



SOUTHWESTERN UNIVERSITY

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# Institutional Dashboard

October 2023

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, 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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# Financials

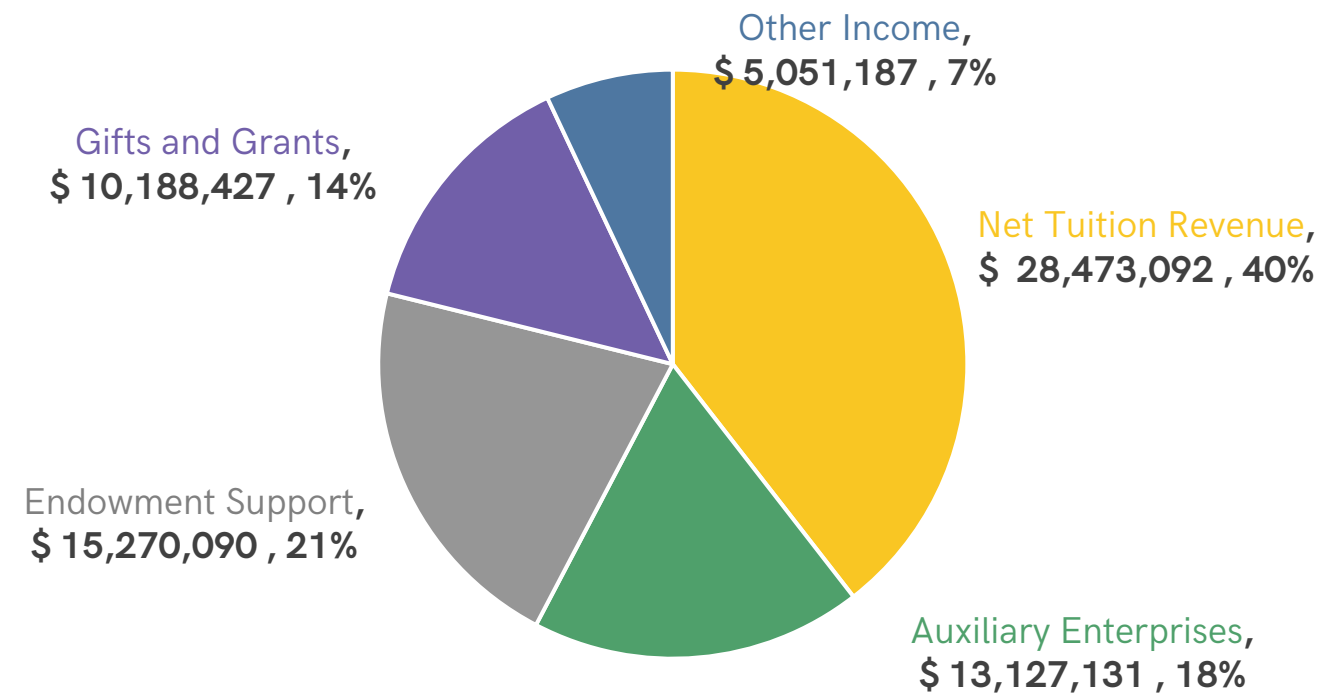
Revenues and Expenses (FY 2022-2023 Actual)

## OPERATING REVENUES, FY 2022-23

Net Tuition Revenue	28,473,092
Auxiliary Enterprises	13,127,131
Endowment Support	15,270,090
Gifts and Grants	10,188,427
Other Income	5,051,187
<b>Total Operating Revenues</b>	<b>\$72,109,927</b>

### OPERATING REVENUES

**Net Tuition Revenue:** Gross tuition revenues (including Fall/Spring terms and Summer programs), net of all institutional scholarships.  
**Auxiliary Enterprises:** Revenues derived from campus room & board fees, as well as other miscellaneous campus food/housing-related revenues, such as Greek housing and café receipts.  
**Endowment Support:** Endowment investment return, based on the Board-approved spend rate for the year (5.25%).  
**Gifts and Grants:** Recognized unrestricted contribution revenues from all sources, including government grants and all donors.  
**Other Income:** All other income sources, including summer camps, parking fees, violation revenues, late fees, etc.

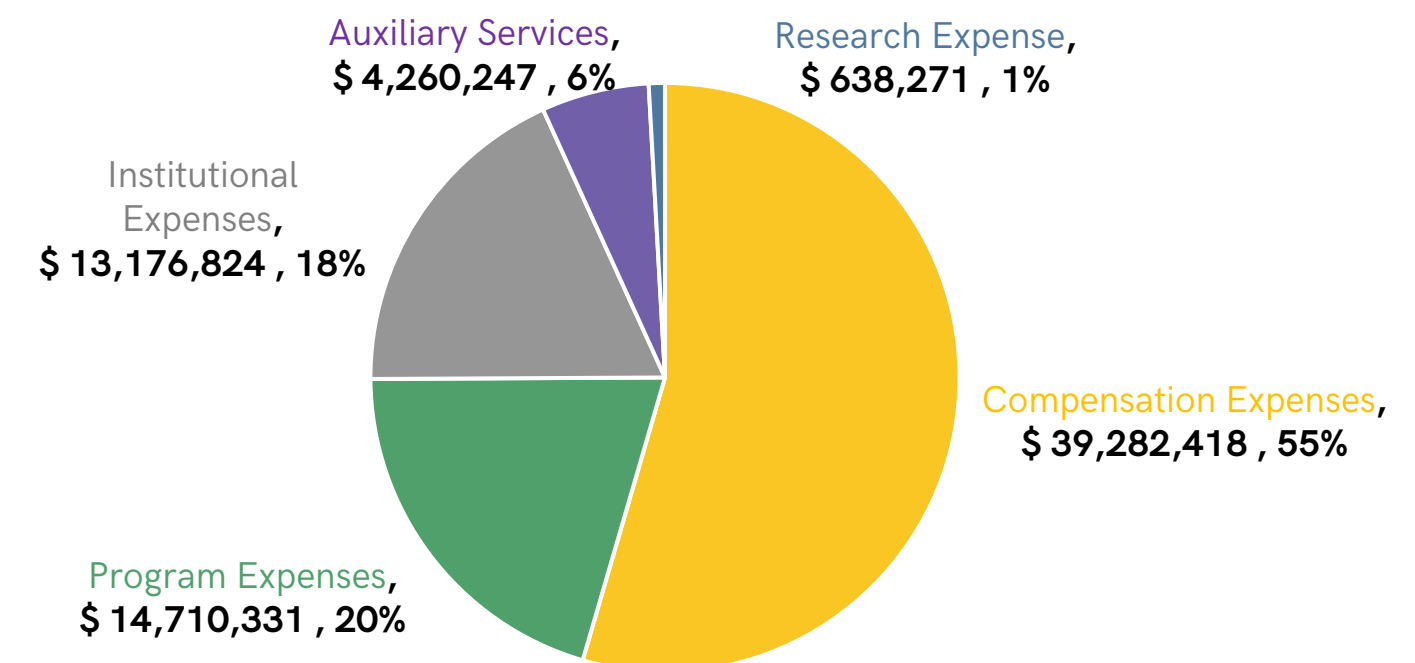


## OPERATING EXPENSES, FY 2022-23

Compensation Expenses	39,283,418
Program Expenses	14,710,331
Institutional Expenses	13,176,824
Auxiliary Services	4,260,247
Research Expenses	638,271
<b>Total Operating Expenses</b>	<b>\$72,069,091</b>

### OPERATING EXPENSES

**Compensation Expenses:** All personnel-related costs, including salaries, benefits, faculty/staff scholarships, and student wages.  
**Program Expenses:** Departmental operating budgets.  
**Institutional Expenses:** University-wide expenses, including depreciation, utilities, post-retirement benefits, campus readiness expenses, and interest expense.  
**Auxiliary Services:** Expenses directly associated with campus housing and food services.  
**Research Expense:** Expenses incurred through on-campus research.



# Financials

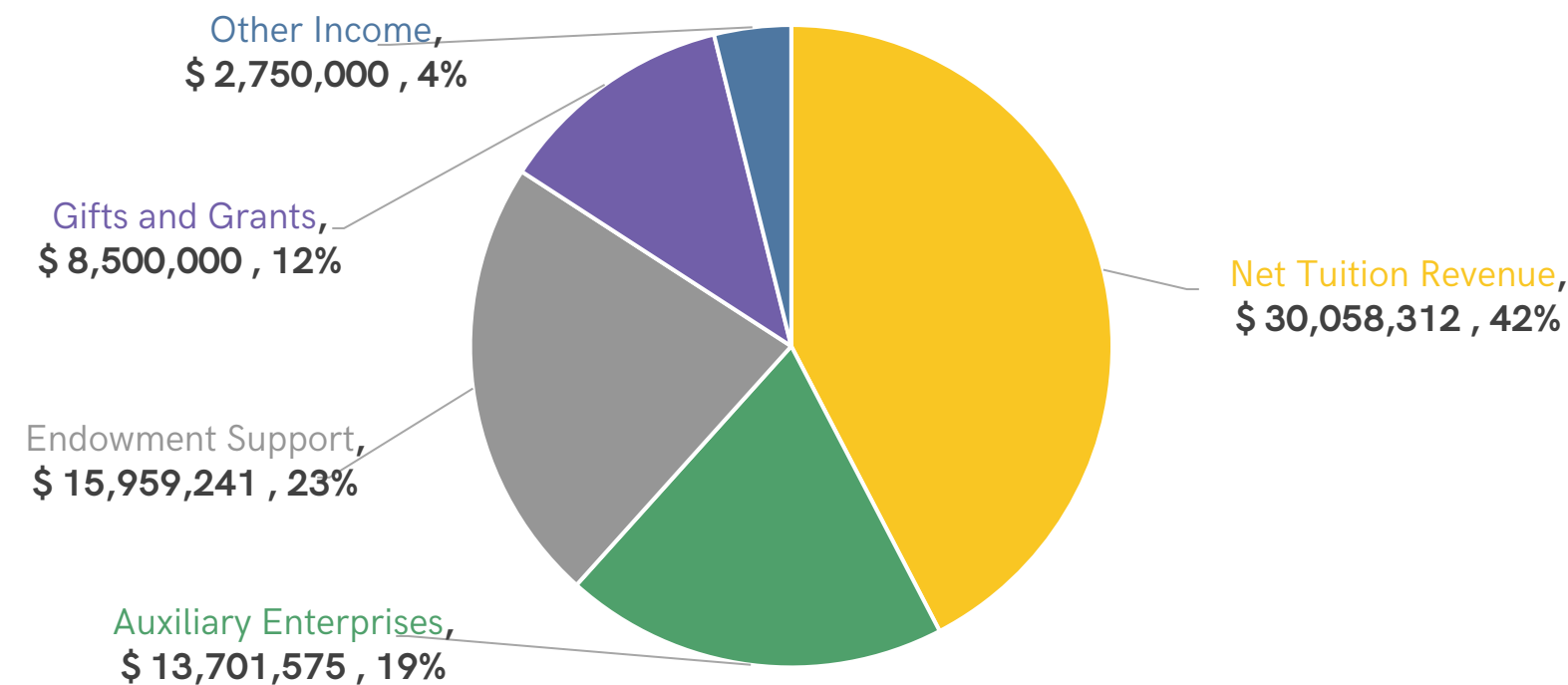
Revenues and Expenses (FY 2023-2024 Budget)

## OPERATING REVENUES, FY 2023-24

Net Tuition Revenue	30,058,312
Auxiliary Enterprises	13,701,575
Endowment Support	15,959,241
Gifts and Grants	8,500,000
Other Income	2,750,000
<b>Total Operating Revenues</b>	<b>\$70,969,128</b>

### OPERATING REVENUES

**Net Tuition Revenue:** Gross tuition revenues (including Fall/Spring terms and Summer programs), net of all institutional scholarships.  
**Auxiliary Enterprises:** Revenues derived from campus room & board fees, as well as other miscellaneous campus food/housing-related revenues, such as Greek housing and café receipts.  
**Endowment Support:** Endowment investment return, based on the Board-approved spend rate for the year (5.0%).  
**Gifts and Grants:** Recognized unrestricted contribution revenues from all sources, including government grants and all donors.  
**Other Income:** All other income sources, including summer camps, parking fees, violation revenues, late fees, etc.

