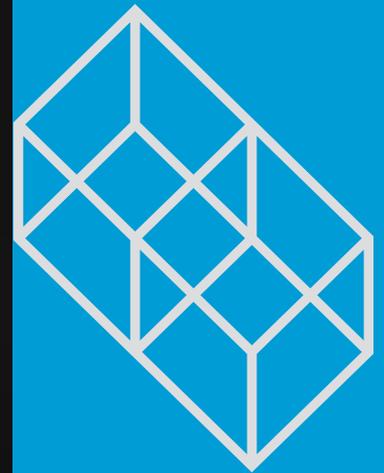


# THE COOPER UNION PLAN TO RETURN TO FULL-TUITION SCHOLARSHIPS

APPROVED BY THE BOARD OF TRUSTEES ON MARCH 14, 2018



THE COOPER UNION  
FOR THE ADVANCEMENT  
OF SCIENCE AND ART

# A MESSAGE FROM THE BOARD OF TRUSTEES AND PRESIDENT

## The Cooper Union's Legacy and Future

The Cooper Union's Board of Trustees and Office of the President are pleased and proud to announce the Board's approval of a comprehensive plan to return to full-tuition scholarships for all undergraduate students. This marks a historic turning point. With the adoption of this plan, the Board has declared its unequivocal commitment to returning to free.

The final plan is a modified version of the recommendation published on January 15, 2018 by the Board's Free Education Committee (FEC). It is the result of well over a year of intensive discussions, analysis, and deliberations. The planning process solicited and considered diverse perspectives and extensive feedback offered by the community in person, writing, calls, and emails. That input and feedback affected the outcome. We thank you.

Consistent with the FEC's recommendation, the approved plan:

- Increases scholarships beginning in two years, provided we meet critical fundraising, operating expense, and operating cash surplus goals.
- Returns The Cooper Union to full-tuition scholarships for all undergraduate students in 10 years.
- Seeks to generate \$250 million over the 10-year timeline to bolster the institution's financial resilience and invest in its world-renowned academic programs.

The Board modified the FEC's Recommended Plan as follows:

- Cooper Union will not raise the current residence hall cost to students, other than the usual, annual inflationary increases (approximately 3%).
- Cooper Union will defer all proposed graduate scholarship reductions until FY2020 and then phase in the proposed reductions over the next five years with close attention paid to improving the quality of the academic programs.
- The Board will discuss whether to move forward in developing a pricing strategy to bring the Stuyvesant-Fish House to market.
- The Board and Administration commit to a rigorous assessment of The Cooper Union's reputation for academic quality and the impact of tuition on it. The Board will consider the findings in the context of the plan to return to full-tuition scholarships.

In its independent assessment, the Financial Monitor, appointed by the New York State Office of the Attorney General, called the plan "responsible and aggressive." We believe it is an ambitious and achievable plan—one that interlinks a sustainable return to full-tuition scholarships with building long-term financial health and investing in our academic programs. This is intentional—a return to free only matters if The Cooper Union has the financial wherewithal to sustain it and if our academic programs remain exceptional.

It's important to note that all of the work and careful consideration around a return to full-tuition scholarships is a key pillar in a broader strategic planning effort. Over the last 12 months, we have been examining our strengths and challenges and laying the foundation for a strategic plan in furtherance of our recently adopted Vision and Mission statements. The development and approval of a long-term financial plan was a critical and necessary first step, and it has paved the way for advancing our mission "to sustain The Cooper Union as a free center of learning and civic discourse that inspires inventive, creative, and influential voices in architecture, art, and engineering to address the critical challenges and opportunities of our time."

While more than 159 years have passed since Peter Cooper first opened these doors, the commitment to the ideal that education be "as free as air and water" remains central to the essence and identity of this institution. It fuels the academic exploration and innovation of our students who, relieved of financial burdens, inspire change and solutions in service of a better world.

## Learning from Our Past

The Trustees, a majority of whom are alumni, understand that the decision to begin charging tuition in 2014 deeply fractured the community. We are still in the process of healing those divisions. We cannot erase

the past, but we must learn from it. The Board bears responsibility for strategic and financial oversight of the school. We know we must do better.

The return to full-tuition scholarships must be aligned with a sufficient endowment and reserve to weather the financial challenges of ever-rising costs, volatile markets, and economic uncertainty. This plan is designed to accomplish that.

We also know that being free goes far beyond the finances and sustainability of free tuition. It is a culture, a way of life, a commitment to free thinking, free discourse, free expression. It is an equalizing force that opens the door for people from all walks of life—regardless of ethnicity, gender, race, religion, or status—to delve deeply into the pursuits of their own choosing, defined only by their ideas, dreams, potential, and work ethic. And, importantly, it means creating space for different and dissenting views to be heard and to inform a path forward.

The Cooper Union's greatest treasure is our students; they inspire us every day. Cooper Union's greatest point of pride is our alumni, who have literally changed the world. In committing to return to free, we celebrate them, we honor them, and we carry their legacy forward for future generations. Our faculty, staff, administration, friends, and supporters are the lifeblood of the school. Nothing can happen without them. We must do all we can to create an environment in which all members of our community can thrive as we fulfill our commitment to the ideals of a free education.

### **The Path Forward**

The plan approved by the Board requires a level of fiscal discipline and fundraising not seen before at The Cooper Union. Our ability to restore full-tuition scholarships for all undergraduate students will require an unparalleled collaboration of the Cooper community working together with urgency and common purpose. It requires commitment and contributions from within and expanding our community to include new partners and friends. This commitment begins with the Board, and all Trustees have pledged to lead Cooper's philanthropic efforts with both personal annual gifts and relationship-building with new and renewed contributors.

We are excited and inspired by the challenge—and by the momentum we are already seeing. Throughout this past year, we have seen new and returning supporters step forward to advance The Cooper Union's future. The swift completion of the Irma Giustino Weiss Challenge, which generated \$4 million in new gifts to match the \$4 million donated by the estate of Irma Weiss (Art'45), was achieved in just four months. Irma's Challenge inspired more than 1,100 people to give, including 206 new donors, 582 returning donors who had not given the previous year, and 418 increased gifts over prior year. In 2017, the number of our institutional funders increased from 17 to 24. Fiscal year-to-date, we are nearly \$1 million ahead of where we were this time last year with respect to cash contributions received. We have so much more to do, but we are already gaining momentum.

