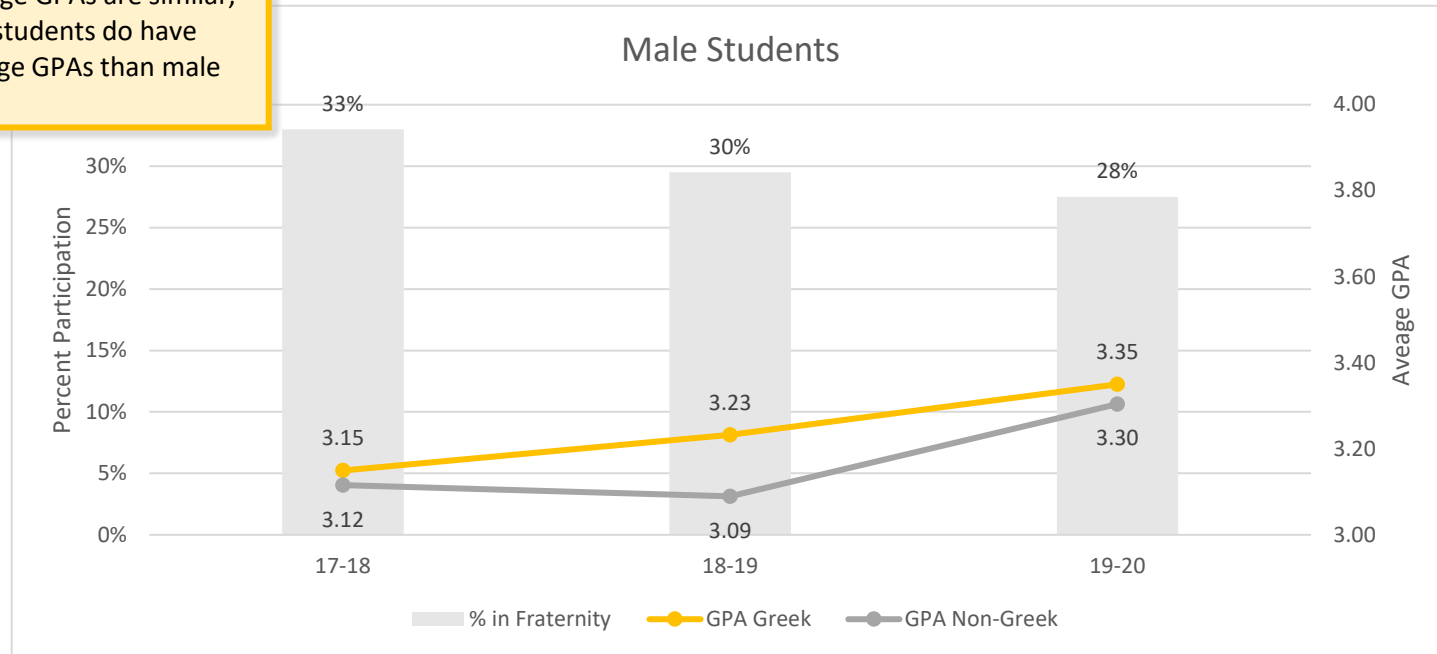


Approximately a third of Southwestern's students participate in athletics. The diversity of student athletes is similar to the diversity of Southwestern's overall student population.

## Greek Participation and GPA



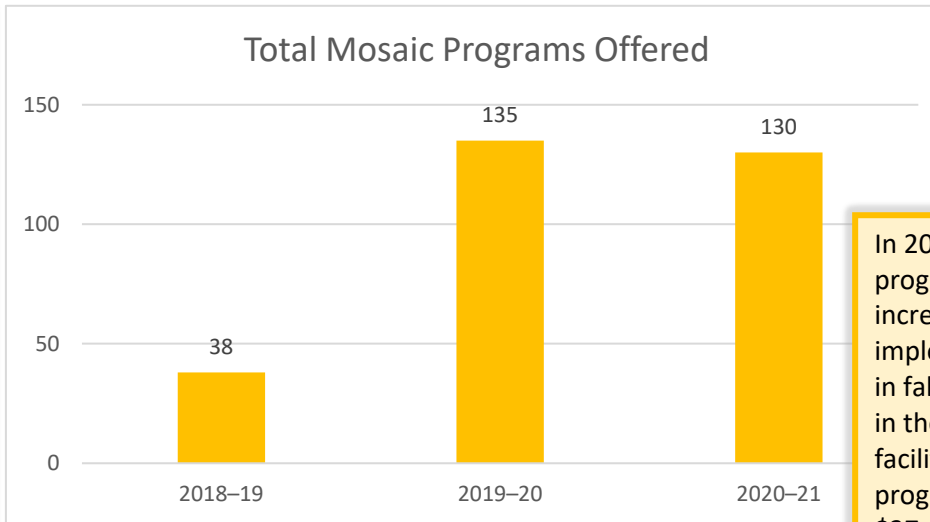
Approximately a third of Southwestern's students participate in Greek organizations. Greek student and non-Greek student average GPAs are similar, though male Greek students do have slightly higher average GPAs than male