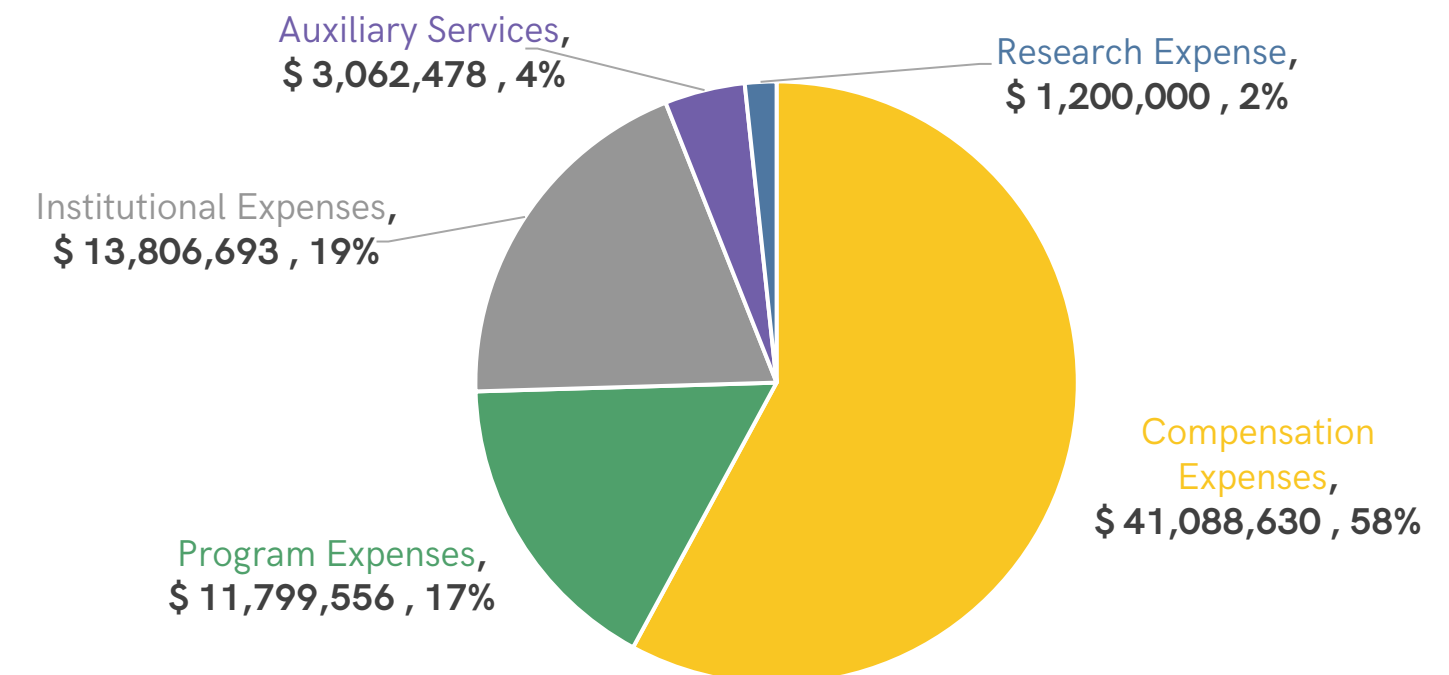


## OPERATING EXPENSES, FY 2023-24

Compensation Expenses	41,088,630
Program Expenses	11,799,556
Institutional Expenses	13,806,693
Auxiliary Services	3,062,478
Research Expenses	1,200,000
<b>Total Operating Expenses</b>	<b>\$70,957,358</b>

### OPERATING EXPENSES

**Compensation Expenses:** All personnel-related costs, including salaries, benefits, faculty/staff scholarships, and student wages.  
**Program Expenses:** Departmental operating budgets.  
**Institutional Expenses:** University-wide expenses, including depreciation, utilities, post-retirement benefits, campus readiness expenses, and interest expense.  
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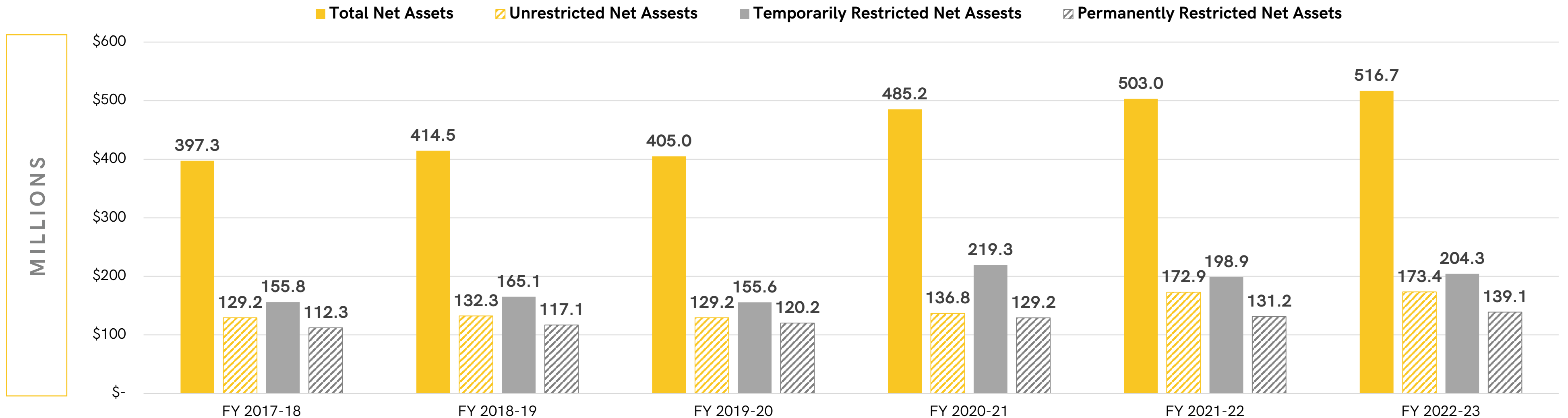
# Financials

## Net Asset Growth

<sup>1</sup> CAGR: Compounded Annual Growth Rate, which measures the amount of growth 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).

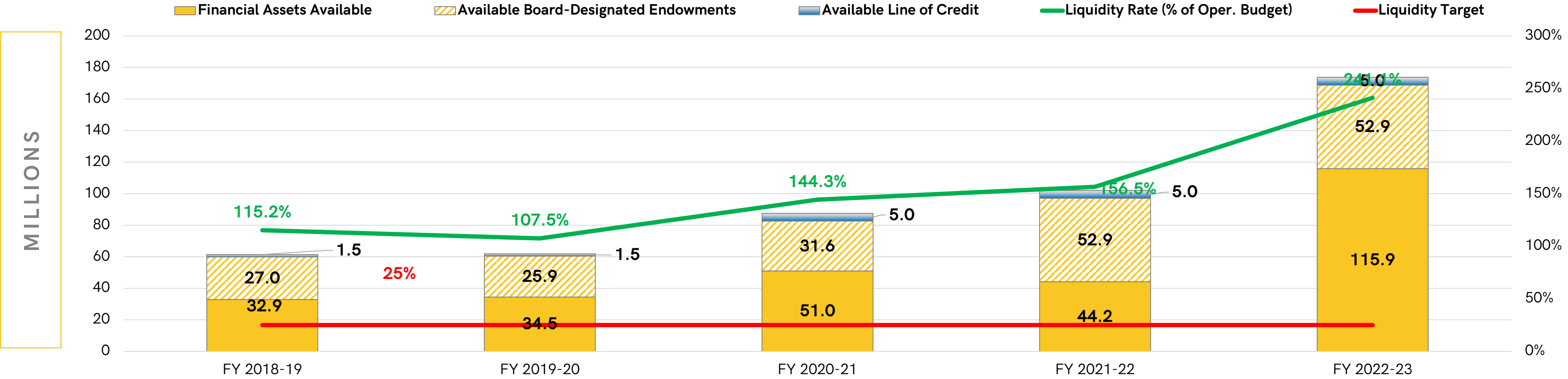
NET ASSETS	FY 2018-19	FY 2019-20	FY 2020-21	FY 2021-22	FY 2022-23	5 YEAR CAGR <sup>1</sup>
Unrestricted Net Assets	132,310,325	129,209,242	136,802,052	172,946,387	173,416,042	7.00%
Temporarily Restricted Net Assets	165,112,306	155,599,804	219,272,125	198,918,076	204,268,689	5.46%
Permanently Restricted Net Assets	117,055,563	120,196,473	129,174,444	131,183,915	139,055,256	4.40%
<b>TOTAL NET ASSETS</b>	<b>414,478,194</b>	<b>405,005,519</b>	<b>485,248,623</b>	<b>503,048,378</b>	<b>516,739,987</b>	<b>5.67%</b>
Annual Growth	4.32%	-2.29%	19.81%	3.67%	2.72%	
HEPI <sup>2</sup>	2.60%	3.00%	1.90%	2.70%	4.50%	
HEPI (Indexed)	336	346	353	362	379	3.02%



# Financials

## Liquidity

UNIVERSITY LIQUIDITY	FY 2019-20	FY 2020-21	FY 2021-22	FY 2022-23
Financial assets available to meet general expenditures within one year	34,491,021	50,980,877	44,167,193	115,873,503
Available Board-Designated Endowments	25,943,031	31,576,266	52,882,461	52,914,297
Available Line of Credit	1,500,000	5,000,000	5,000,000	5,000,000
Financial assets available to meet general expenditures within one year With Board Approval	61,934,052	87,557,143	101,989,657	173,787,800
Liquidity Rate (% of Oper. Budget)	107.5%	144.3%	156.5%	241.1%
Liquidity Target	25.0%	25.0%	25.0%	25.0%

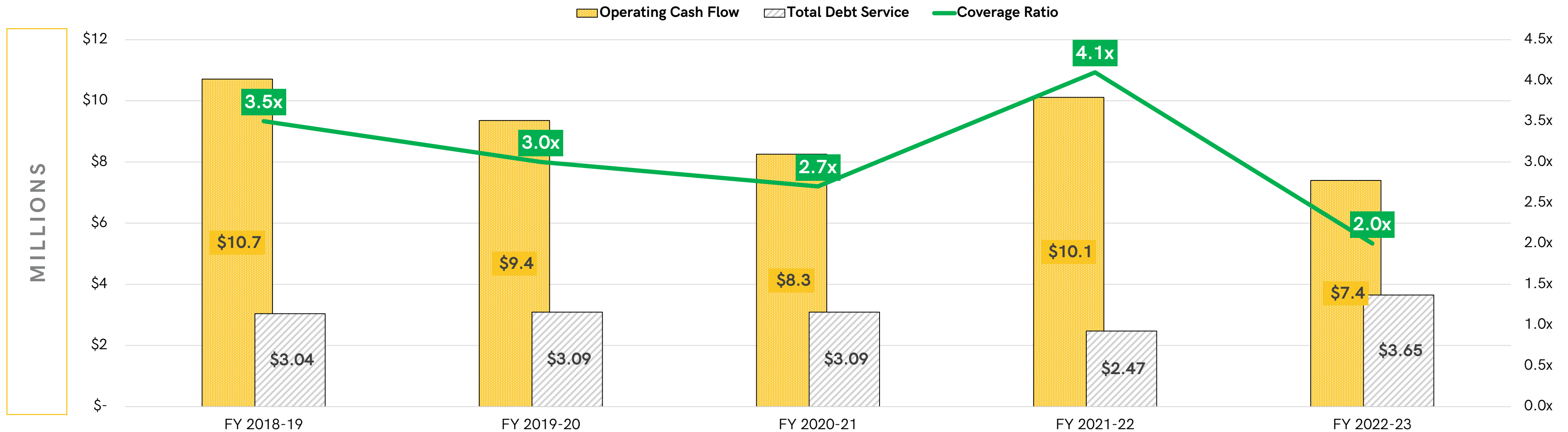


The debt coverage ratio measures the University's available cash flow to pay current debt obligations.

# Financials

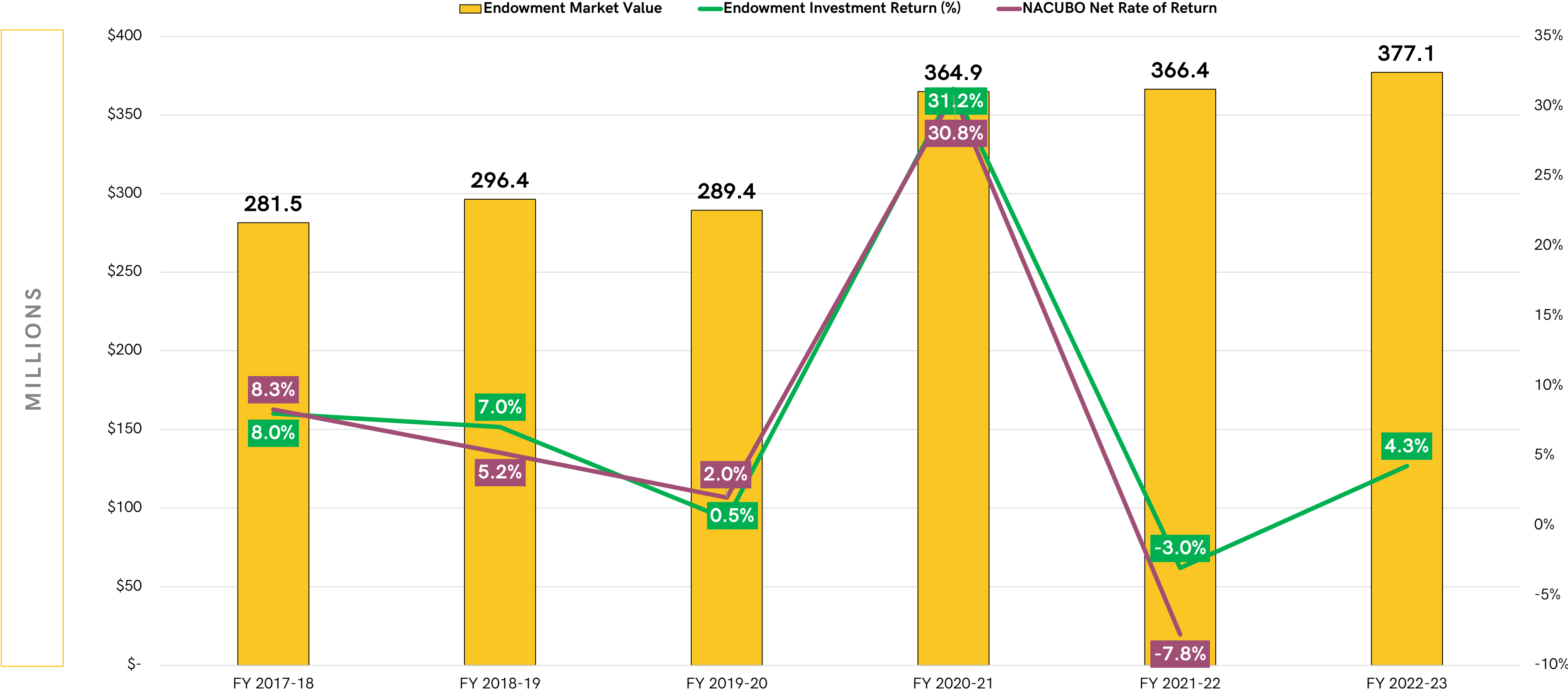
## Debt Service Coverage

	FY 2018-19	FY 2019-20	FY 2020-21	FY 2021-22	FY 2022-23
Total Operating Revenue	58,026,096	60,356,233	60,702,677	65,718,092	69,899,716
Total Operating Expenses	53,117,912	57,029,838	60,071,934	63,570,701	72,109,929
Operating Cash Flow (EBIDA)	10,711,396	9,356,253	8,253,544	10,115,656	7,398,650
Total University Debt	38,029,840	36,244,520	37,310,360	26,438,804	105,924,243
Total Debt Service	3,038,507	3,089,045	3,090,929	2,470,700	3,649,666
<b>DEBT SERVICE COVERAGE RATIO</b>	<b>3.5</b>	<b>3.0</b>	<b>2.7</b>	<b>4.1</b>	<b>2.0</b>



