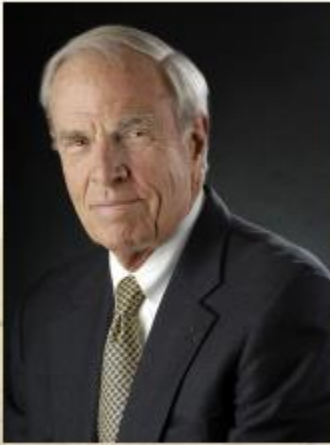


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A Message from the President

November 2018

Dear Alumni and Friends:

A college education can be expensive. But there is no doubt that the cost is worth the investment.

Because that's what it is, an investment in a person's future, as well as in our society. The return on that investment is substantial – people with college degrees earn more, studies show they are healthier and happier, they engage in their communities and civic life at much greater rates. And our society wins as well, with a highly skilled workforce, economic impact, vibrant communities and innovation that improves lives, saves lives and makes our state and nation better places.

Still, it's a common perception that a college education costs too much. Yet I would suggest that it's not as costly as people believe. A couple of car analogies are illustrative. Many people look at paying for college like buying a new car – they pay

a significant sum, drive the car off the lot and it immediately begins depreciating and eventually reaches the end of its useful life. I believe a more appropriate comparison is a mortgage on a house. The investment provides a comfortable life over many years and results in a valuable asset.

Also like a new car, there is a sticker price and an actual price. One of our priorities has been to increase institutional financial aid, which reduces that sticker price. We've been quite successful, going from \$88 million in internally generated financial aid in 2008 to just over \$202 million today. That allows us to keep the price down for many students across the family income spectrum, as well as to increase access to a CU education to qualified Colorado students.

In the past five years, the change in the amount students and their families pay for a CU education relative to inflation may surprise you. In fact, over that five-year period, average out-of-pocket costs have actually declined between 3 and 12 percent at CU Boulder and have gone up by no more than 5 percent at our Denver and Colorado Springs campuses.

Importantly, the average student in the middle to low household income brackets has all of their tuition covered at CU Boulder and a large portion of it at Denver and Colorado Springs. We have been able to keep these costs in check by increasing need-based aid, instituting efficiencies and keeping tuition increase around the rate of inflation or less.

We are at work on a calculator that will allow students to gauge a variety of factors – including family income, transfer credits and work status – to determine what their CU education will cost. You will read about it in an upcoming issue of this newsletter.

There is also some consternation about student loans. We agree that nobody wants graduates to have debt, but the reality at CU is that just over half of our students take out loans and they average \$27,042 (below the national average). Our default rates are well below half the national average, showing our students get

jobs. And our research shows the average loan payment across income levels is manageable. There will always be outliers, but the broad statistics show that the average student loan for a CU graduate is manageable and worth it.

We also recognize the obligation to operate efficiently to keep costs down. It has been a continual focus over the past decade and has gotten to the point where we are realizing between \$30 million to \$40 million annually in new efficiencies. We've also secured more than 100 pieces of legislation at the Colorado General Assembly over the past decade that allows us to institute better business practices, generate more revenue and operate more efficiently.

Students also have a role in keeping costs down. Those who come to CU with credits are considerably ahead of the game. Whether through high school concurrent enrollment, advanced placement classes, International Baccalaureate or community college transfer credits, students can go a long way toward helping themselves if they arrive at CU with transfer credits.

The bottom line is that a CU education is attainable. Some people look at a college education as too costly or out of reach. I would urge them to look at it closer to see what it really costs, to do the things they can do to help themselves, and to consider the substantial return on the investment. Yes, it can still be costly. But it's certainly worth the investment.

For feedback, contact officeofthepresident@cu.edu

Sincerely,



Bruce Benson
President



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In the news

Presidential search seeks input

The CU Board of Regents last week officially kicked off the search for my successor. I told the board I intend to retire from CU in July. The regents hired a [search firm](#) to assist with the process, elected a [search committee](#) and provided it with a [charge](#) of what the board is seeking. The regents would like to hear from you about what they should consider as they search for CU's next president, both in terms of the qualities the next president should have and the issues facing the university. The Board of Regents [welcomes your input](#) and also invites you to [recommend](#) people you think would be right for the job.