In closing, we want to express our gratitude to the FEC—Committee Chair Robert Tan; current and former Committee Members Monica Abdallah, the late Adrian Jovanovic, Malcolm King, Julian Mayfield, and Paul Nikulin; and Observers Atina Grossmann and Amy Westphal—for their tireless work. We understand that no single plan can fully satisfy the many differing views on the many issues related to a return to full-tuition scholarships. However, in order to make meaningful progress toward free tuition—a commitment that, as a Board, we wholeheartedly support—we must get started, and the approved plan provides a solid framework to do so. This work, this project of returning to free, is not just an assignment or an item on Board meeting agendas. It is work that we, like so many of you, are deeply passionate about. It is a mission that is clear and unequivocal, and it carries no less consequence than ensuring that the vision of a philanthropist and industrialist who was generations ahead of his time be restored, revitalized, and made relevant for the good of generations to come.



Rachel L. Warren  
Board Chair



Laura Sparks  
President

## EXECUTIVE SUMMARY

### Introduction

Three years ago, our community was in disarray and severely fractured over the Board's decision to charge tuition. Two years ago, people on opposite sides of that fight came together on the Board to begin crafting a path forward in a new era of tuition and shared governance. One year ago, the Free Education Committee (FEC or Committee) declared its belief, after substantial analysis, that full-tuition scholarships could once again be achieved for all undergraduate students and that the FEC would work this year to significantly reduce the projected 22-year timeframe in a financially responsible manner. Twelve months ago, the Board declared its unequivocal support of the FEC's goal, and last December the Board approved [vision and mission statements](#) which specifically articulate, as a goal, its desire to provide a free education for our students.

We are pleased to present an ambitious but realistic and credible plan that returns The Cooper Union for the Advancement of Science and Art (Cooper Union or Cooper) to a full-tuition scholarship model for all undergraduate students and

provides for critical investments in our academic program and our physical plant.

In approving this plan, there are certain truths which must be acknowledged. First, we cannot return to free in the manner required by the Consent Decree—preserving all three schools at historic levels of enrollment—solely on the basis of budget cuts. While expense reductions are an important part of the plan, they alone cannot get us there in a timeframe acceptable to the Board; the hole is simply too deep. Second, in addition to expense management, we will need to rely upon significant fundraising—from existing and new sources—to achieve our goals. Third, there are inherent risks in all plans, some of which we control, some of which we don't, all of which we must plan for as best we can by executing with discipline and a single-minded purpose to act responsibly. Finally, all Cooper Union stakeholders must forge a relationship based on trust or we will never be successful. We now have an opportunity to heal the wounds of the past, enact a responsible plan to return to full-tuition scholarships for all students,

and act as responsible stewards of Peter Cooper's legacy—together. No one constituency group can do it alone. On behalf of the Board, we invite the entire Cooper community to join in the effort to start a new chapter in Cooper Union's history.

### Summary of Plan

The plan begins the process of reducing net tuition by making incremental increases to scholarships as early as two years from now, provided we achieve fundraising, operating expense, and operating cash surplus targets as outlined below and detailed in Appendices A and B. This would be the first step in a well-considered plan to return to full-tuition scholarships for all undergraduate students within 10 years, with each year bringing greater reductions in net tuition, as we achieve critical financial goals with respect to operating cash surpluses and the fundraising and expense management that will help us achieve those surpluses.

## PATH TO RETURN TO 100% SCHOLARSHIPS (\$000's)

	Cash Surplus/(Deficit)	Average Annual Scholarship Levels	
FY 2018	(50)	76%	
FY 2019	13,294	76%	In two years, begin reducing net tuition by increasing scholarship levels
FY 2020	11,869	77%	
FY 2021	11,881	77%	Continue to increase scholarship levels as we meet key financial goals to build Cooper Union's financial health
FY 2022	12,113	78%	
FY 2023	12,958	79%	
FY 2024	12,988	80%	
FY 2025	11,117	83%	
FY 2026	10,524	86%	In 10 years, complete the return to full-tuition scholarships for all students
FY 2027	9,925	89%	
FY 2028	13,714	93%	
FY 2029	16,017	100%	

# 10

This plan:

- Returns The Cooper Union to full-tuition scholarships in 10 years
- Invests in academics
- Invests in physical plant
- Builds financial health

The Cooper Union can generate these results through a combination of expense cuts, increased fundraising, increased earned revenue, and special initiatives, summarized as follows and detailed more fully later in the report:

- Additional expense reductions, including rental costs for administrative offices, other non-personnel costs, and staffing and benefits costs
- Increased fundraising
- Increased earned revenue generated through more room rentals to outside parties, developing/increasing ancillary revenue streams (e.g., online store with Cooper merchandise), and scholarship reductions for graduate programs
- Higher, more favorable assumptions about the growth in tax equivalency payments, which remain conservative but are more in line with historic averages

# 2

We can begin increasing tuition scholarships in two years by meeting critical fundraising, operating expense, and operating cash surplus goals.

Returning to full-tuition scholarships and building long-term financial health requires significant fundraising and rigorous expense management.

# \$250M

The financial climb is steep.

Operating and capital reserve	\$152M
Deferred maintenance	\$11M
Bridge loan payment	\$39M
Post-Retirement health insurance	\$48M
	<hr/>
	\$250M

1 | Scholarship levels should be committed throughout a student's tenure at Cooper Union. In other words, if a student is enrolled with a 100% scholarship, Cooper Union will commit to that scholarship for the student's entire time at Cooper (assuming on-time graduation). Any downward adjustments to scholarship policy levels that need to be made in the event of extreme financial challenge will only be applied to future students.

2 | "Endowment" in this report refers to the combination of permanently restricted corpus, the principal of which cannot be expended based on permanent donor restrictions, and other funds (typically called quasi-endowment) that function as endowment by providing investment income for a long, unspecified period, but the principal of which could be expended if necessary without seeking donor approval.

These revenue and expense improvements will be offset by a steady decrease in net tuition (the result of increases in tuition scholarships), investments in the academic program to ensure the vitality of our programs and increases in annual capital improvements.

Of course, plans are never certain. There are risks inherent in any plan that stem from both internal and external dynamics. The sections below detail the risks in this plan and the steps we believe should be taken to mitigate these risks. If we are not able to meet the financial goals above, we will need to adjust our timeframe accordingly.