# Financials

## Endowment Value and Return





# Financials

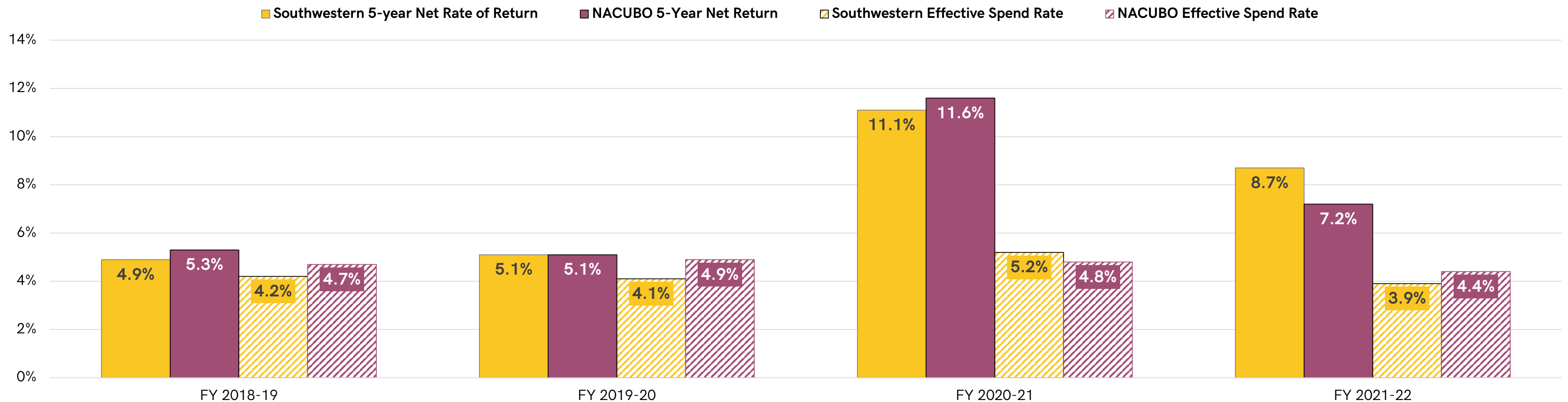
## Endowment Return and Spending Rate Comparison

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

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

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

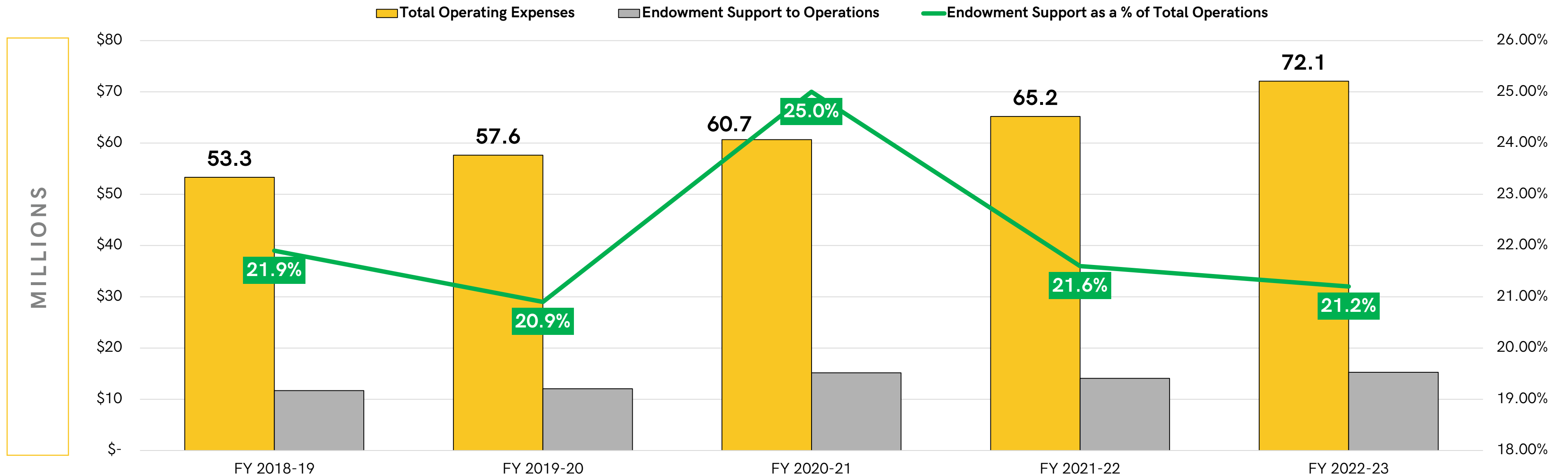
	FY 2018-19	FY 2019-20	FY 2020-21	FY 2021-22
Southwestern 5-Year Net Rate of Return <sup>1</sup>	4.9%	5.1%	11.1%	8.7%
NACUBO 5-Year Net Rate of Return	5.3%	5.1%	11.6%	7.2%
Southwestern Effective Spend Rate <sup>2</sup>	4.2%	4.1%	5.2%	3.9%
NACUBO Effective Spend Rate	4.7%	4.9%	4.8%	4.4%



# Financials

## Endowment Support as a Percentage of Total Operations

SOUTHWESTERN FISCAL YEAR	FY 2018-19	FY 2019-20	FY 2020-21	FY 2021-22	FY 2022-23
Total Operating Expenses	53,314,908	57,636,563	60,678,659	65,188,261	72,069,091
Endowment Support to Operations	11,687,070	12,056,469	15,164,646	14,089,774	15,270,090
Board-Approved Endowment Spend Rate	5.00%	5.00%	6.00%	5.50%	5.25%
Endowment Support as a % of Total Operations	21.9%	20.9%	25.0%	21.6%	21.2%

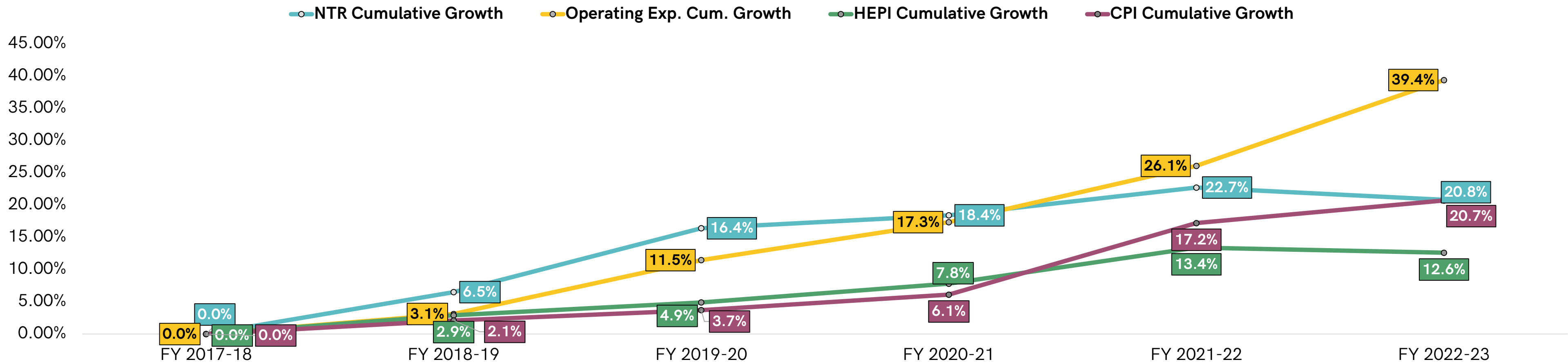


# Financials

## Inflationary Index

REVENUE AND EXENDITURE GROWTH COMPARISONS

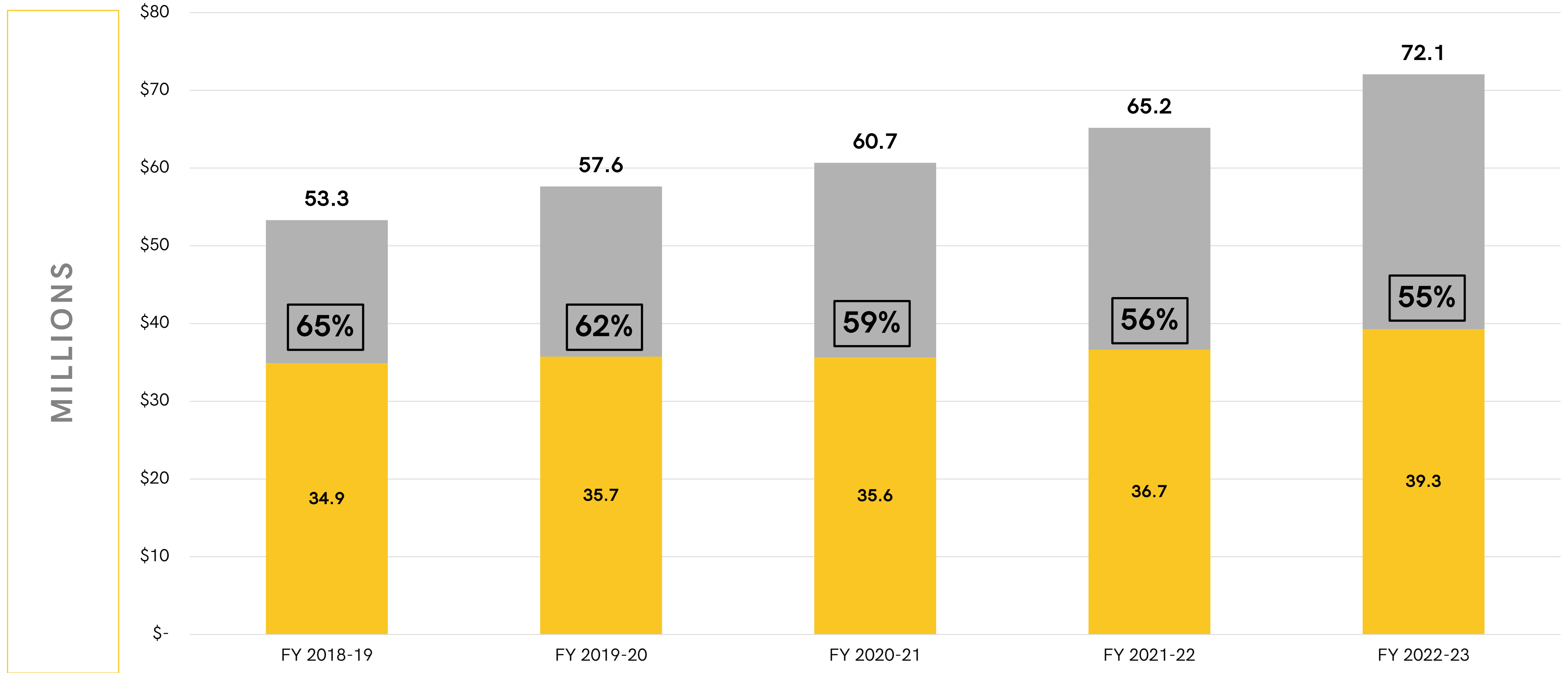
	FY 2017-18	FY 2018-19	FY 2019-20	FY 2020-21	FY 2021-22	FY 2022-23
Net Tuition Revenue (NTR)	23,576,654	25,103,229	27,442,046	27,911,151	28,936,920	28,473,092
NTR Cumulative Growth	0.0%	6.5%	16.4%	18.4%	22.7%	20.8%
Operating Expenses	51,711,454	53,314,908	57,636,563	60,678,659	65,188,261	72,069,091
Operating Exp. Cum. Growth	0.00%	3.10%	11.46%	17.34%	26.06%	39.37%
HEPI Index	336.1	346.0	352.7	362.3	381.1	378.6
HEPI Cumulative Growth	0.0%	2.9%	4.9%	7.8%	13.4%	12.6%
CPI Index	252.8	258.0	262.2	268.1	296.2	305.1
CPI Cumulative Growth	0.0%	2.1%	3.7%	6.1%	17.2%	20.7%



