

# **EMBRY-RIDDLE**

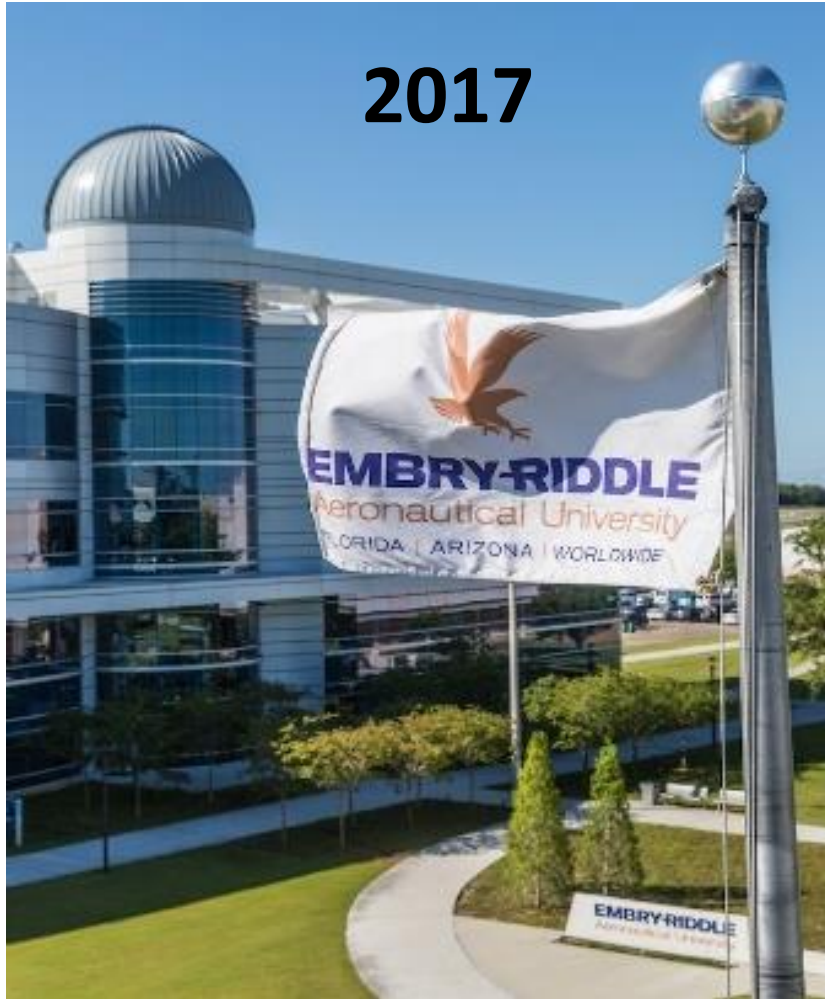
**State of the University**

**August 18, 2017**



# TAKE AWAY MESSAGES

- We are doing well – thank **YOU!**
- Areas where we can improve
- Strategy to move to next level
- It must be a **TEAM** effort