# Mosaic

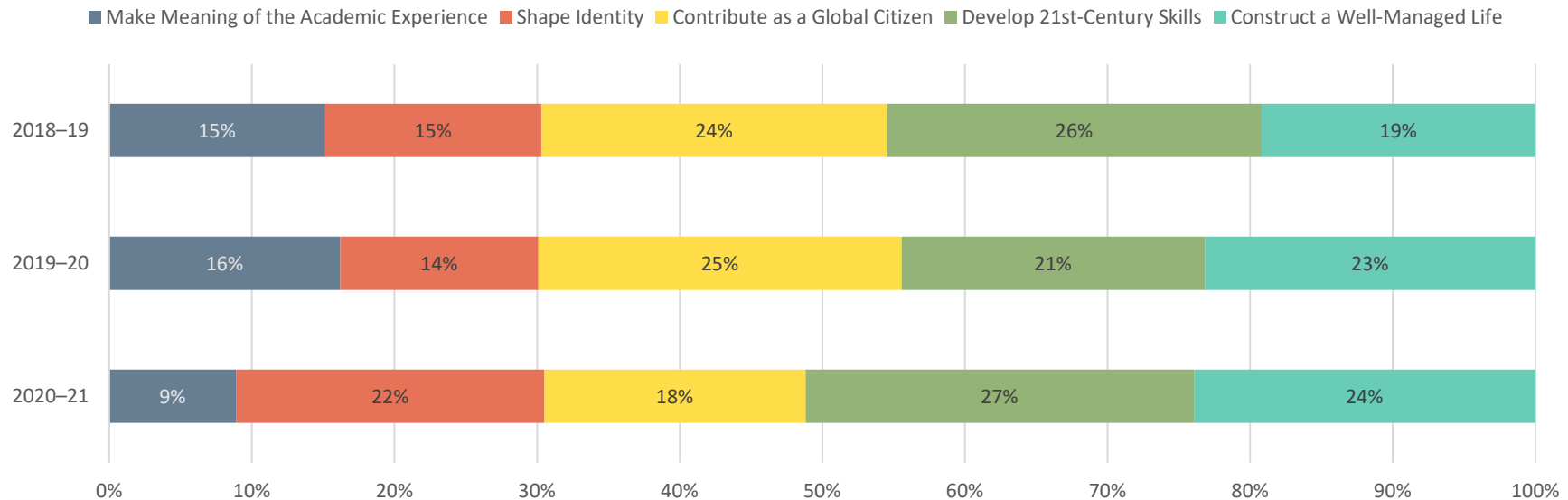


Launched in fall 2018, Mosaic is Southwestern's co-curricular approach that encourages students to engage mindfully in experiences outside of the classroom, reflect on those experiences, and articulate the meaning and value of those experiences to others.



In 2019-2020, 634 students attended Mosaic programs. Southwestern has provided increasing opportunities (including the implementation of the *Residential Experience* in fall 2019) for students to attend programs in the residence halls and across campus that facilitate holistic development. The available programming budget is approximately \$37,600 annually.