We know from our many conversations with alumni, faculty, staff, and students that people hold a range of perspectives with respect to balancing an expeditious return to free tuition and a financially resilient Cooper Union. For some, any delay in the return to full-tuition scholarships is harmful to Cooper Union. Others have been clear that they do not want Cooper to return to a full-tuition scholarship model until we have made important investments in our academic program and developed a financial position that enables us to sustain operations of the school with greater reliability, pay off our debt on time, adequately maintain our buildings, and withstand unexpected losses.

The plan aims to thoughtfully balance all of these goals. For some, it won't be fast enough. For others, it will be too fast. We have spent significant time studying the issues

and debating various approaches. Informed by the analyses and discussions, this approach cuts the timeline that was projected in the FEC's January 2017 Progress Report by more than half. We think this is important to harness the community momentum and focus on the goal of free tuition for which there is immense passion and to ensure that the passage of time does not inadvertently dilute the focus on our end goal.

While the approach is multi-pronged, it requires a significant focus on fundraising and rigorous expense management if we are to return to full-tuition scholarships while shoring up the institution's long-term financial health. Without improved results in these areas, we cannot increase scholarship levels (thereby decreasing net tuition). It will take our entire community coming together to achieve these important financial goals.

### Rationale for the Plan

We have adopted a plan that is informed by and improves on our past record, with built-in mechanisms for diversification, fiscal discipline, increased transparency, and accountability. The plan includes a set of initiatives that we will pursue and financial guardrails that force Cooper Union to pause and re-evaluate if we are not meeting our financial goals. If we miss these targets by more than 5% on a cumulative basis (i.e., over the course of the plan), we will need to analyze the cause of the deficiency and adjust the plan accordingly, including implementing other initiatives,

stopping or limiting scholarship increases or, in an extreme case, reversing scholarship levels for future students<sup>1</sup> until we can get back on track. The financial hill we have to climb is too steep for any single initiative to address.

Decades of structural deficits and unfunded needs have generated significant financial challenges that must be addressed: depleted cash reserves that will require us to rebuild reserves and endowment<sup>2</sup> by approximately \$152 million, debt service levels that consume a portion of Cooper's operating budget that is over two to three times industry norms, significant deferred maintenance that will require at least \$1 million of additional annual capital expenditures beyond current levels, a \$39 million balloon payment in 2034 when one of Cooper Union's loans comes due, and a projected \$48 million liability for post-retirement medical benefits, all resulting in a need to fund approximately \$250 million to fully return to a sustainable full-tuition scholarship model.

At the same time, we know that there are important risks to waiting. Our alumni want to see progress on the path back to free tuition. We hear from many that they will support the school if they see clear signs from the Board that it will return to a full-tuition scholarship model. We also hear from others that, before they give, they want to ensure that the school is acting responsibly and prudently, that Cooper Union's budget and finances are being managed with

discipline. We believe the Board demonstrates that commitment and prudence by adopting this plan, and now is the time for the community to respond by demonstrating to the Board, to the Attorney General of the State of New York, and to each other that we are committed to raising the funds Cooper Union needs to shore up its financial position so that it can return to full-tuition scholarships for all students.

If we are successful, it also creates the opportunity for Cooper Union to lead in a higher education environment that is currently untenable, unaffordable, and out of reach for many. Our model will serve as a demonstration that a different path, one unencumbered by tuition, can foster an environment that enables intellectual rigor and develops the kind of drive, curiosity, innovation, and talent among ambitious and highly capable students, regardless of background or capacity to pay, that move society forward. We will once again demonstrate what is possible when high-potential students come together on the same plane, without financial barriers or distinctions, to push each other to advance new thinking, new ideas, and new solutions to address the critical challenges of our time.

We appreciate the Financial Monitors' thorough review of the plan, the development of which was, in their words, "subjected to a rigorous and intense process."

## Risks to the Plan

As with any plan, there are several risks, including general economic conditions, real estate and investment market dynamics, implications of the recently passed federal tax plan, and projections for very low expense growth rates. The detailed description of the plan below more fully articulates these risks and the strategies for mitigating them. We must be vigilant in looking for signs that these risks are playing out and adjust our plans accordingly, even if it means a delay in increasing scholarship levels so that we can ensure that scholarship increases are sustainable.

## Next Steps

Implementation of the plan has already begun, and it will serve as a central component of the institution's broader strategic plan.

Once it becomes clear that we are achieving our financial goal, a policy will be developed articulating how incremental scholarship resources will be allocated.

The FEC will remain intact until Cooper Union has returned to a full-tuition scholarship model for all undergraduate students. The Committee will be responsible for continuing to identify and vet ideas that could advance the return to full-tuition scholarships and monitoring the implementation of the plan on an ongoing basis.

In the meantime, we will pursue a rigorous assessment of The Cooper Union's reputation for academic quality and the impact of tuition on it.

## CONTEXT

The following chronicles for the larger Cooper Union community the approach the FEC took, its findings, and, based on the extensive work done by the FEC, our path forward.

### Background and Introduction

The FEC is a committee of Cooper Union's Board of Trustees. It was born out of a Consent Decree issued by the New York State Office of the Attorney General (NYAG or Attorney General) in 2015 to resolve the legal challenge to Cooper Union's decision to begin charging partial tuition. A copy of the Consent Decree, the Court's decision approving it and granting cy pres relief, and other related documents can be obtained on Cooper Union's [website](#).

The Consent Decree states that the Free Education Committee shall (1) examine "whether Cooper Union can return to a sustainable, full-tuition scholarship model that maintains Cooper Union's strong reputation for academic quality within its Architecture, Art, and Engineering programs at their historical levels of enrollment" and (2) "develop and propose a strategic plan" aimed at that purpose. The FEC put forward a recommended plan. After soliciting community feedback and engaging in its own extensive review, discussion, and analysis, the Board amended the FEC's recommended plan and, pursuant to the Consent Decree, approved it on March 14, 2018.

The FEC previously presented interim progress reports on [January 15, 2016](#), [July 1, 2016](#) and [January 15, 2017](#) detailing its activities and interim recommendations.