# Financials

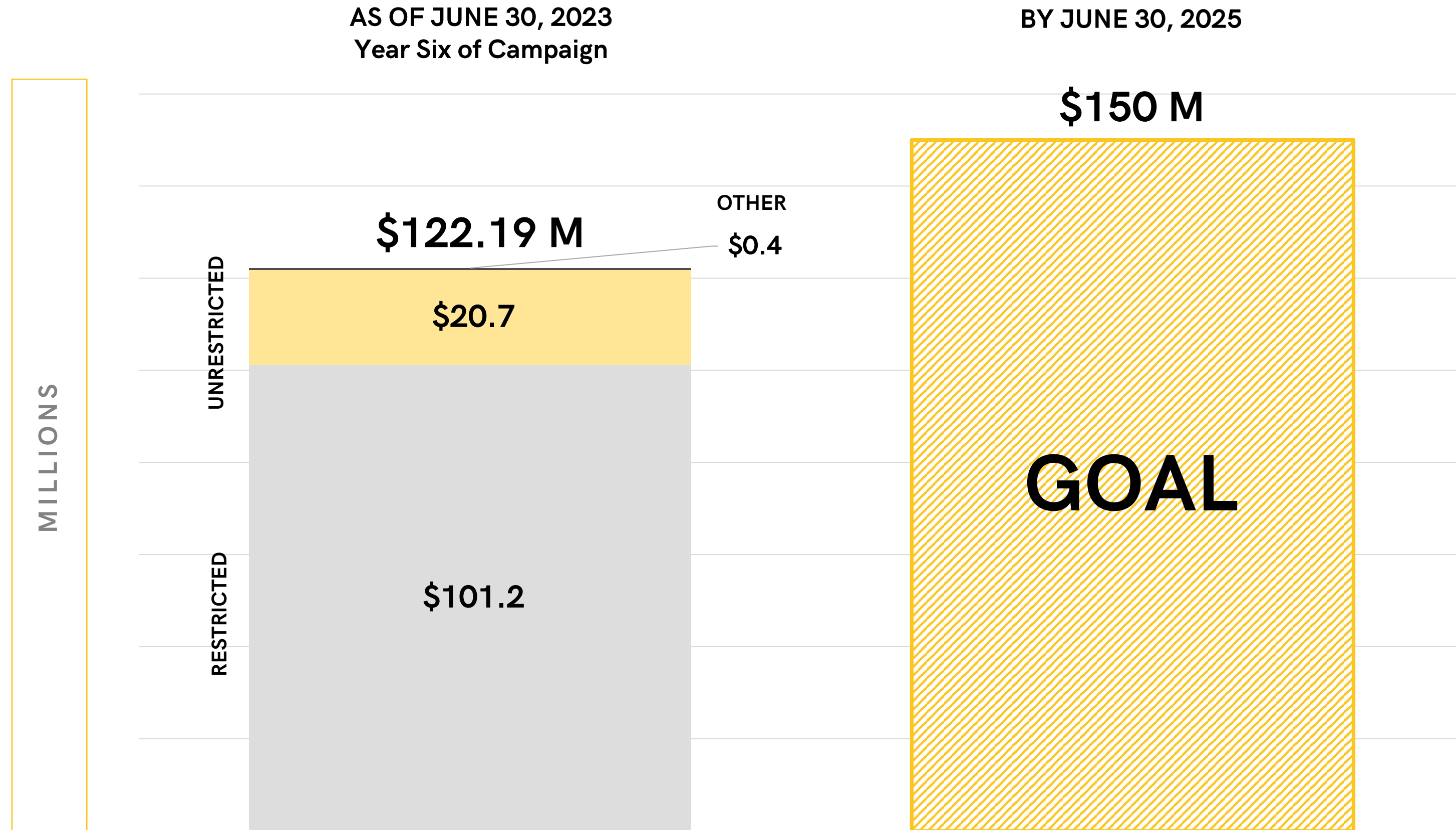
Overall Compensation as a Proportion of the Operating Budget

Compensation Expenses includes all personnel-related costs for faculty, exempt staff, non-exempt staff (hourly), student workers, and administrators, including salaries, benefits, faculty/staff scholarships, and student wages.



# University Relations

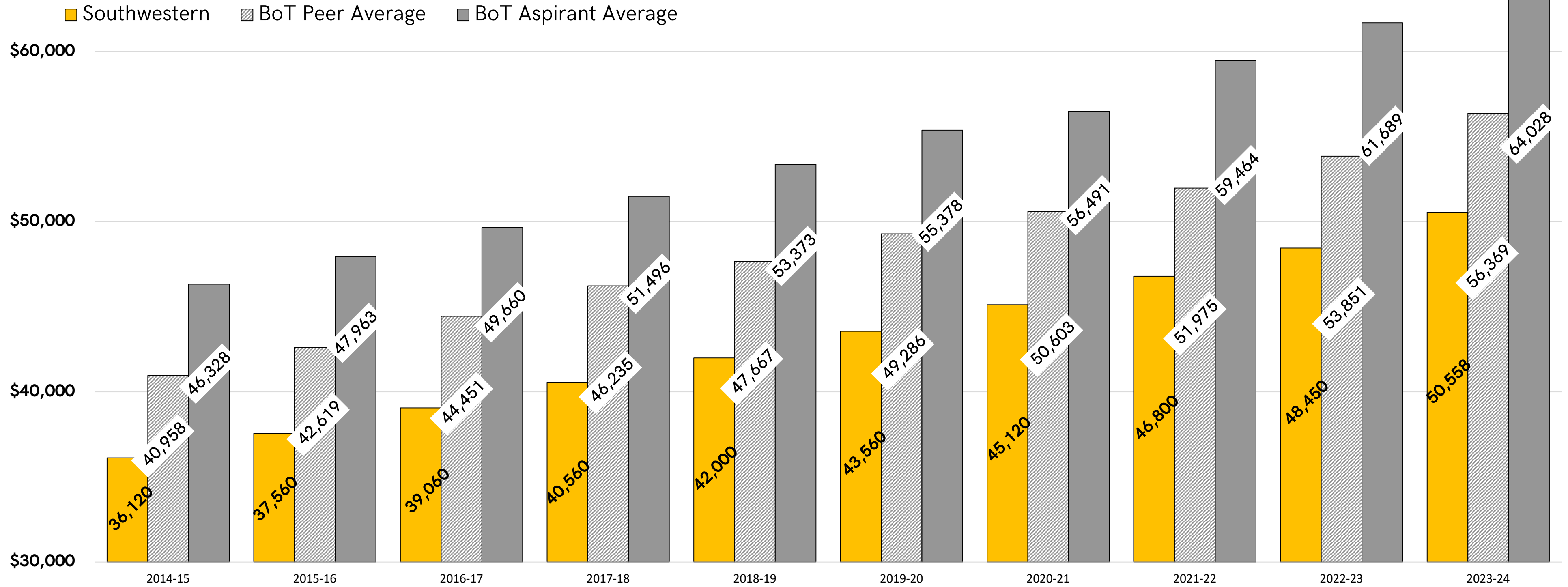
Campaign Progress from 2017 to 2023



# Admissions

Tuition Increases Over Ten Years

## Tuition

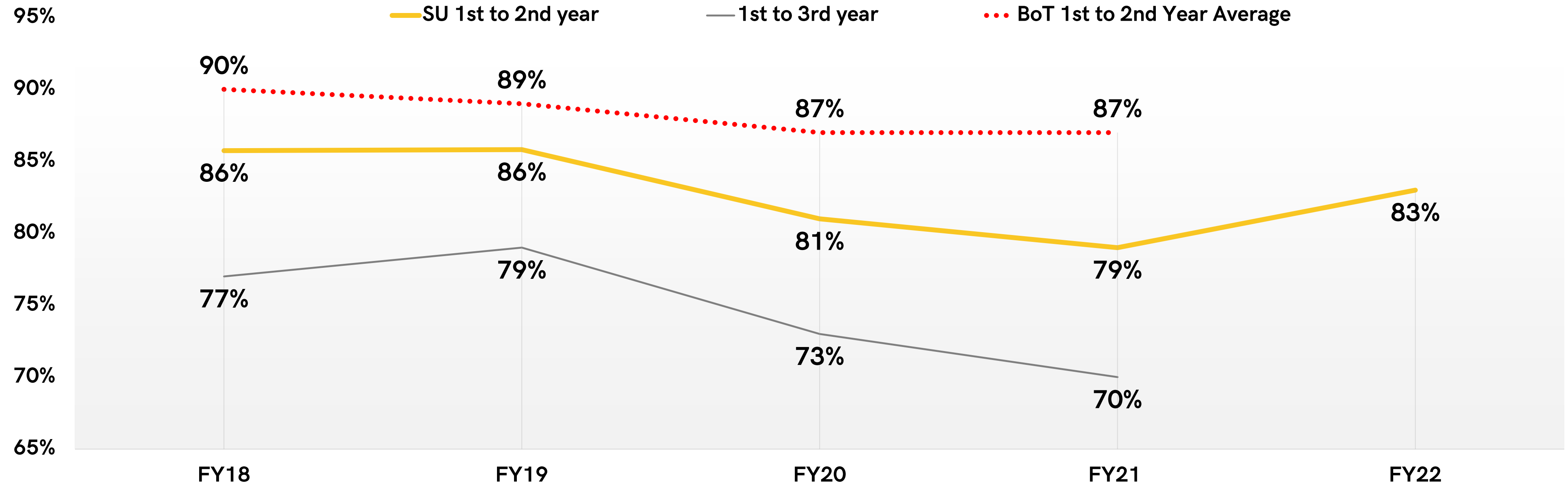


# Retention

## Retention by First-Year Cohorts

Students who are female or participate in Greek life tend to have higher retention rates, while students who are male, receive Pell grants, or are first-generation have lower retention rates.

\*20 or fewer students



FY22	FEMALE	MALE	FIRST-GENERATION	PELL	ATHLETE	GREEK
	87%	79%	79%	81%	80%	97%
Overall 83%	ALASKAN/AMERICAN NATIVE	ASIAN	BLACK/AFRICAN AMERICAN	HISPANIC	WHITE	MULTIPLE RACES
	50%*	100%*	79%	84%	82%	78%*