*Path forward starts with strong foundation...*

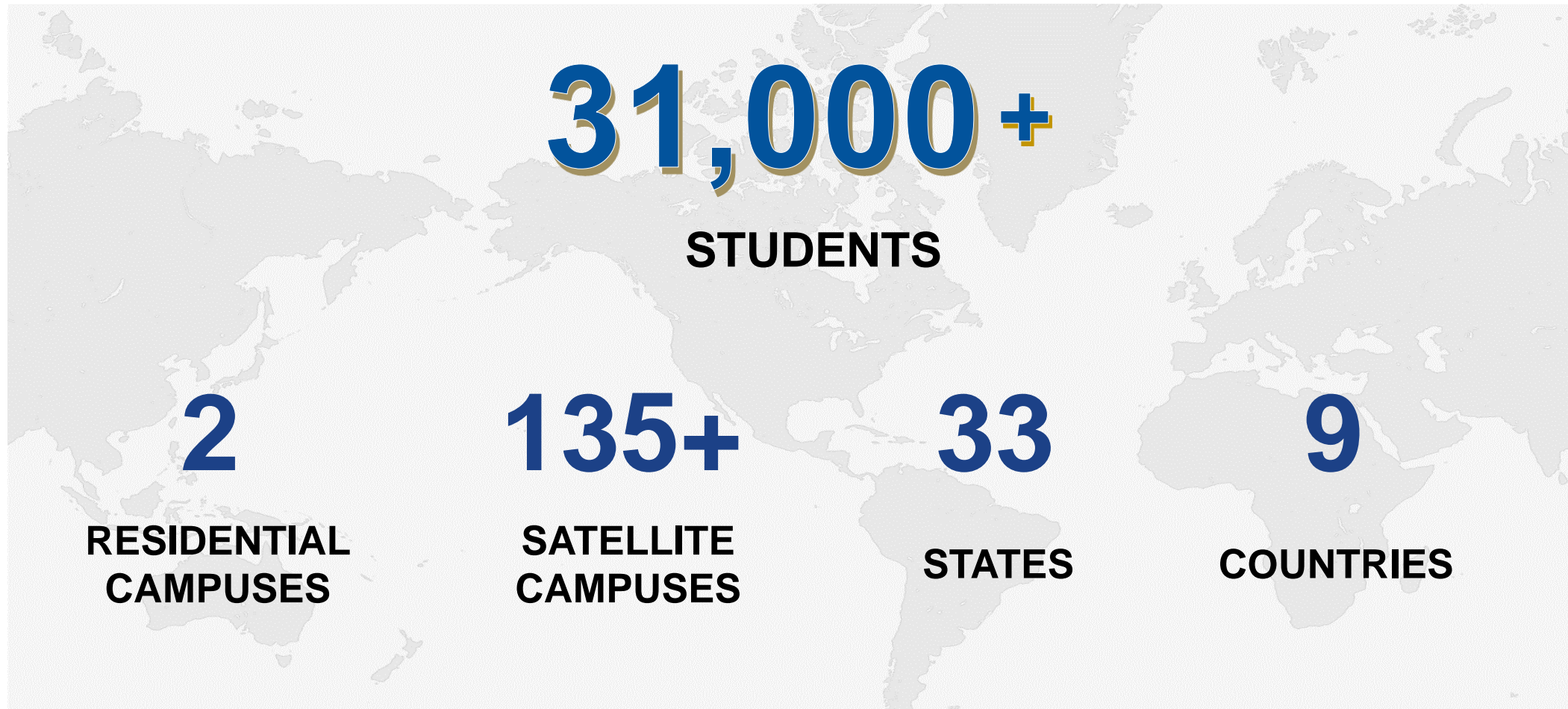


# AGENDA

- **Present State (2017)**
- Future State (2022)
- Path from Present → Future



# CURRENT STATE - GLOBAL REACH



*Recruiting strength: diversity of locations and modality...*

# CURRENT STATE - PROVEN REPUTATION

Aviation Week Network - Top Universities for Aerospace and Defense	
<i>Preferred Supplier Universities</i>	<i>Universities that Young Professionals Indicate Most Influence Careers</i>
Penn State	Cal Poly / Georgia Tech
<b>EMBRY-RIDDLE</b>	<b>EMBRY-RIDDLE</b>
Purdue	University of Michigan
Cal Poly / MIT / University of Maryland	Penn State
Georgia Tech	