FEC Members:

- Robert Tan, Committee Chair AR '81 (Alumni Trustee)
- Malcolm King EE '97
- Julian Mayfield A '18 (Student Trustee)
- Paul Nikulin CE '06 (CUAA President, Alumni Trustee)

Adrian Jovanovic (BSE '89) served as a member of the FEC before his untimely passing last summer. Adrian's passion for free education and his commitment to developing a path to achieve it was a strong and important presence on the Committee that we continue to carry with us.

Monica Abdallah (ChE'17) also served on the FEC as a Student Trustee prior to the end of her term in June 2016, providing an important student perspective.

FEC Observers:

- Atina Grossmann (Faculty Representative to the Board of Trustees)
- Amy Westpfahl (Staff Representative to the Board of Trustees)

## CURRENT ACADEMIC AND FINANCIAL STATE OF COOPER UNION

### Enrollment and Current Student Profile<sup>3</sup>

While the Board put significant focus on the financial plan, it was done in the context of a commitment to maintaining Cooper Union's academic quality, reputation, and historic enrollment levels across the schools of Architecture, Art, and Engineering. In order to better understand the impact of tuition, it was important to review enrollment trends pre- and post-tuition. While Cooper has, overall, experienced an 18.5% decline in applications (from 3,383 to 2,756), an increase in admissions rate (from 8.0% to 13.5%), and a decrease in yield (from 76% to 60%), Cooper has maintained an admissions profile consistent with highly selective institutions. The academic profile, as measured by current admission criteria, of new, incoming students to Cooper Union has been consistently high, and Critical Reading and Math SAT scores suggest that students are in the same range of competitiveness now as they were pre-tuition. Significantly, however, we have declined on key measures of diversity. Results vary by school, with the overall numbers being driven by the larger size of the engineering program. These trends are described more fully in Appendix C.

While our admissions profile remains strong, we are eager to understand and address academic and reputational questions that go beyond these basic selection criteria. The Administration will further analyze Cooper Union’s academic profile, quality of education being offered, composition of the student body, and reputation. This work will be reported to the Board’s Academic and Student Affairs Committee, the FEC, and, ultimately, the full Board of Trustees.

**Implications of Cooper Union’s Current Scholarship Policies**

An in-depth review of Cooper scholarships shows that our students continue to receive their education at a uniquely low cost relative to others (but a cost still

too high from our perspective). On average, Cooper Union provides scholarships that cover 76% of tuition costs. For the tuition-paying classes starting in Fall 2014–17, 37% of students under the new tuition policy received 100% full-tuition scholarships; 11% are receiving only the minimum 50% scholarship; all other students are receiving more. Consistent with past practice to ensure that students who are admitted to Cooper Union based on merit can afford to attend, some students with significant financial need also receive additional financial support for non-tuition expenses (e.g., fees, books, housing, other living expenses). In Fall 2017, 23.8% received additional financial aid beyond full-tuition awards.

76%

Currently, Cooper Union provides scholarships that cover 76% of tuition costs on average.

Cooper has maintained an admissions profile consistent with highly selective institutions.

**AS OF OCTOBER 2017**

Scholarship Amount	Number	Percent of Paying Students
Full-tuition Scholarship 100%	298	37%
90–99% of Full Tuition	41	5%
80–89% of Full Tuition	28	4%
70–79% of Full Tuition	16	2%
60–69% of Full Tuition	50	6%
50–59% of Full Tuition	364	46%
<b>Total</b>	<b>797</b>	<b>100%</b>

Note: some of these students took out federal loans.

3 | The measures used in this report to describe Cooper’s admissions profile, such as yield and performance thresholds for the SAT, are established by the U.S. Department of Education. They are commonly used in various ranking systems for institutions of higher education.

# -2.01

Cooper's current Composite Financial Index (CFI) score, a measure of long-term financial health, is -2.01. The Financial Monitor has indicated that a CFI of +4.0 or better will be required to return to full-tuition scholarships.

## Financial Hurdles

As noted in the [FEC's January 2017 Progress Report](#) and the [Financial Monitor's February 2017 Annual Report](#), Cooper Union's finances are stabilizing with respect to annual operations, but we have a significant hole to fill following decades of structural deficits. A number of structural financial challenges were created over decades as the costs of higher education in the United States have risen at a pace that has outstripped our revenue growth, and (absent a massive philanthropic contribution), these challenges cannot be fixed overnight. Simply reducing expenses or generating nominal positive cash flow will not be sufficient to overcome the significant financial challenges that need to be addressed, particularly when considering a sustainable return to full-tuition scholarships for all undergraduate students.<sup>4</sup>

As noted in the 2017 Financial Monitor Report, "the financial condition of Cooper Union is under considerable stress caused by the need for additional liquidity. This need has been driven by persistent operating losses occurring over a period of years, which the Board and the Cooper Union Administration are in the process of addressing. The financial issues Cooper Union faces are not limited to annual operations, however, and we believe a view of the full, long-term financial health of Cooper Union is essential to any assessment of Cooper Union's financial condition."<sup>5</sup>

In the January 2017 Progress Report, the FEC noted that the Board adopted a measure of long-term financial health, the Composite Financial Index (CFI), that will help us assess our capacity to sustain full-tuition scholarships and other programmatic investments over time. The CFI combines four core financial ratios into a single metric that offers a concise measure for understanding the overall financial health of an institution.<sup>6</sup> The CFI scale ranges from -4.0 to +10.0, and based on the draft FY17 audited financial statements, Cooper Union's CFI is -2.01. The Financial Monitor has indicated that, in its opinion, a score of +4.0 or better is likely what will be required for Cooper Union to return to a sustainable full-tuition scholarship model, absent other circumstances that would indicate otherwise.

Because it is an aggregated measure, we have worked to unpack the key components of Cooper Union's financial situation that must be addressed.

## Depleted Reserves

Financially healthy institutions have financial reserves that enable them to withstand unexpected expenses, losses, damages to physical plant, or cash flow shortages. Reserves constitute a "Rainy Day Fund" that can support continued operations (e.g., educate and house students, pay faculty and staff, keep the lights on, maintain the buildings) for a period of time while addressing unexpected events.