SOUTHWESTERN UNIVERSITY

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PART II

# Institutional Dashboard

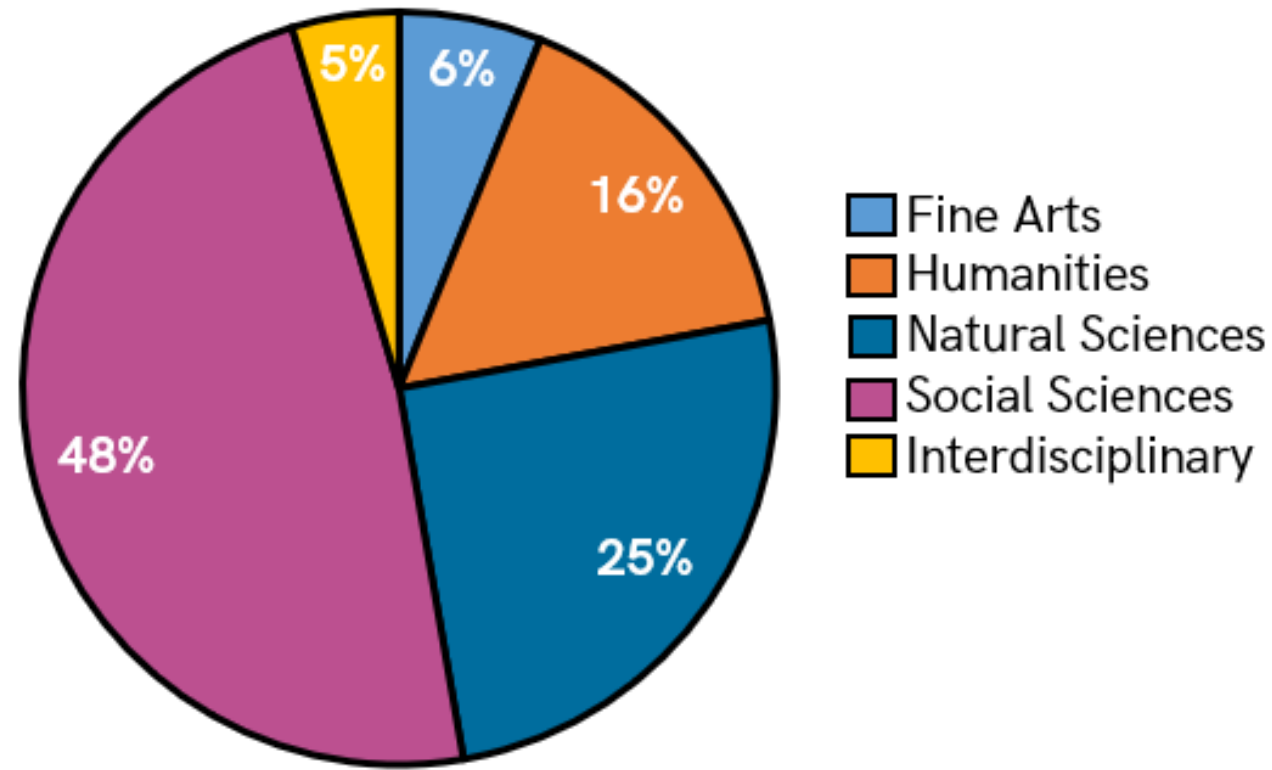
October 2023



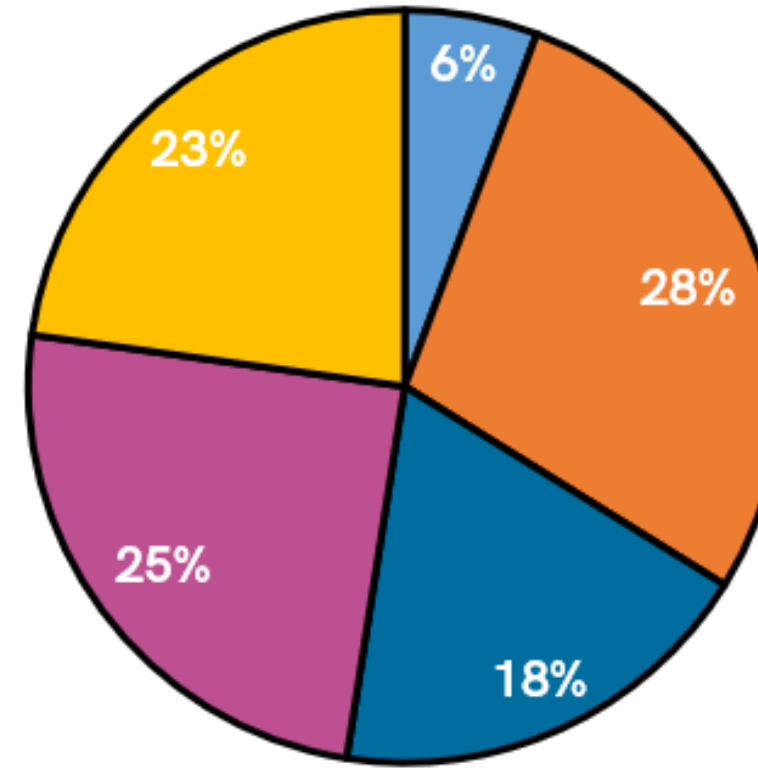
# Academic Affairs

Majors & Minors

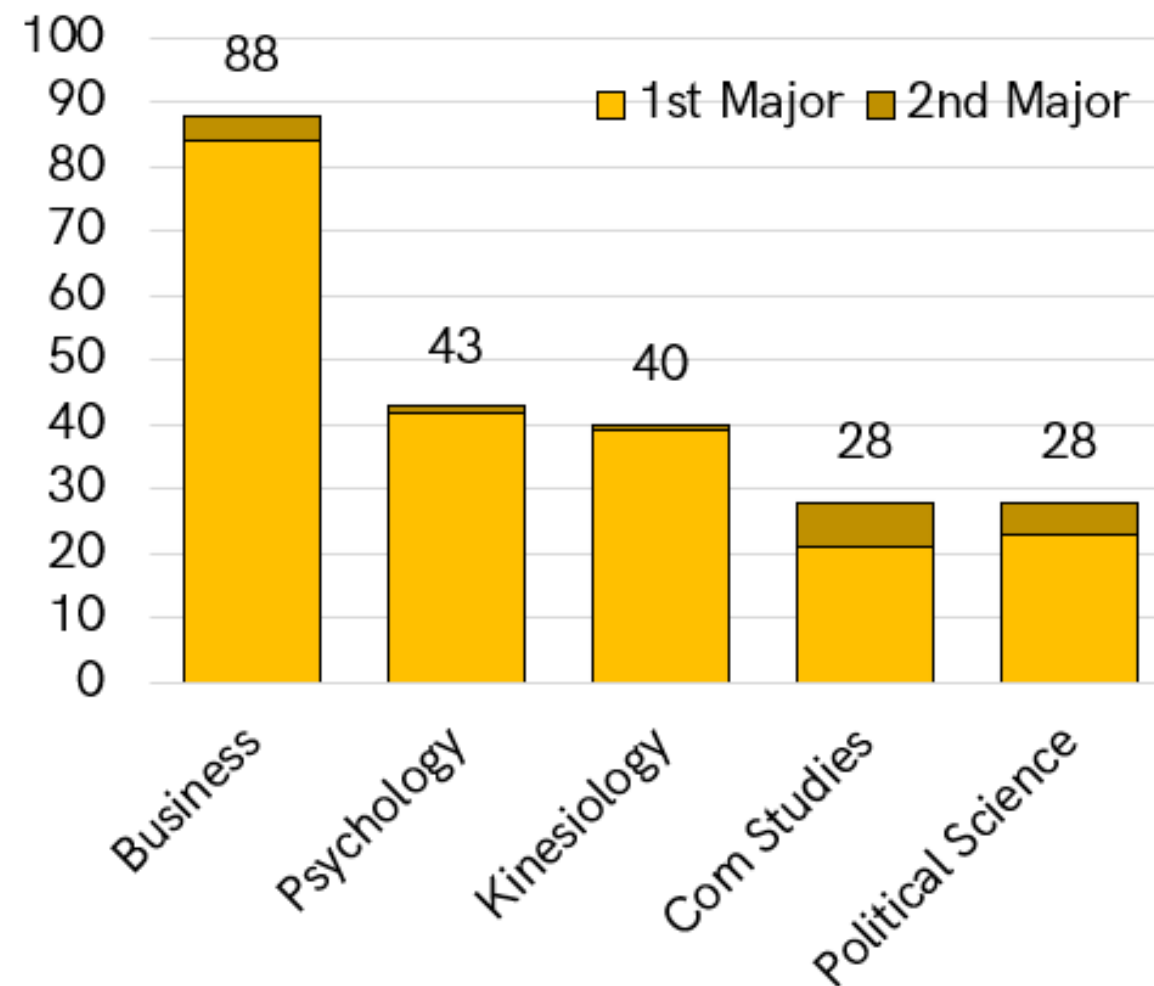
Majors by Area - 22-23 Graduates



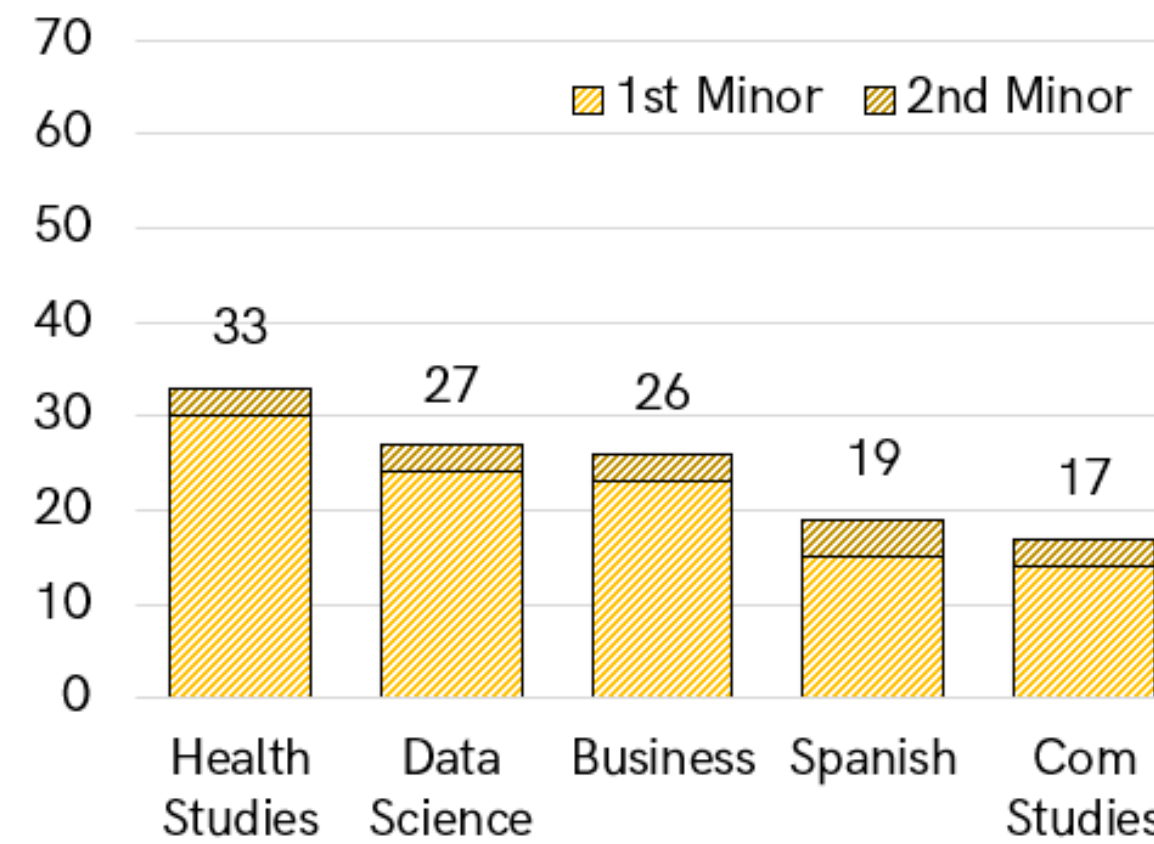
Minors by Area - 22-23 Graduates



Top 5 Majors - 22-23 Graduates

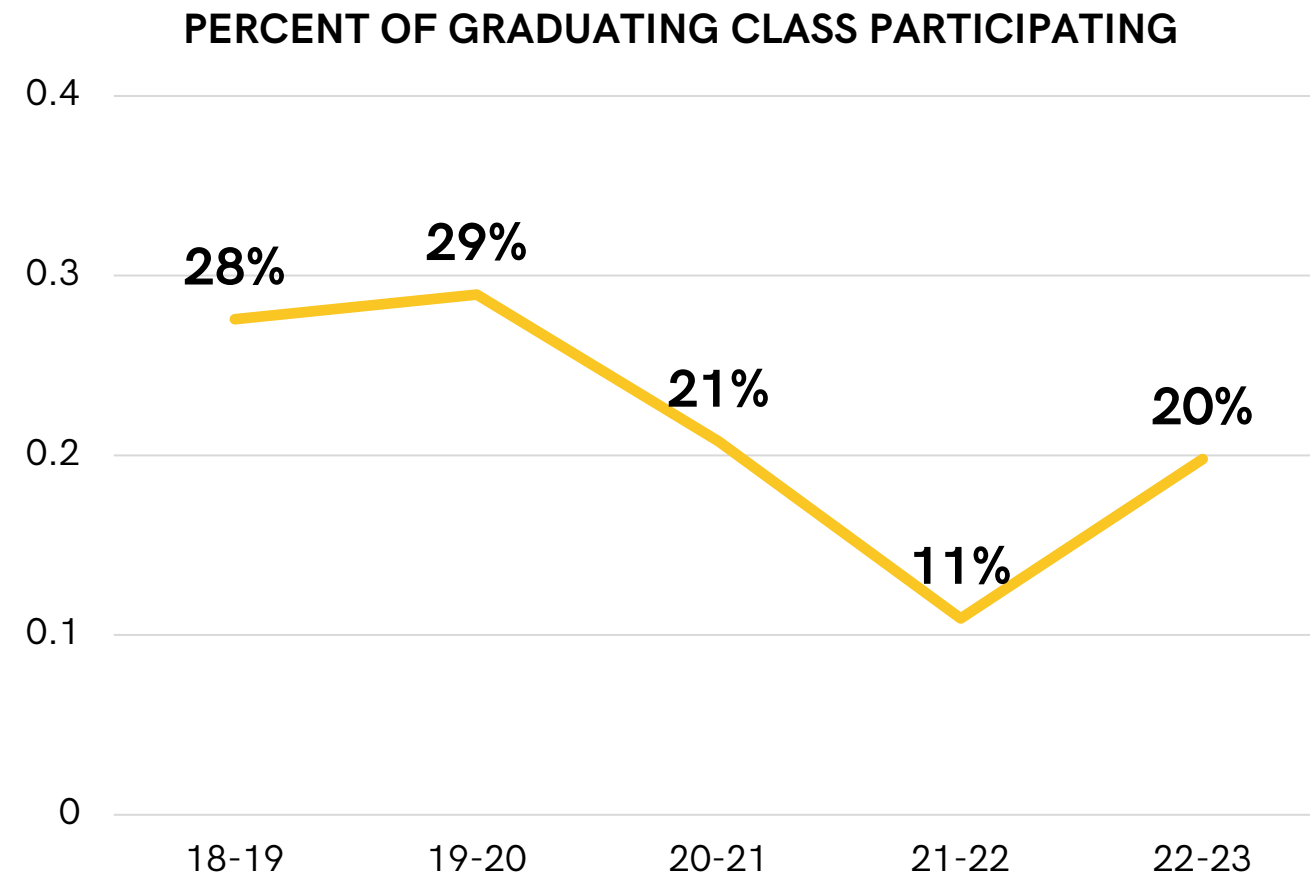


Top 5 Minors - 22-23 Graduates

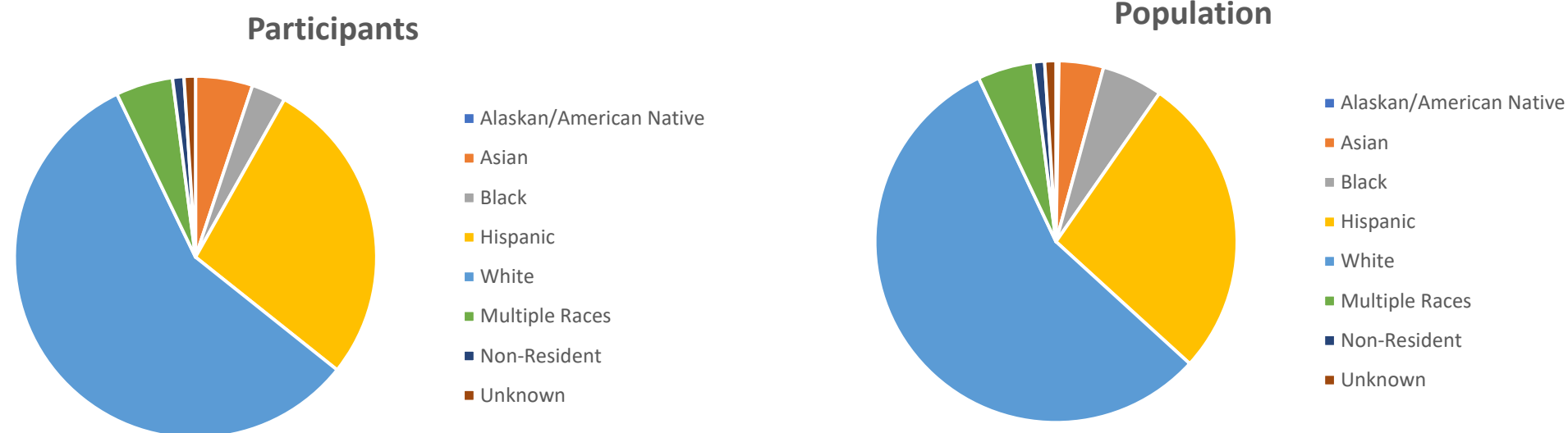


# Academic Affairs

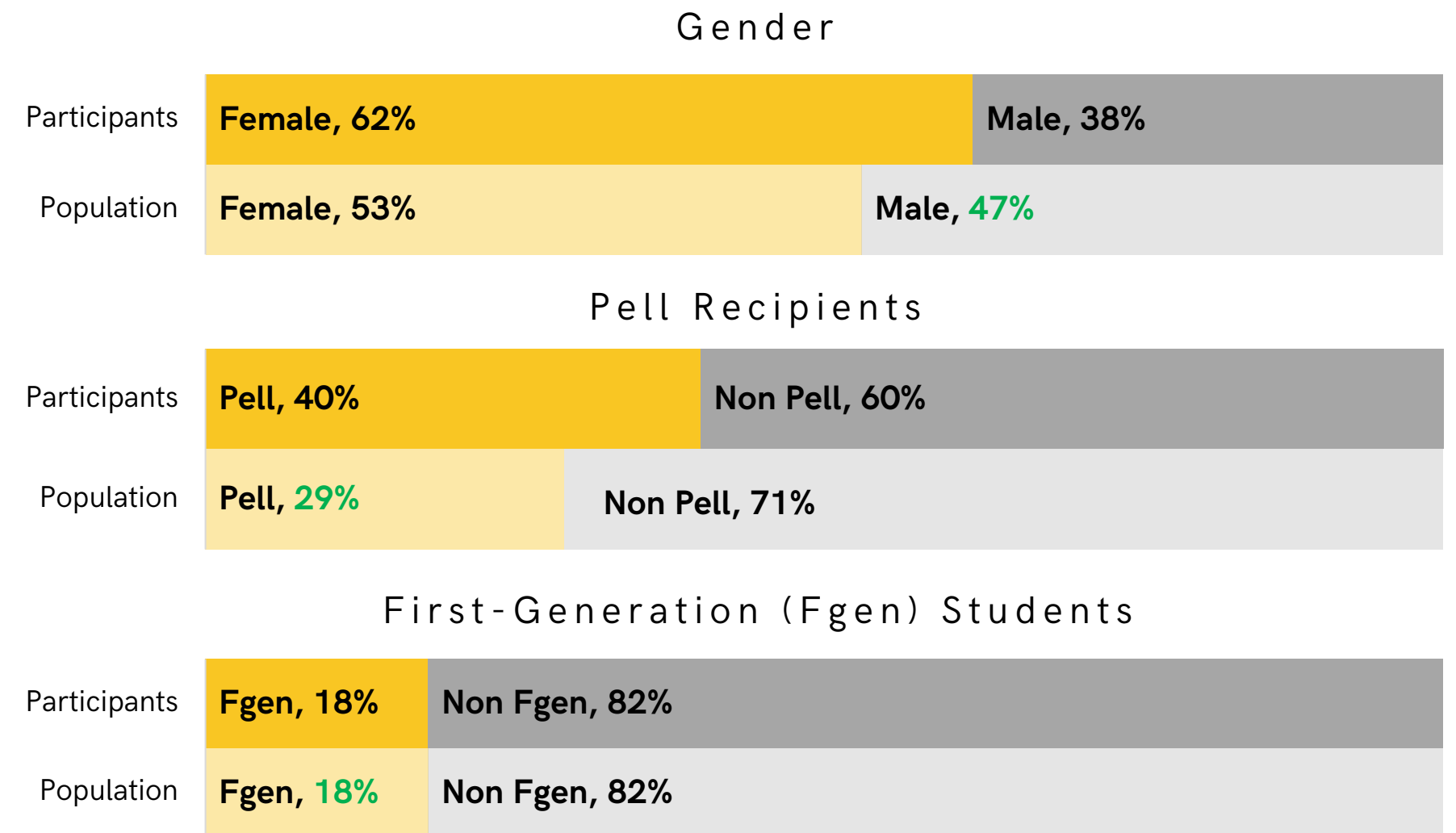
## Study Abroad/Away Participation



### RACE/ETHNICITY



### DEMOGRAPHIC COMPARISON OF PARTICIPANTS DURING 2022-23 WITH SOUTHWESTERN'S FALL 2022 POPULATION



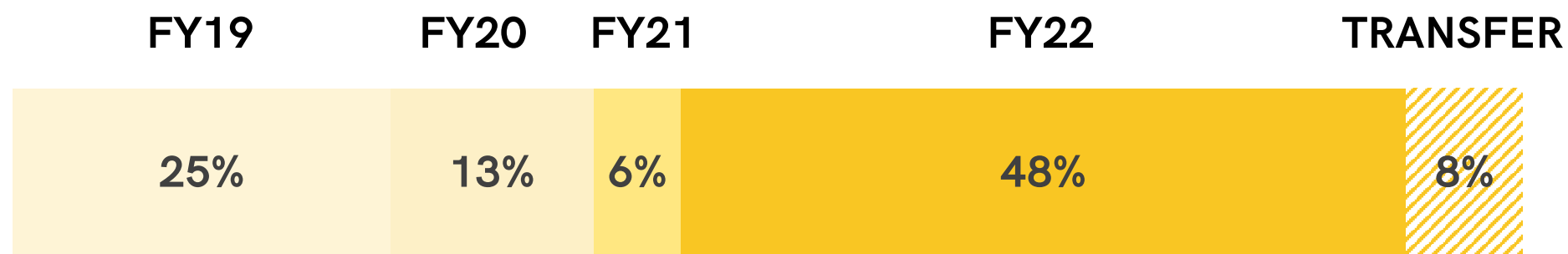
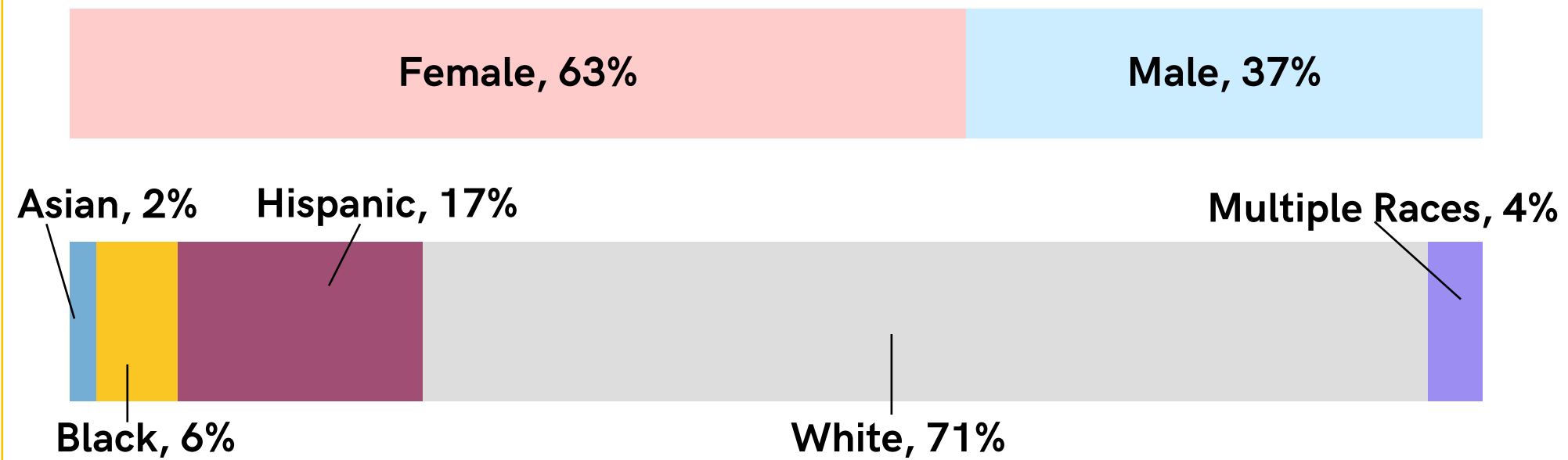
# Student Life

## Student Activities

### Outdoor Adventures

**98%** Retained to fall 2023 or Graduated

**52 participants in 22-23**



Percentage of the Outdoor Adventure participants (52) by entering cohort