*Demonstrated competitiveness in higher education...*

# CURRENT STATE – STUDENT’S ROI

OVER **97%**

**Graduates are employed** or are continuing education

**+\$17,000**

**Higher starting salary**

**15%**

**Higher median starting salary**

**95%**

**Higher return-on-investment**

*Recruiting differentiator...*

# CURRENT STATE - INFRASTRUCTURE

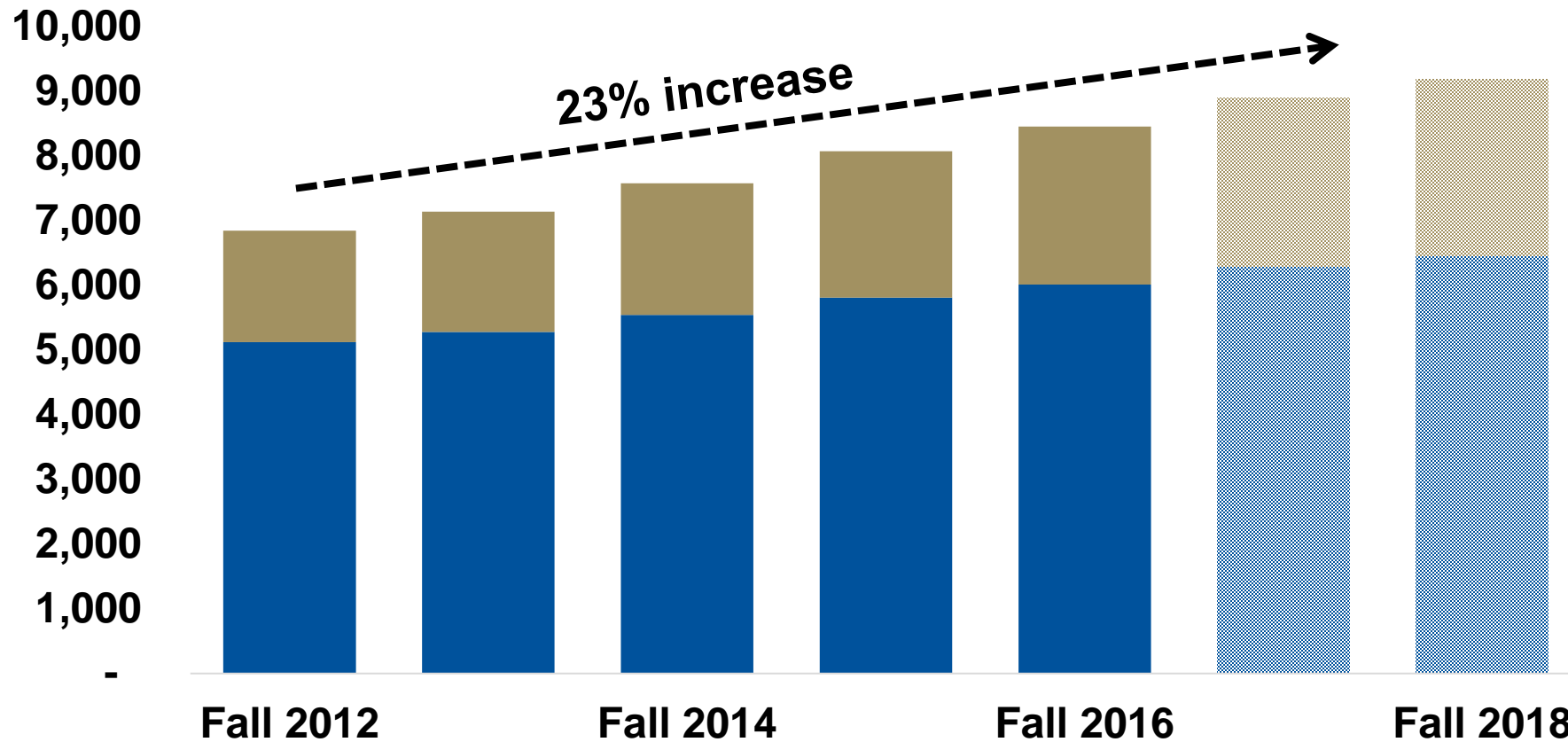
- **Prescott**
  - STEM Building
  - Residence Hall
- **Daytona Beach**
  - Student Union
  - Residence Hall
  - Research Hangar and Wind Tunnel
- **Little deferred maintenance**



*Significant investment by Board over past 5 years...*



# CURRENT STATE - ENROLLMENT TRENDS



*Quality applicants, strong interest in STEM majors...*

# CURRENT STATE – STRONG FOUNDATION

- Financially VERY strong → bond rating upgrade
- Differentiated strength across campuses
- Supportive and engaged Board of Trustees
- Positive attitude
- Strong reputation in aero-business
- Large, successful alumni base
- Community and military partnerships
- High student demand
- Economic development on upswing



*Well-positioned to move to next level...*



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# FUTURE STATE – STUDENT SUCCESS