## Distribution of Programs by Mosaic Area of Development



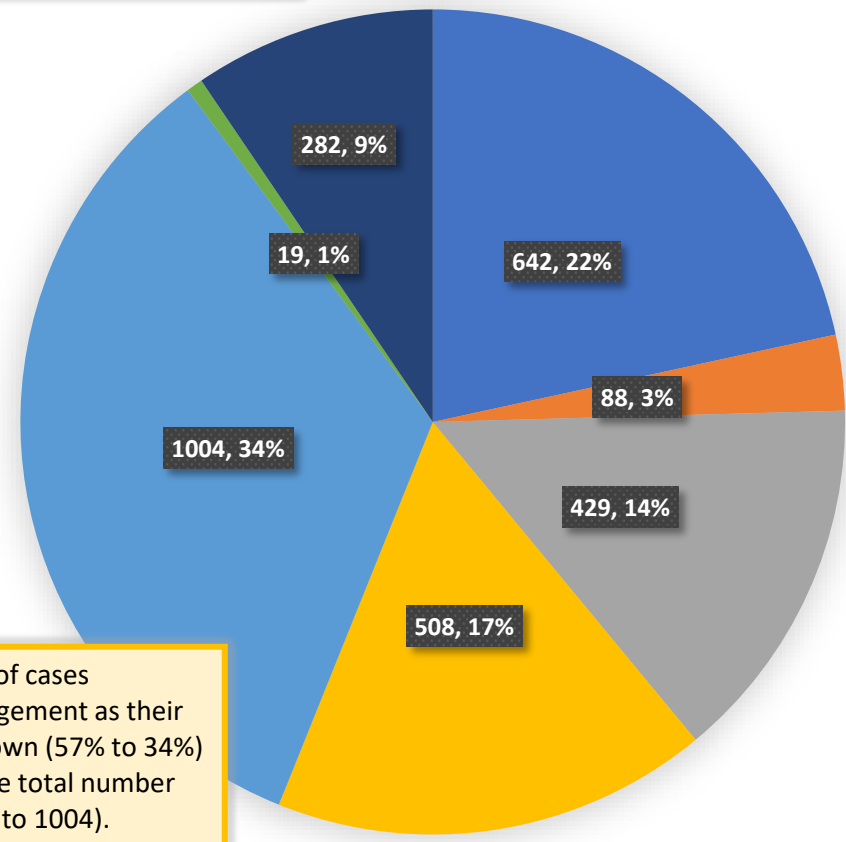
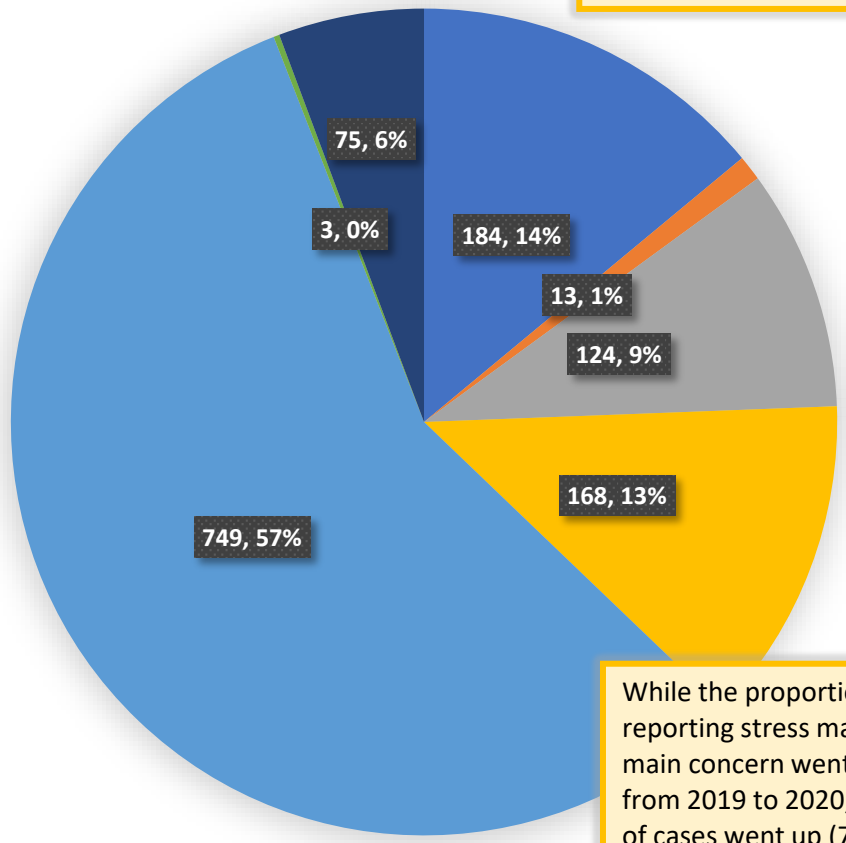
Mosaic encourages holistic development by aligning all programs with one or more of Mosaic's *five key areas of development*. Mosaic provides a coordinated approach to timely and relevant educational programs for students throughout their entire *Southwestern Experience*.

## Counseling Services

**2019**

**2020**

Information in the pie charts reflects total **interactions**, not students. Counseling services were used by 248 students in 2019 and by 301 students in 2020.



While the proportion of cases reporting stress management as their main concern went down (57% to 34%) from 2019 to 2020, the total number of cases went up (749 to 1004).