### Mosaic

Mosaic Ambassadors - 11 participants

**100%** Retained to fall 2023 or Graduated

Sprog Orientation Leaders - 11 participants

**100%** Retained to fall 2023 or Graduated

### Greek Life

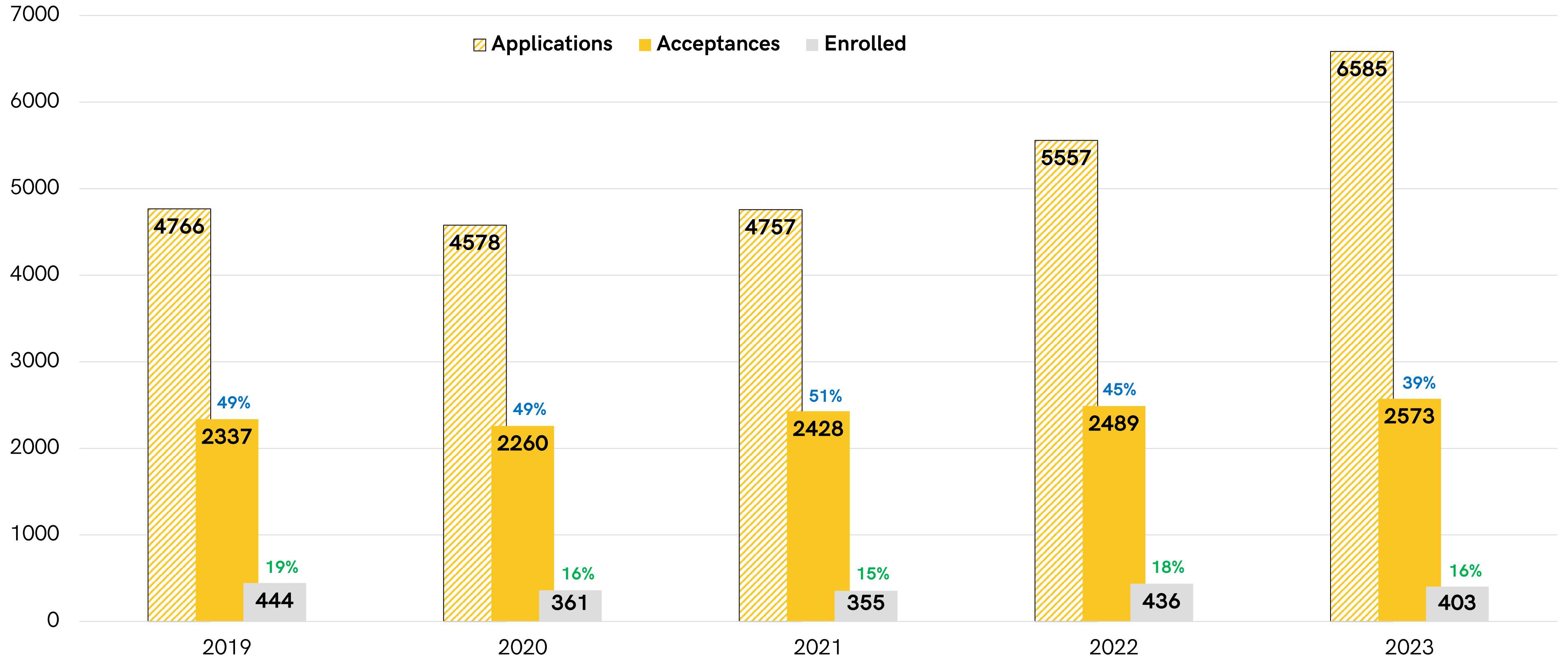
6 women were given scholarships to cover sorority dues

**100%** Retained to fall 2023 or Graduated

# Admissions

Selectivity and Yield

A completed application is initiated by the student, requires a high school transcript, application essay, and SAT/ACT test scores or an interview.  
**Selectivity:** The proportion of those students who submitted applications, and were accepted to the University.  
**Yield (Conversion Rate):** The proportion of students who enroll after being accepted to the University.



# Admissions

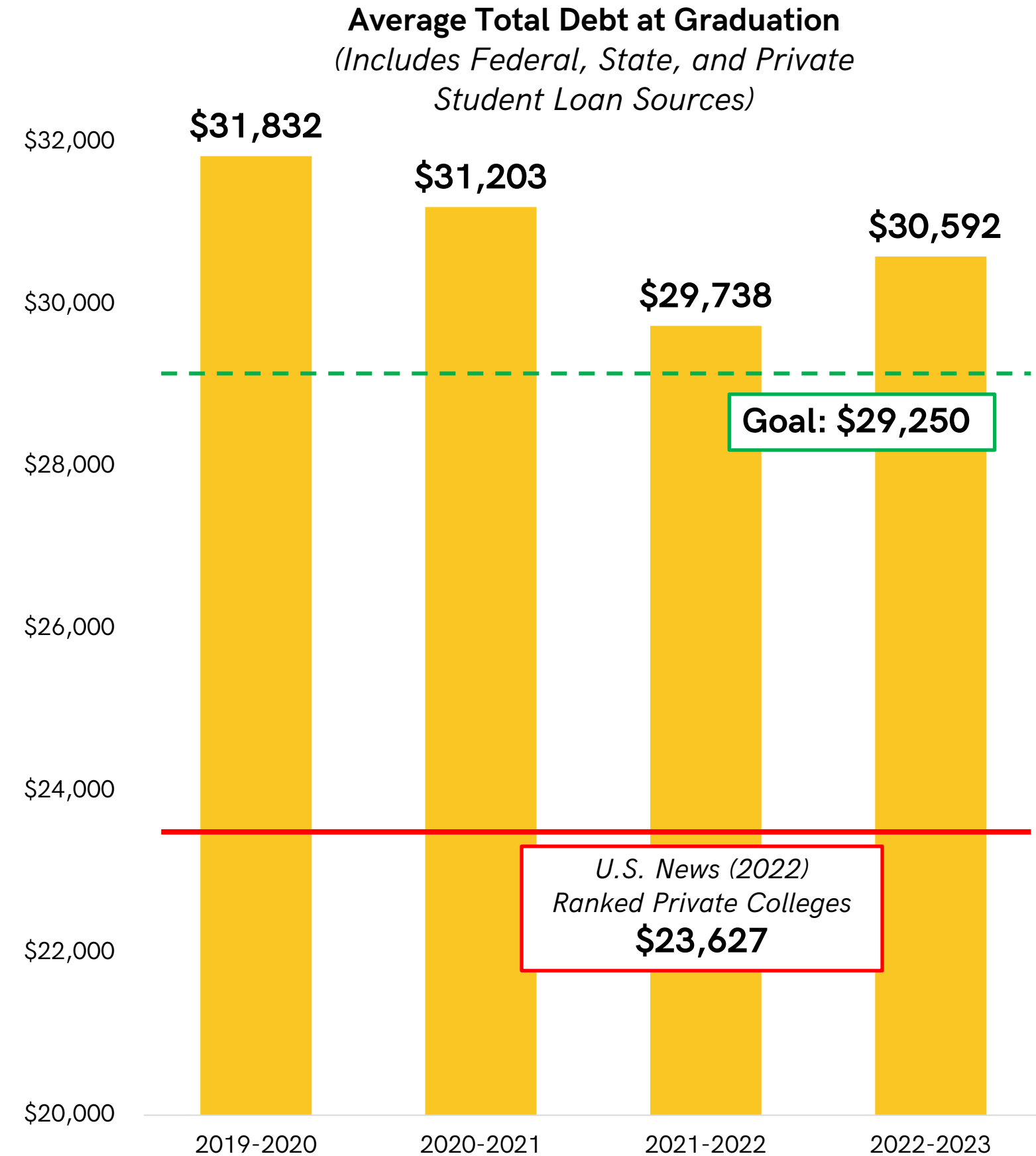
## Indebtedness of Graduating Students

DEMOGRAPHIC GROUP	AVERAGE AMOUNT BORROWED
Female	\$28,999
Male	\$32,471
Black/African American	\$25,250
Asian	\$15,500
Hispanic	\$34,197
Multiple Races	\$20,063
White	\$29,384
First-Generation Students	\$27,268
Non-First-Generation Students	\$31,424