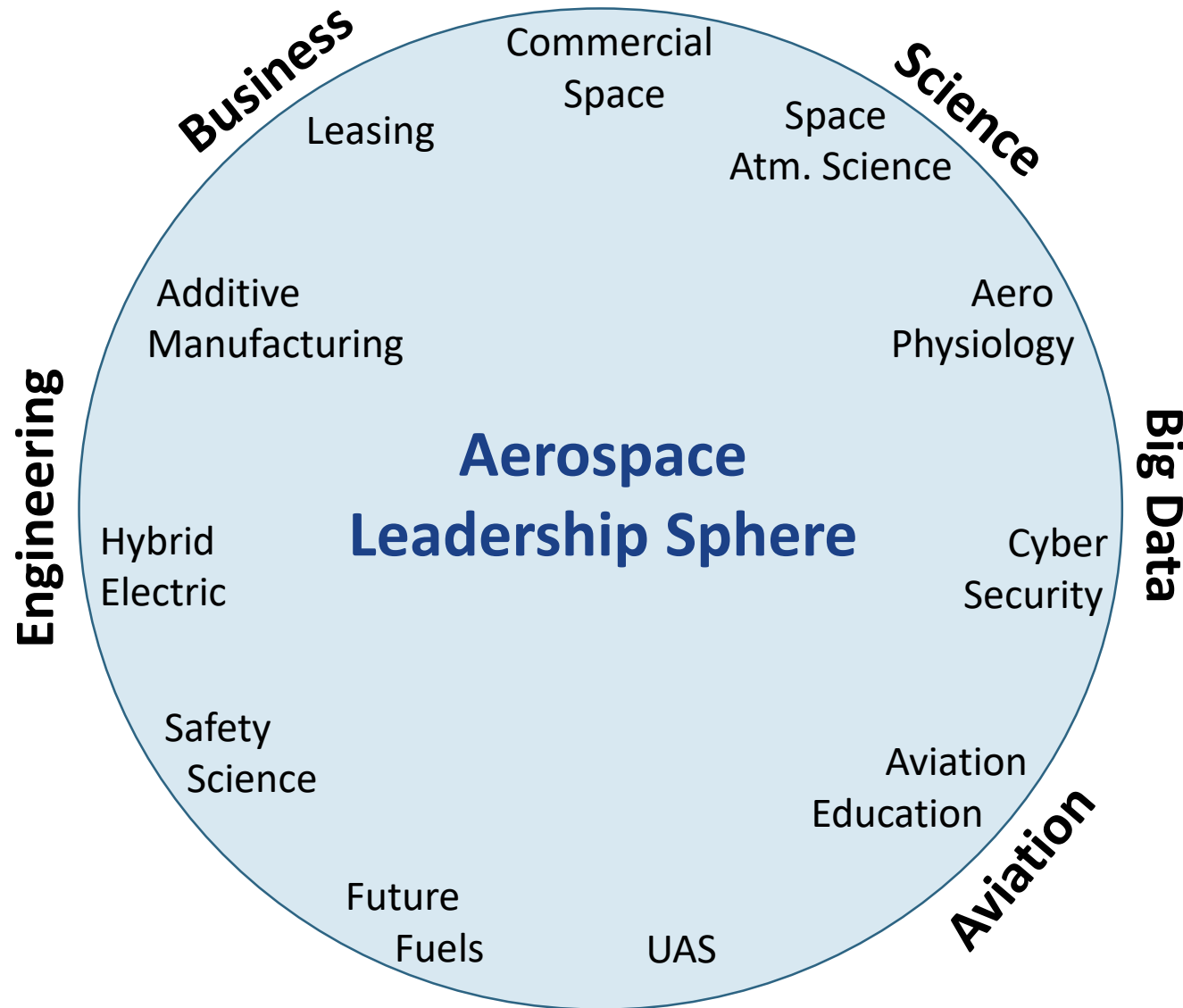
- ERAU Alumni are....
  - Successful
  - Thankful and proud
  - Industry leaders and ERAU advocates
- However, only **6/10** graduate
- Gallup – Purdue “Big 6”



**FUTURE STATE... Graduation rates supportive of student expectation**



# FUTURE STATE – ACADEMIC LEADERSHIP



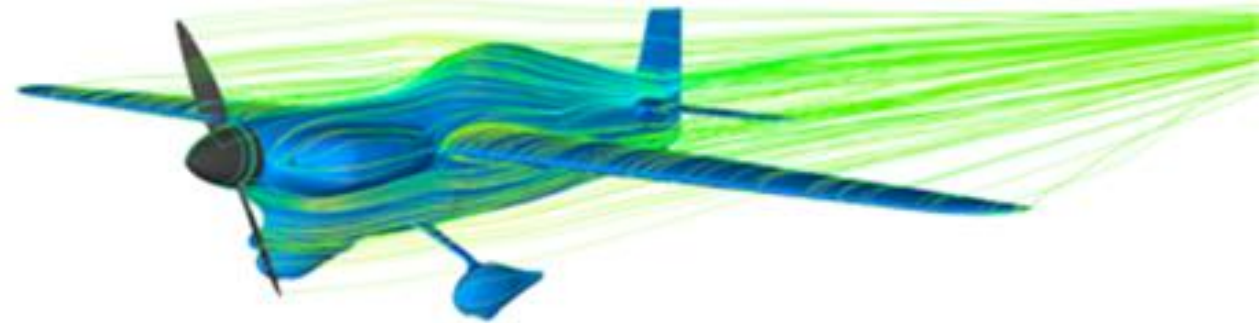
FUTURE STATE...