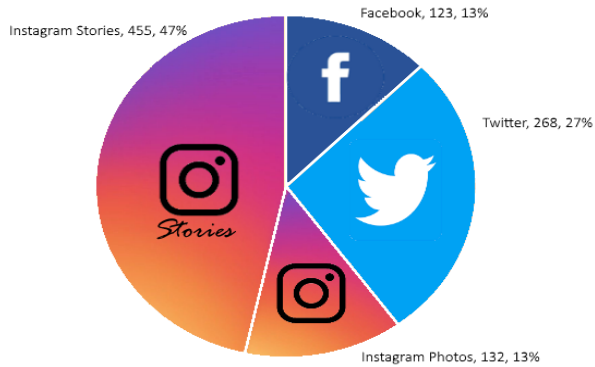
- anxiety issues
- interpersonal or relationship issues
- stress management / poor coping
- trauma
- eating and body image
- mood issues, including depression
- substance

- anxiety issues
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- stress management / poor coping
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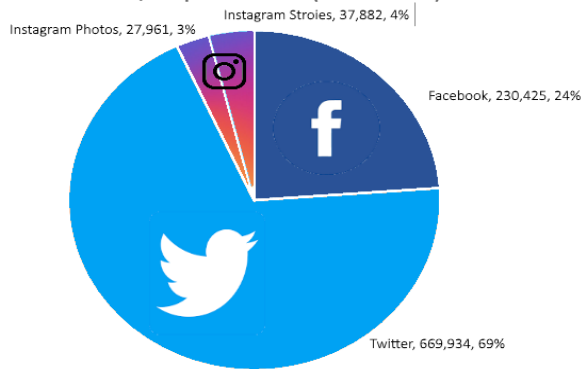
# Marketing and Communications Metrics

## Social Media Analytics

Number of Posts (Fall 2020)



Views/Impressions (Fall 2020)



## Earned Media Ad Equivalency

(Jan 6, 2020 to Jan 25, 2021)

Online News	\$5,130,125
Blogs	\$8,815
Television	\$44,751
<b>Total</b>	<b>\$5,183,691</b>

Ad Equivalency is calculated based on the respective publication's advertising rate. SU uses Cision-Kiteworks Analytics for these figures.

## Latest Rankings

- US News & World Report*
  - #1 (tied) National Liberal Arts College in Texas
- The Princeton Review*
  - Best Career Services #3
  - Impact Schools #2
- Washington Monthly*
  - #1 Liberal Arts College in Texas
- Plexuss Global Rankings*
  - #1 Prestigious Liberal Arts College in Texas

## Board of Trustees Ad

(November - December 2020)

Print reach	481,700
Digital Impression	1,575,000

In addition to social media, the Board of Trustees Ad appeared in the *Dallas Morning News*, *Houston Chronicle*, *San Antonio Express-News*, *MySA.com*, *The Wilco Sun*, *Austin American Statesman*, *The Chronicle of Higher Education*, and *The Georgetown View*.

## Media Mentions

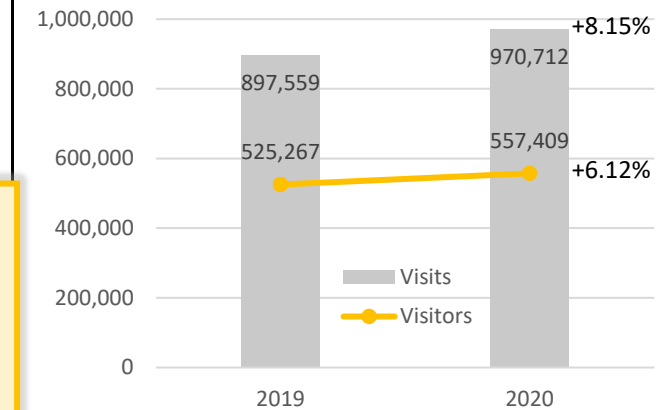
Unique	1,444
Repeat	2,310

In 2020, SU was mentioned by news outlets such as *CBS News*, *The New York Times*, *The Washington Post*, and *The Chronicle of Higher Education*.

## Promoting the SU Brand in 2020

- Created 105 feature stories and 40 major announcements
- Produced 206 original videos
- Conducted alumni magazine readership survey to realign branding and content
- Launched internal weekly newsletter *The Hook*
- Developed new suite of Office of the President communications
- In process on alignment of athletics brand

## Website Metrics



## Pages Views in 2020

Home	2,280,375
Admissions - Main page	32,055
Admissions - All pages	246,837
Giving - Main page	1,974
Giving - All pages	11,562