4 | Cooper Union's net assets are unusually high for a student body of its size given the college's ownership of the land under the Chrysler Building. While the Chrysler Building generates critical revenue according to a contractual schedule determined by the associated ground lease and tax equivalency payments, the asset is not liquid. Only the scheduled revenue can be used to cover operating expenses and long-term liabilities. The financial challenge comes, in the long-term, from the desire to offer full-tuition scholarships to all students and, in the short-term, from the debt service generated from debt that was previously incurred to cover operating expenses.

5 | Sections IIA and IIB of the [Financial Monitor's February 2017 Annual Report](#) provide a very helpful summary of Cooper Union's financial condition and the impact of accumulated deficits.

6 | See Appendix A of the [FEC's January 2017 Progress Report](#) for a more complete description of the CFI and how it applies to Cooper Union.

7 | We have a contractual obligation to repay these funds. Failure to do so would force our lenders to put us in default and threaten Cooper Union's survival by putting our revenue and assets at risk.

Organizations that are financially resilient maintain operating and capital reserves (cash surpluses) in an amount equal to or greater than their long-term liabilities and at least four to six months of operating expenses. Presently, Cooper Union's operating and capital reserve is negative. Although Cooper has a positive cash balance, it was generated by using debt (the Bridge Loan) to fund operating deficits. Since we must repay those funds<sup>7</sup>, they are not a cash surplus, and therefore not a Rainy Day Fund. We have no Rainy Day Fund.

To cover unexpected interruptions in operations, building damage, and our long-term debt obligations in the event of a major crisis (e.g.,

market crash, recession), Cooper Union needs to fund a minimum of \$152 million in cash and investments in addition to monies being used or put aside for known liabilities that are explained further below (i.e., deferred maintenance and post-retirement health care costs). This, along with the other actions we are taking, would enable us to achieve a CFI of +4.0, a level of financial health that supports a return to full-tuition scholarships. Additional analyses suggest that our longer-term goal should be a higher level of reserves. Colleges and rating agencies typically look at two additional metrics: 1) Cash & Investments relative to Debt and 2) Available Cash & Investments relative to Net Liabilities. At the end

of the proposed plan in FY 2028, Cooper Union would still be below relevant benchmarks for both ratios. Although we will be on a path to return to full-tuition scholarships while building this additional reserve of \$152 million and reaching a CFI of +4.0, we should continue to build up reserves in the years after.

The table below summarizes all three ratios for Cooper Union's FY2016 audit year (the most recent at the time the plan was developed), the levels projected in the plan for FY28, and select colleges from four comparison groups.

Metric	Cooper Union FY2016	Cooper Union FY2028	S&P-Rated BBB- to A-	Peer Colleges	Small Competitive Colleges	S&P-Rated A- and Above
CFI	-2.1	3.9	2.0 – 4.7	4.5 – 6.6	3.8 – 7.9	4.8 – 7.2
Cash & Investments to Debt	0.7x	2.2x	0.7x – 3.4x	1.0x – 7.1x	3.1x – 22.0x	3.5x – 18.8x
Available Cash & Investments to Liabilities Net	0.21	0.76	0.5x – 1.7	0.7x – 4.2x	1.4x – 22.4x	1.9x – 14.7x

### Debt

Debt service currently consumes 19% of Cooper Union’s operating budget and, beginning in FY19 when principal payments for the MetLife loan begin, is projected to consume 23%. Experts recommend that debt service not consume more than 7% of an institution’s operating budget.<sup>8</sup> We must work to reduce this burden by continuing to pay down our debt.

In addition, the Bridge Loan, which was taken out in 2014, has a \$39 million balloon payment in 2034. Since the loan has a significant prepayment penalty, we will need to either self-amortize (by reserving cash each year to fund the 2034 payment) or refinance. Given market and interest rate uncertainties and our current financial condition (problematic debt service and reserve levels), Cooper Union will begin self-amortizing the Bridge Loan debt beginning in FY 2019. That will afford us the economic freedom in 2034 to choose whether to refinance or pay off the debt, depending on which option is in Cooper Union’s best financial interest. In the event that refinancing is an economically viable and advantageous option, we will still have the choice to pursue that route, but Cooper Union cannot, under any circumstances, find itself unable to pay that debt when due if refinancing is not viable. The

college’s \$175 million loan from MetLife is self-amortizing and will be paid off in 2036, and the Financial Monitor has noted that it would be ideal to have both loans repaid by then.

### Deferred Maintenance

The February 2017 Financial Monitor Report highlighted the significant mismatch on two fronts related to our physical plant:

a) net plant assets vs. debt and  
b) the significant gap between depreciation and capital expenditures. Net plant assets are \$161.4 million while related debt is \$175.0 million. In addition, as the Financial Monitor pointed out, “the depreciation of assets at a rate faster than the liquidation of debt, without a renewals and replacements reserve, further supports the conclusion that Cooper Union is under-investing in capital.”

Regardless of whether we use depreciation as a measure, we need to invest at least \$2.5 million per year in capital expenditures (vs. \$1.5 million currently being spent annually) to address this imbalance.

8 | “Generally accepted ranges for investment grade-rated institutions are 3 to 5 percent for large public universities and 5 to 7 percent for smaller private institutions.” (source: [http://www.nacubo.org/Business\\_Officer\\_Magazine/Magazine\\_Archives/March\\_2014/All\\_Debt\\_on\\_Deck.html](http://www.nacubo.org/Business_Officer_Magazine/Magazine_Archives/March_2014/All_Debt_on_Deck.html))

**Post-Retirement Medical Benefits**

Cooper Union provides health insurance for its employees after they retire but has not put money aside to pay these costs. Based on actuarial estimates, we will likely be required to pay \$48 million for those currently in the plan, and this is likely to grow as retirements and life expectancies increase. In FY 2017, Cooper Union spent \$940,000 on post-retirement health insurance (vs. \$900,000 in FY16 and \$800,000 in FY15).

The plan seeks to ensure that we are budgeting sufficient resources to cover these costs, and we will explore how to contain this growing cost in the future.

The table below summarizes these challenges and the overall financial climb needed in the coming years.

To return to full-tuition scholarships and long-term financial sustainability, we will need to generate approximately \$250 million in new resources for Cooper Union.