“ERAU is the unquestioned higher education leader in aerospace education and select areas of research.”

.....PBB

# FUTURE STATE – RESEARCH

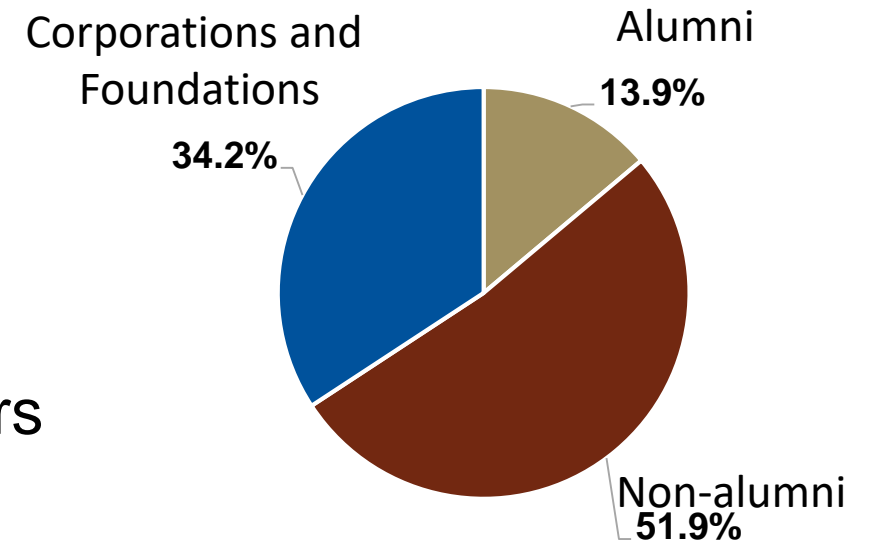
- **Strong opportunities in applied, aero-focused research**
  - DOD
  - Industry
- **Current pockets of excellence**
- **Low external funding**



FUTURE STATE... Recognized research leadership in limited, strategic areas where we have a competitive advantage (UAS, Safety Science, Space Atmospheric Science.....)

# FUTURE STATE – PHILANTHROPY

- **Very low relative to peers**
- **Search for SVP**
- **Significant potential**
  - large alumni base, engaged industry partners
  - compelling stories, affluent constituency
- **Student experience has long-term impact on giving**



**FUTURE STATE... Development activity aligned with campus strategic goals (Student, Programs, Faculty, Facilities) at \$25M/year**

# FUTURE STATE – CAMPUS COMMUNITIES

- Limited campus (social) activities after Y1
- Students “commute” from off-campus



FUTURE STATE... Attract more students to live on campus in an environment that encourages vibrancy and 24/7 interaction.





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# PATH - KEY STRATEGIC THEMES

**Research &  
Economic  
Development**

**Philanthropy**

**Student  
Experience &  
Success**

**Global  
Strategy**

**Corporate  
Engagement**

**Enrollment  
Management**

***SIT process - developing strategies and metrics for 5-year plan...***

# PATH – ACTION ITEMS for Year 1

## Research & Economic Development

- Embry-Riddle Presidential Fellows faculty hiring initiative
- Multi-investigator grant assistance

## Corporate Engagement

- Enhance Professional and Continuing Education efforts

## Enrollment Management

- First Time in College (Worldwide)



# PATH – ACTION ITEMS for Year 1

## Student Success & Experience:

- Implement new student learning and retention software programs
- Launch Student Leadership Initiative
- Leverage our competitive advantage by better integrating campuses
- Mentoring, mentoring, mentoring
- **Strive to be someone our students remember 10 years from now!!!**





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# THANK YOU



[MachPointOneAviation.com](http://MachPointOneAviation.com)