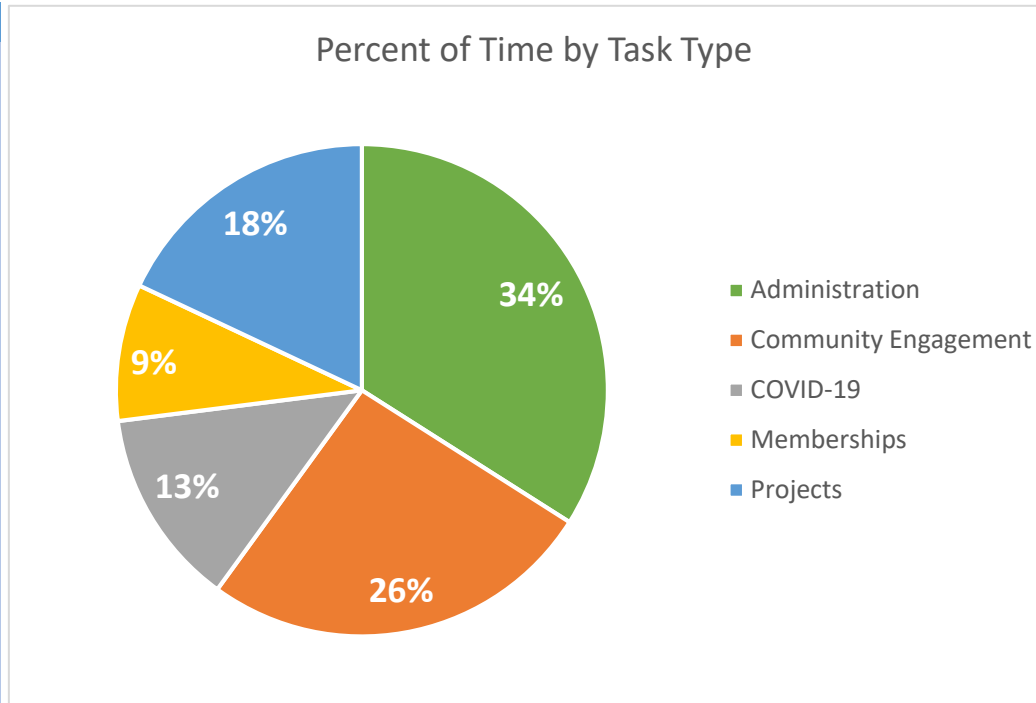
Southwestern's website was recently redesigned and has seen increased traffic year-over-year.



# President's Office

## Projects

- Advising & Retention
- Campus Master Plan
- Captain's Sweet Surprise
- Data Protection Task Force
- Facilities Summer Maintenance
- First Year Seminar Fall '21
- Food Services Survey/RFP
- Hispanic Serving Institute
- Land Use Task Force
- Mellon Foundation Monuments Grant
- Parent Portal
- SACSCOC Accreditation
- Senior Staff Retreat
- Spring Speaker Series
- Tactical Plan Task Force
- Trustee Cohort Task Force
- US News



## Administration

- Annual All Staff Meeting
- Board of Trustees Meeting
- Board of Visitors Meeting
- Faculty Department Meeting
- Faculty Monthly Meeting
- Matriculation
- Senior Staff Weekly Meeting
- Staff Department Meeting
- Staff Steering Committee
- State of the University Address

## Memberships

- American Association of University Women
- Annapolis Group Fall Meeting
- Associated Colleges of the South President's Council
- Association of American Colleges & Universities President's Trust
- Hispanic Association of Colleges & Universities
- Independent Colleges & Universities of Texas Annual Meeting
- President's Alliance on Higher Education & Immigration
- Rotary Club Georgetown
- Southern Assoc. of Colleges & Schools Commission on Colleges Conf.
- Southern Collegiate Athletic Conference Presidents' Council
- Texas Opportunity Coalition
- Texas United Methodist College Association Fall Meeting
- USC Liberal Arts Colleges Racial Equity Leadership Alliance

## COVID-19 Management\*

- Alternative Classrooms/Labs/Studios
- Athletic Conference President Meetings
- Care Coordinator/Nurse Practitioner Hire
- Contact Tracers
- Dashboard
- Health & Safety Oversight Committee
- Plexiglass Installation
- Pre-Arrival Testing
- Signage Installation
- Travel Registry for Faculty/Staff
- Weekly Surveillance Testing

\*In conjunction with Senior Staff

## Community Engagement

- Admission Events (Legacy Student/Pirate Preview/Senior Visit Day)
- Coalition for Diversity & Social Justice
- Diversity & Equity Committee
- Georgetown/Central TX Community Leaders
- Individual Trustee Calls
- Panhellenic Leaders
- Student Government Association
- Townhalls (Alumni/Parents/Students)
- Veterans Day Flag Raising Ceremony
- Videos (Candlelight/Day In The Life/President's Appreciation)
- Virtual Welcome/Pecan Pie Happy Hours
- Weekly Walks with Students