**FINANCIAL NEED**

(\$000's)

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<b>Operating and Capital Reserve</b>	152,000
<b>Deferred Maintenance</b>	11,500
<b>Bridge Loan Principal @ Maturity</b>	39,000
<b>Post-Retirement Health Insurance</b>	48,000
<hr/>	
<b>Total Need</b>	<b>250,500</b>

To return to full-tuition scholarships and long-term financial sustainability, we will need to generate approximately \$250 million in new resources for Cooper Union. As noted above and described in more detail below, the Committee believes that Cooper Union can generate these resources through a combination of expense cuts, increased fundraising, increased earned revenue, and special initiatives.

An accelerated return to full-tuition scholarships is possible with rigorous expense management and collaborative fundraising at significantly higher levels.

## APPROVED PLAN

### Plan to Overcome Financial Hurdles

In the 2017 Progress Report, the FEC's financial projections indicated that Cooper Union could return to a sustainable full-tuition under-graduate scholarship model in FY 2039. The report and accompanying projections highlighted that financial challenges, which were decades in the making, may not be quickly or easily resolved. At the same time, the FEC was committed to identifying changes to our current operating model that could accelerate this timeline and noted that the Committee "feels strongly that Cooper Union must return to a sustainable full-tuition scholarship model sooner and with more certainty than the 2039 baseline date." The FEC challenged itself to take an even closer look at its underlying assumptions and to explore additional revenue and expense opportunities. As a result of those efforts, the timeline has been cut in half. *This means that, as a community, we must be prepared to make hard choices with respect to expense management and collaborate to fundraise at significantly higher, but we believe achievable, levels.* While a 10-year timeline is an aggressive one, we believe it is necessary and urge administrative leadership and the broader Cooper community to rally around this challenge in tandem with the Board.

As noted previously, all plans have inherent risk, as nobody can predict the future. The plan seeks to mitigate our overall risk by including

a diverse array of initiatives to pursue now and by holding additional options in reserve so that, if one initiative does not unfold as planned, there are others to mitigate the impact. The combination of activities includes a mix of revenue and expense initiatives, as well as more realistic assessments about key assumptions. A partial listing of the various initiatives follows, with a more detailed overview later in the report. Each of these initiatives is being timed to maximize the financial impact while allowing for enough time for smooth implementation.

### Revenue Initiatives:

- Reduce average graduate program scholarships from 66% to 25% by FY23, beginning in FY20 (with a goal of increasing graduate program scholarships after we have achieved 100% undergraduate scholarships)
- Grow building and facility rentals by 3% beginning in FY19
- Increase annual ancillary revenue by \$250,000
- Increase current-use fundraising by an average of \$1.2 million (or 25%) annually over the next five years and by an average of 11% annually for the next five years thereafter.

9 | Beyond this, opportunities to reduce expenses should be explored on an annual basis.

**Expense Management Initiatives:**

- Realize additional savings in annual operating expenses of \$1.5 million by FY20<sup>9</sup> through a combination of:

Reducing rental costs at 30 Cooper Square by half

Reducing personnel and non-personnel expenses through increased operating efficiencies

Updating the employee benefits plan to more cost-effective options<sup>10</sup>

**Investments in Cooper Union's Future:**

- Increase annual capital improvement levels to address documented deficiencies, building to \$2.5 million per year by FY22
- Increase annual investments in current and new academic programs, building to \$3.0 million per year by FY25, if we meet the fundraising targets set forth in the plan

**Revised Financial Assumptions:**

- Increase expected annual growth on tax equivalency payments<sup>11</sup> from 1% to 2% beginning in FY19 to better reflect historical trends and probable future results
- Reduce costs associated with severance, President's residence, and Consent Decree expenses, which were unnecessarily included in prior projections, beginning in FY19

In addition to the above initiatives included in the core financial plan, initiatives that have a more

uncertain financial impact or time horizon will also be pursued. Because of this uncertainty, the current projections do not include these initiatives. If they are successfully implemented in the future, they might further accelerate a return to full-tuition scholarships.

**Additional Initiatives:**

- Further reduce rental space/costs at 30 Cooper Square (i.e., explore complete elimination of our lease at 30 Cooper Square and other space efficiencies)
- Increase summer dorm rental revenue
- Refinance/restructure Cooper Union's long-term debt
- Capital campaign and/or a designated fund that would serve as an accelerator fund to support 100% tuition scholarships
- Board discussion of the sale of the Stuyvesant-Fish House (current President's residence)

There are also potential initiatives that have additional downsides, which we will only pursue if the core components of the plan do not materialize and/or the downsides can be significantly reduced or eliminated. These items have been placed in what we call the "bullpen."