National averages as estimated by the Brookings Institute:

- \$53,726
- \$25,000
- \$30,000
- 
- \$28,006

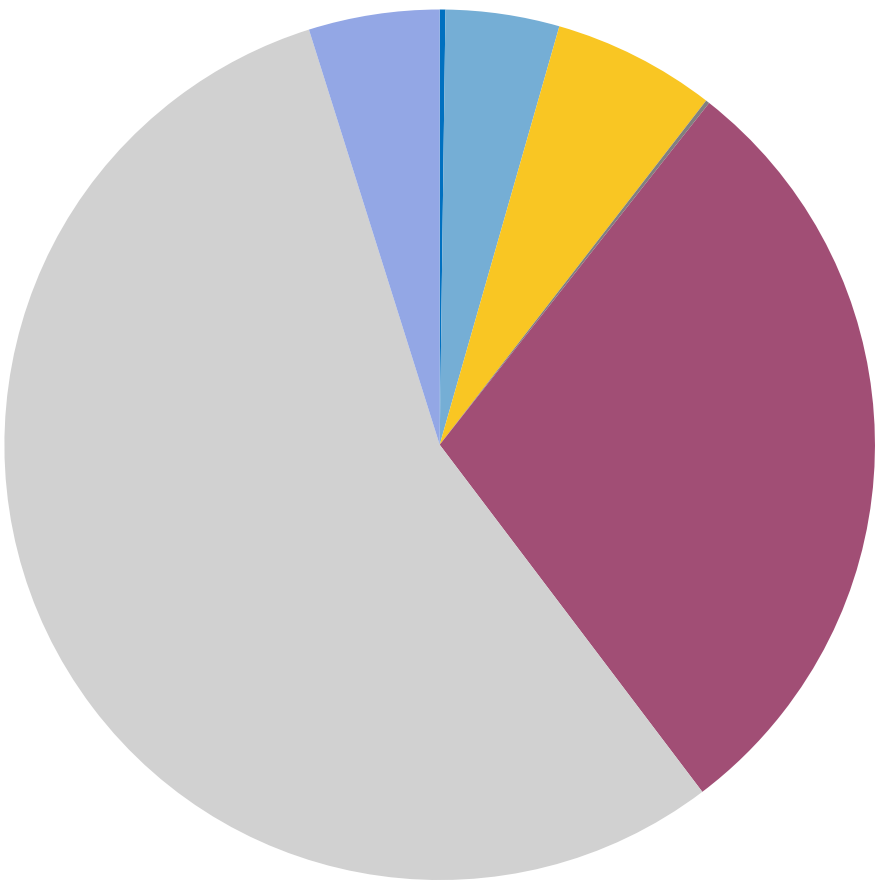
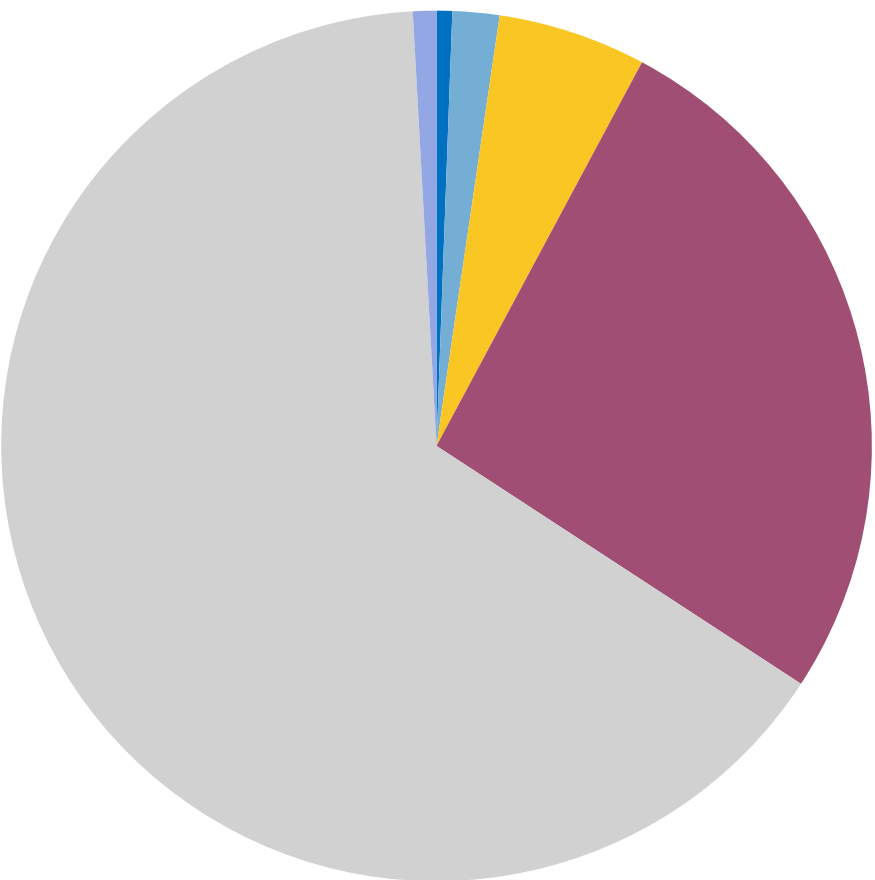
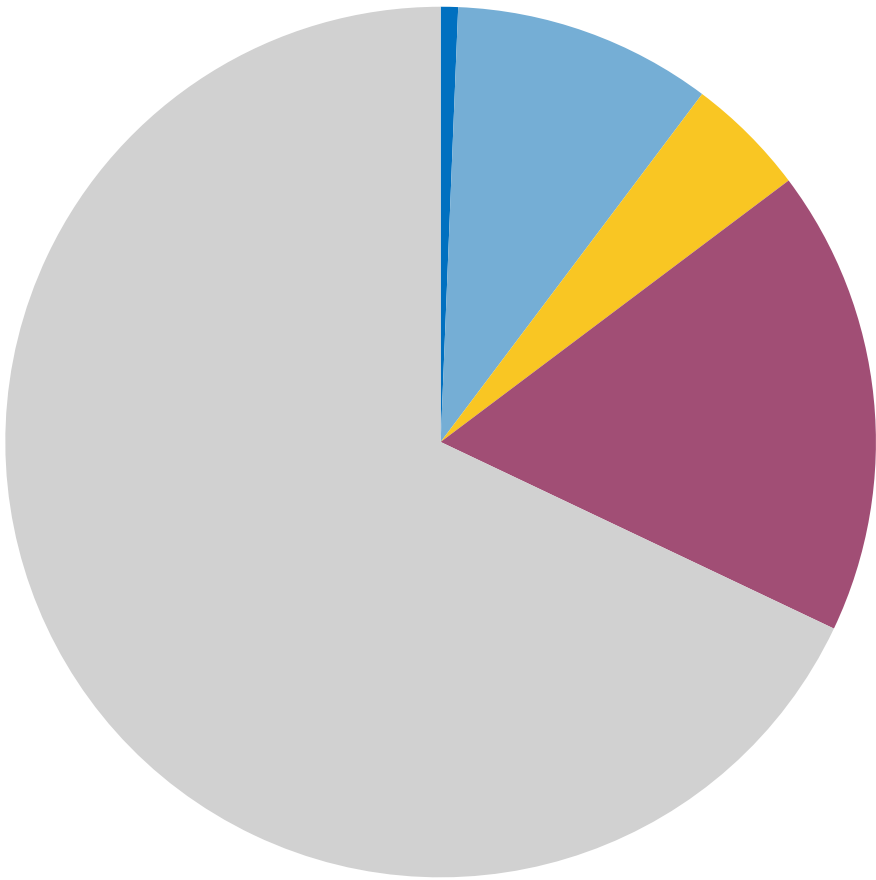
According to U.S. News (2022) **61%** of all graduates leave university with student loan debt. **56%** of Southwestern 22-23 graduates had student loan debt.



# Student, Faculty, and Staff Diversity

Fall 2023

In Fall 2021 students of color comprised 37.1% of undergraduate enrollment at non-profit, four year, baccalaureate institutions.



## FACULTY

	Alaskan Native/Native American	0.64%
	Asian	9.62%
	Black	4.49%
	Hawaiian Native/Pacific Islander	0.00%
	Hispanic	17.31%
	White	67.95%
	Multiple Races	0.00%

## STAFF

	Alaskan Native/Native American	0.58%
	Asian	1.74%
	Black	5.51%
	Hawaiian Native/Pacific Islander	0.00%
	Hispanic	26.38%
	White	64.93%
	Multiple Races	0.87%