Governor offers positive budget proposal

Colorado Gov. John Hickenlooper last week issued his proposed budget for the 2019-20 fiscal year. It includes an operating budget increase of approximately \$98 million, a 13 percent increase for public higher education institutions. CU's share would be more than \$30 million. The governor's proposal also mandates a zero percent tuition increase for FY 2019-20. Governor-elect Jared Polis, as well as the Colorado legislature, may adjust the proposal, but we are heartened by the proposal and its recognition of the value of public higher education in Colorado.



[Changes ahead for the CU Board of Regents](#)


Last week we honored outgoing regents Kyle Hybl, R-Colorado Springs, 5th Congressional District, and Stephen Ludwig, D-Denver, at large. In January, we will welcome their successors, Lesley Smith, D-Boulder, at large, and Chance Hill, R-Colorado Springs, 5th Congressional District. We also congratulate Regent Glen Gallegos, R-Grand Junction, for being re-elected in the 3rd Congressional District. I am grateful to all of the candidates, whose dedication and commitment to CU will continue to play a positive role.

CU On the Air Podcast



[From superheroes to Hogwarts, Bell's research on children's identity, race and inclusivity rings true](#)


[Christopher Bell](#), director of graduate studies and associate professor of media studies at CU Colorado Springs, is a big fan of Marvel superheroes and of children. On this month's CU on the Air, Bell discusses the ways race, class and gender intersect in different forms of children's media as well as his role as a TED speaker and a diversity and inclusiveness consultant for Pixar Animation Studios.



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JOURNEY TO THE TOP




C-SUITE SERIES

Join us for an unplugged, candid discussion with **Andrew** and CEO of Crocs, Inc., as he shares his personal story of triumphs and lessons learned on his path to success.

Thursday, Nov. 29, 2018 | 5 - 7

This event is free to attend | Seating is limited, RSVP



Andrew Rees, President and CEO

Rees oversees the brand's global strategy and joined Crocs as president in June 2014 and joined the board of directors in June 2017. Rees has 15 years of experience in the footwear and retail industry.

FOUR CAMPUSES UNITED
ALL FOUR:**ONE**



[Genetic breakthrough will aid whitebark pine conservation efforts](#)

New genetic markers represent a useful and low-cost method for screening whitebark pine for levels of genetic variation, providing a tool for protecting the endangered tree from going extinct. “Scientists can begin screening whitebark pines for disease resistance traits, for strategic seed collection and other conservation and climate change mitigation efforts,” said Diana Tomback, a professor at CU Denver.

Spotlight on Alumni



[Keeping the dream alive](#)

As Tom Windham stood among the 250,000 people gathered in front of the Lincoln Memorial, Martin Luther King Jr.'s “I Have a Dream” speech galvanized the 19-year-old. The experience of participating in the 1963 March on Washington propelled him toward a keen interest in facilitating the emergence of talent, of opportunity and achievement for people who for generations have been indoctrinated to believe that they are not deserving.

CU Advocates Program

Colorado needs healthy research universities that produce a highly educated workforce, grow our economy, attract business and industry, and engage in research that generates jobs, creates companies and improves lives. With your help we can keep CU - and Colorado - strong.

[Become an advocate for CU](#)

News from the campuses

CU BOULDER

[New gene therapy eases chronic pain in dogs; human trials underway:](#) The opioid-free, long-lasting immune modulator has been tested in more than 40 Colorado dogs with impressive results and no adverse effects.

CU COLORADO SPRINGS

[Faculty at work, Edin Mujkic:](#) An assistant professor in the School of Public Affairs, Mujkic focuses his research work on professional military education, national security and U.S. foreign policy, homeland security and emergency management, as well as the general field of public administration.

CU DENVER

[She built it – and they stayed:](#) Engineering retention program nets National Science Foundation grant, \$1 million for scholarships.

CU ANSCHUTZ

[Children with autism spectrum see benefits from equine therapy:](#) CU Anschutz study finds they were less irritable, had better social and communication skills.



Make a difference. Support CU today!

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