**Bullpen:**

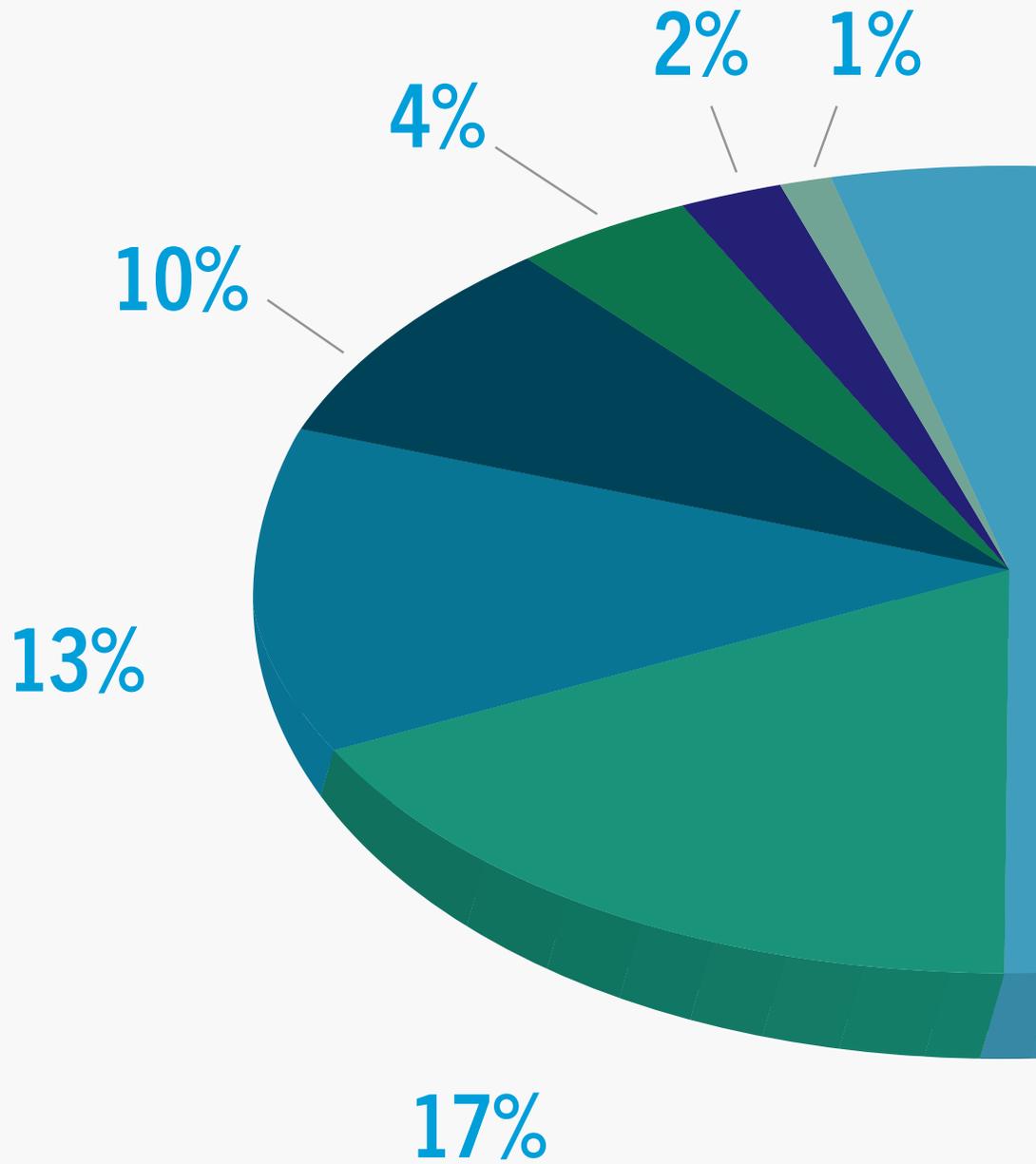
- Renting out the first floor of the Foundation Building (e.g., develop as retail, office space)
- Sale of the Residence Hall/Dorm

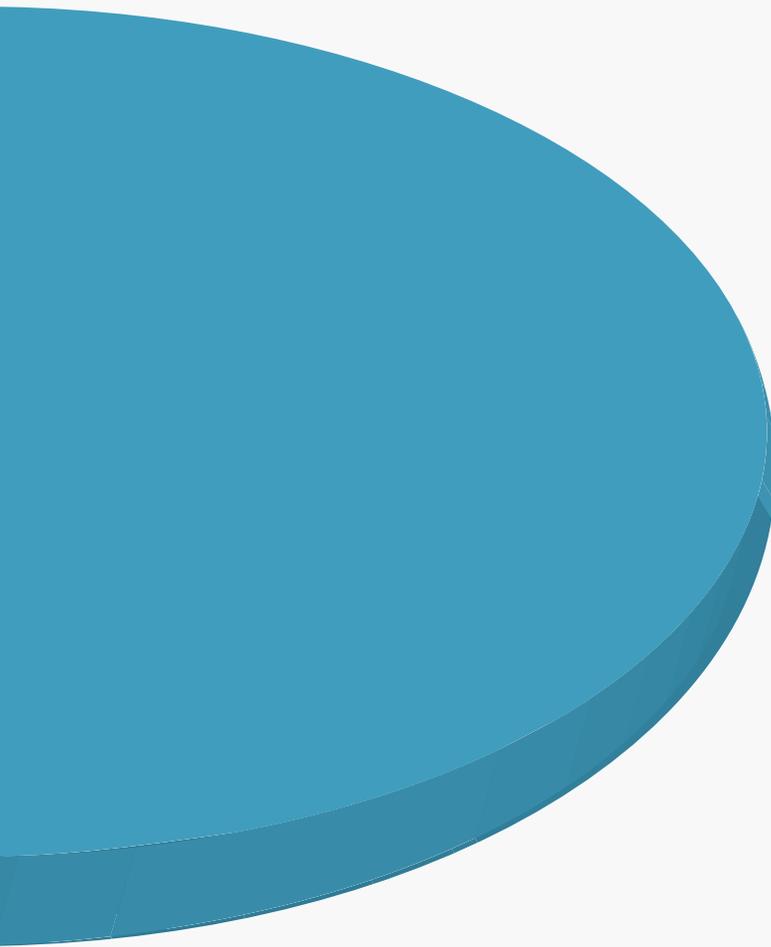
**Additional initiatives may further accelerate the plan. Bullpen ideas are on standby to support the plan should a core initiative not develop as expected. These ideas do have downsides and will only be pursued if those downsides are reduced or eliminated.**

10 | We believe there are alternative health care designs that still provide high-quality choices but at lower costs. Cooper Union will be working with consultants with significant experience in higher education benefits who can inform us of comparable structures.

11 | An amount equivalent to the real estate taxes that would be payable on the real property were it subject to taxation.