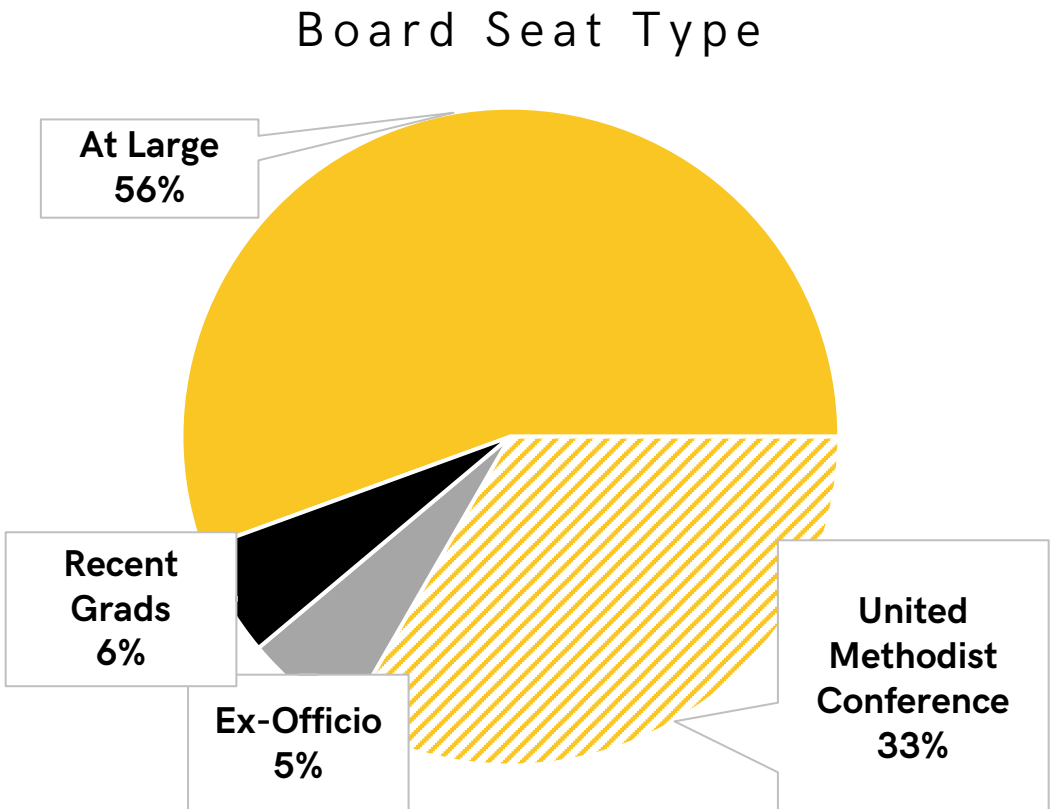
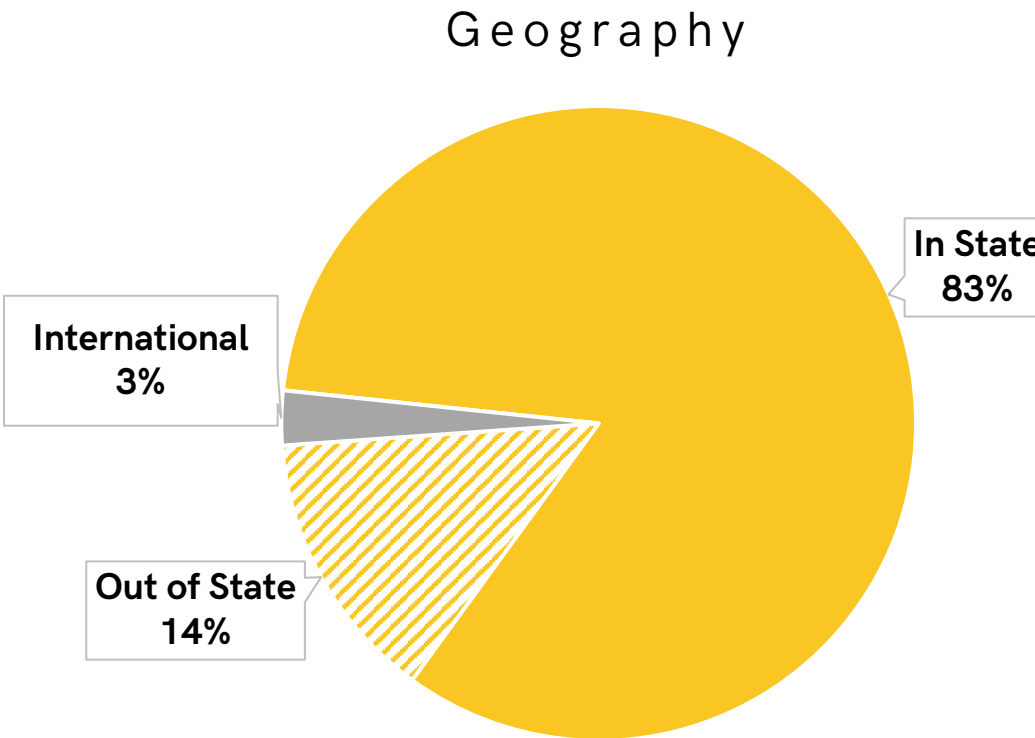
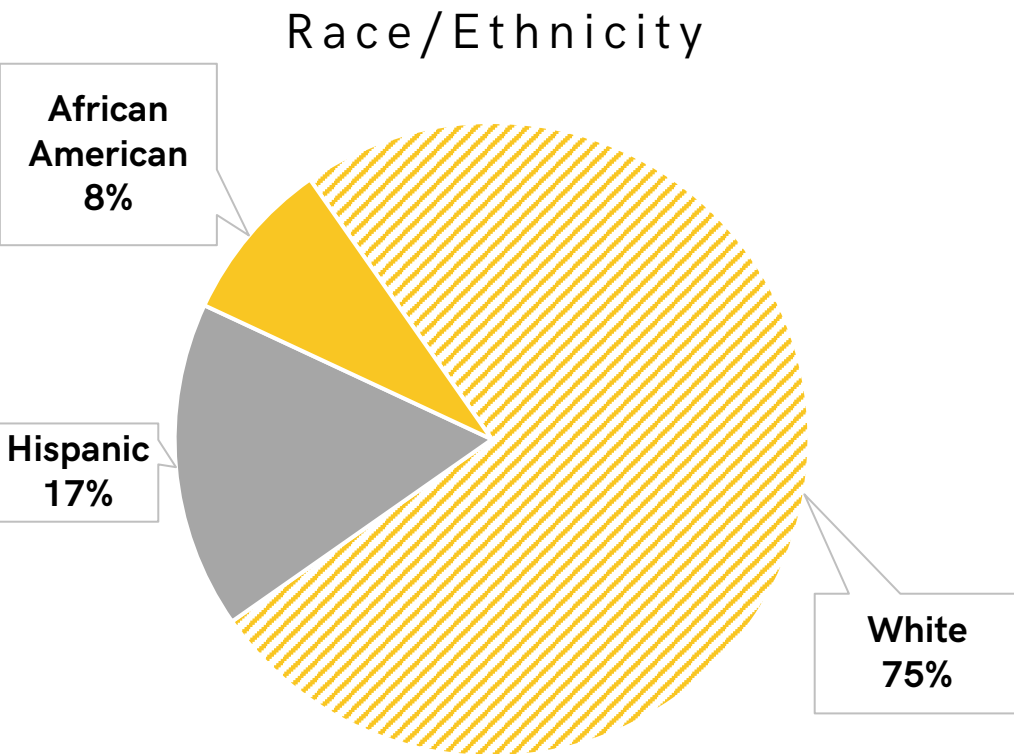
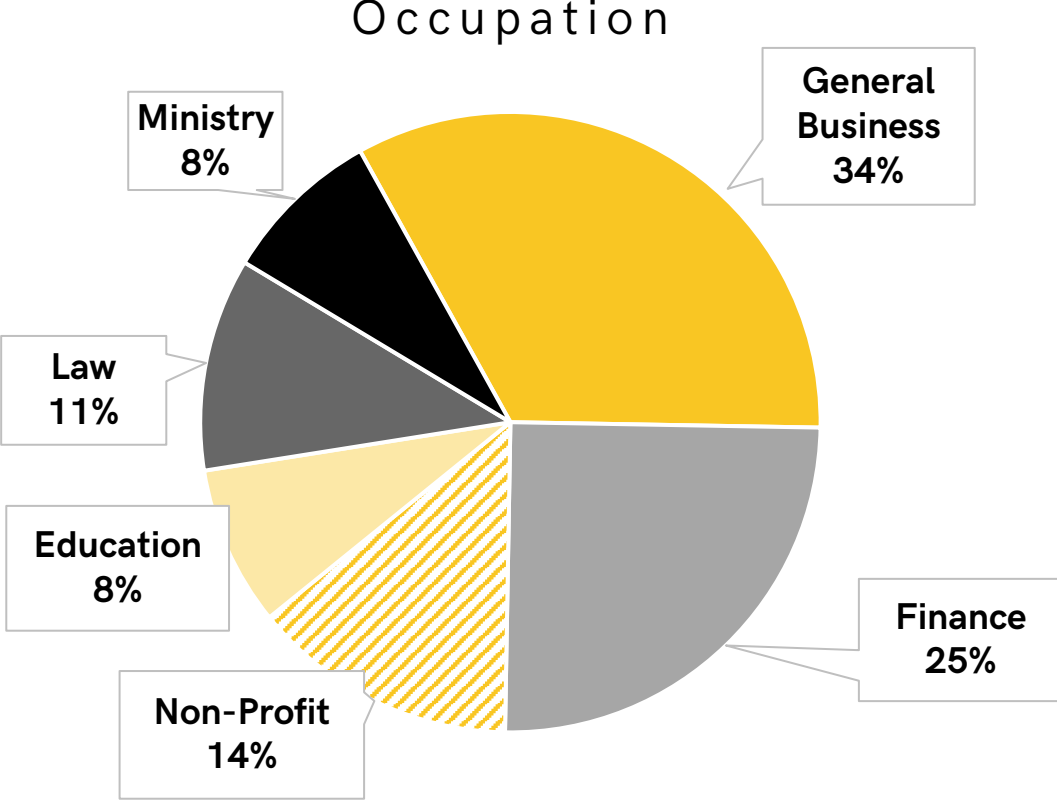
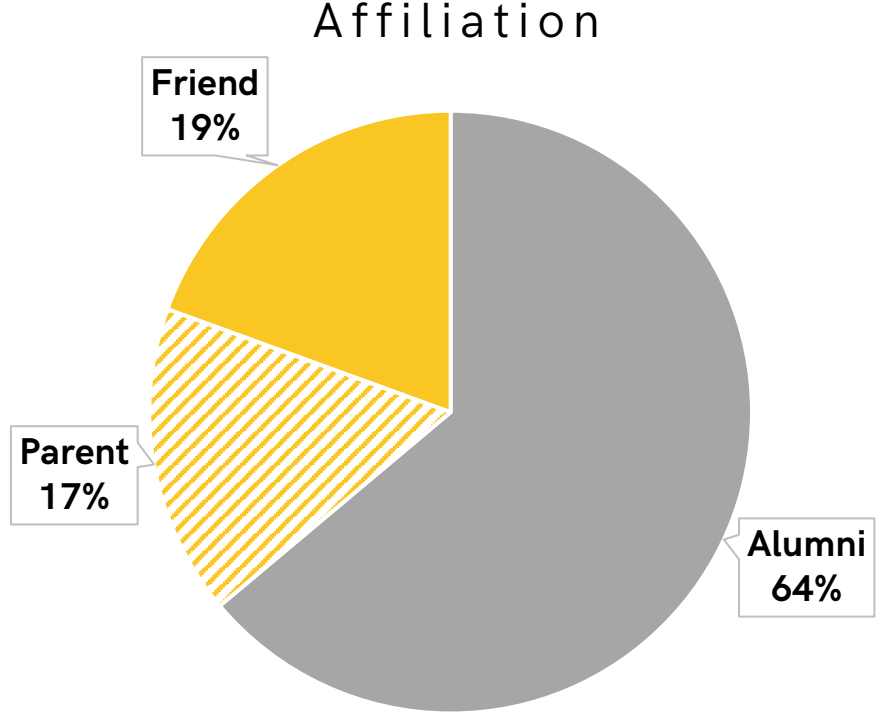
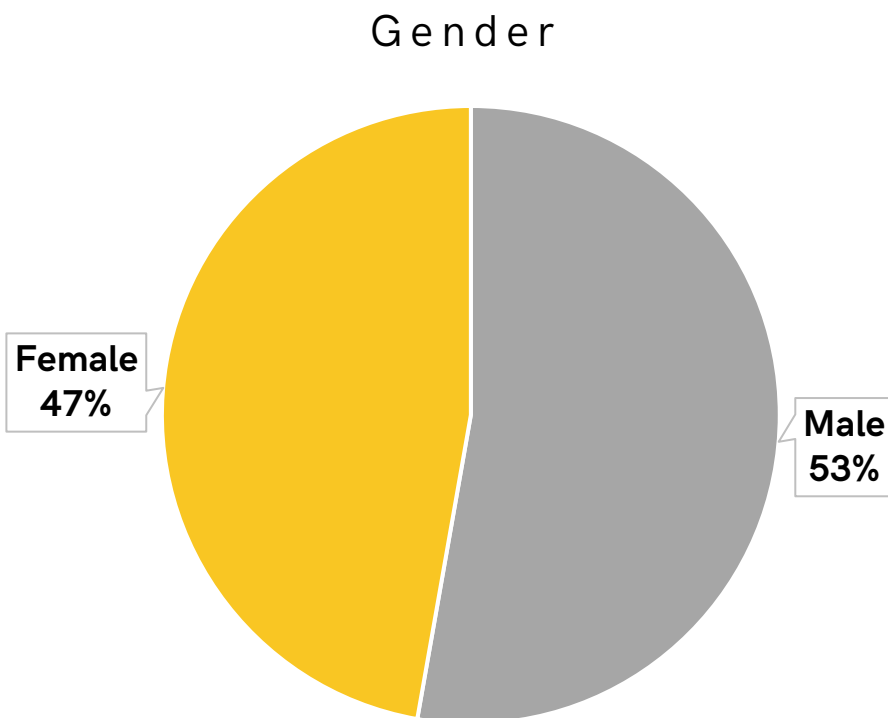
## STUDENTS

	Alaskan Native/Native American	0.21%
	Asian	4.11%
	Black	5.89%
	Hawaiian Native/Pacific Islander	0.14%
	Hispanic	28.31%
	White	54.01%
	Multiple Races	4.73%

# Board of Trustees Diversity

Fall 2023

According to the 2020 Association of Governing Boards (AGB) Board Policies, Practices and Composition Survey, the composition of governing boards for private non-profit institutions is 40% female and 84% white (non-Hispanic).



# 2024 U.S. News & World Report Rankings

Southwestern University, Austin College, and the Board of Trustees  
(BoT) Comparison Group

FA = Fall  
\* Denotes that the column is only a part of the indicator used by USNWR. The comparison group column only represents a portion of the metric.

	OVERALL RANK	EXPERT OPINION (20%)	SIX-YEAR GRAD RATE* (16%)	GRAD RATE PERFORMANCE* (8%)	PELL GRAD RATE PERFORMANCE* (5.5%)	FIRST-YEAR RETENTION RATE* (5%)	FACULTY SALARY RANK (8%)	BORROWER DEBT (5%)	FINANCIAL RESOURCES RANK (10%)	GRADS EARNING MORE THAN HS (5%)
Southwestern University (TX) (2022)	98	3.1	73%	2%	3%	86%	--	--	113	--
Southwestern University (TX) (2023)	85	3.0	74%	3%	-11%	81%	--	--	111	--
Southwestern University (TX) (2024)	89	3.1	72%	0%	-14%	79%	62	\$25,000	116	75%
<hr/>										
<i>YEARS USED IN REPORTING</i>		2022, 2023	Entering Class FA2013-FA2016	Entering Class FA2013-FA2016	Entering Class FA2013-FA2016	Entering Class FA2018-FA2021	FA2022	Fiscal year 2019-2020 2020-2021	Fiscal Year 2020-2021	Graduates Jul 2015-Jun 2016
Austin College (TX)	93	3.0	73%	4%	1%	84%	125	\$24,500	161	73%
Centre College (KY)	51	3.4	87%	5%	-8%	89%	43	\$27,000	69	80%
Connecticut College (CT)	46	3.5	84%	2%	4%	87%	47	\$23,500	60	82%
Dickinson College (PA)	46	3.5	84%	1%	2%	89%	53	\$19,000	60	80%
Franklin & Marshall College (PA)	35	3.6	86%	0%	-4%	88%	32	\$19,000	60	82%
Gettysburg College (PA)	63	3.4	82%	-4%	2%	89%	62	\$26,999	79	84%
Kenyon College (OH)	39	3.9	87%	-3%	-1%	88%	34	\$18,527	32	69%
Lawrence University (WI)	75	3.2	78%	0%	-16%	88%	72	\$26,000	82	61%
Macalester College (MN)	27	4.1	88%	-1%	-3%	91%	31	\$23,000	55	70%
Occidental College (CA)	35	3.8	83%	0%	-1%	89%	59	\$23,000	60	79%
Rhodes College (TN)	56	3.6	85%	2%	-13%	91%	62	\$21,761	99	84%
Sewanee (TN)	51	3.6	81%	0%	3%	89%	43	\$22,855	60	72%
The College of Wooster (OH)	75	3.4	74%	-6%	5%	84%	69	\$26,500	88	72%
Trinity College (CT)	39	3.6	84%	4%	-2%	90%	48	\$23,000	32	85%
Trinity University (TX)	59	3.6	76%	-5%	-3%	91%	34	\$22,954	60	83%