## FINANCIAL CONTRIBUTION OF PLAN INITIATIVES

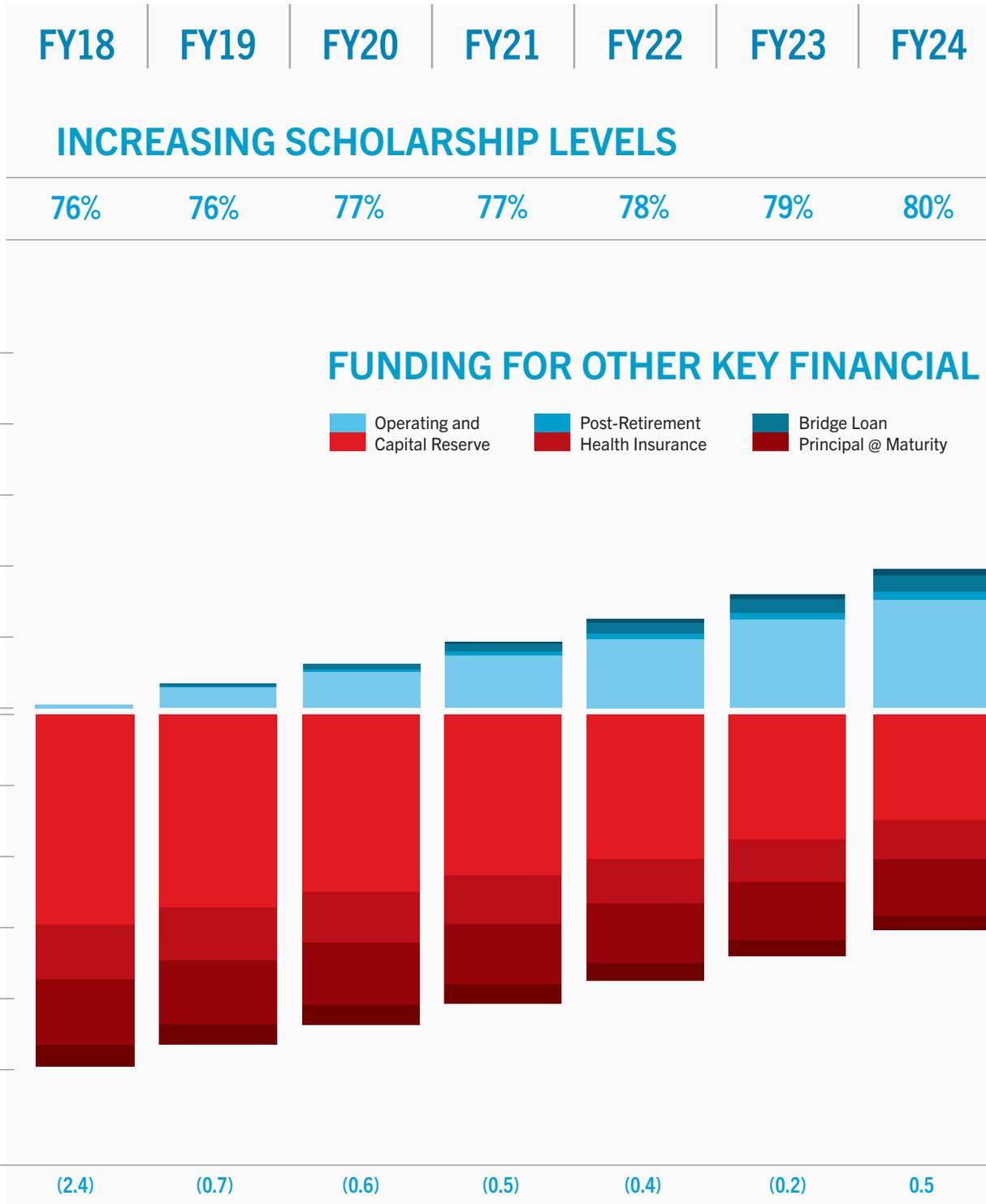




53%

- |   |   |   |   |  |   |
|---|---|---|---|--|---|
|  | Annual Increases of Current-Use Fundraising   |  | Additional \$1.5MM Annual Expense Savings   |  | 3% Annual Growth in Building and Facility Rentals |
|  | Other Revised Financial Assumptions (Reduced severance, President's residence, and Consent Decree Expenses) |  | Reduce Graduate Program Scholarships to 25% |  |   |
|  | Increase in Growth Rate of Tax Equivalency Payments   |  | Additional \$250K Annual Ancillary Revenue  |  |   |

# ALLOCATION OF RESOURCES TO KEY FINANCIAL PRIORITIES



FY25

FY26

FY27

FY28

FY29

FY30

FY31

83%

86%

89%

93%

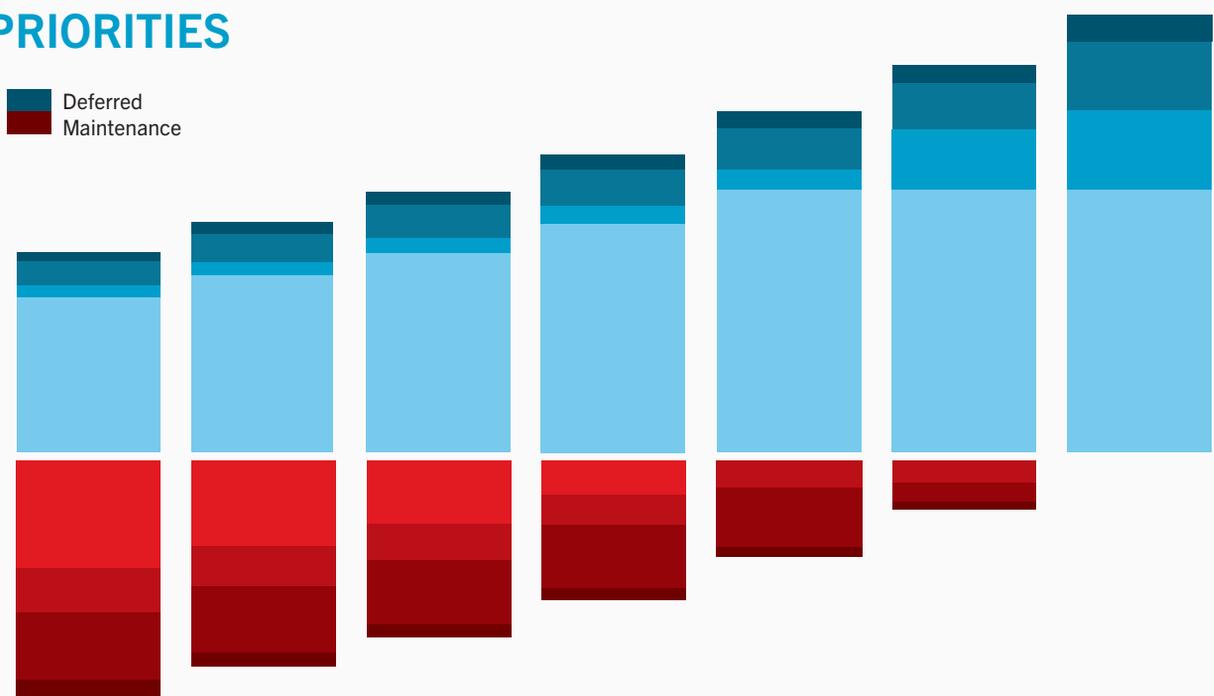
100%

100%

100%

## PRIORITIES

Deferred  
Maintenance



REMAINING NEED

1.3

2.0

2.9

3.9

5.2

6.2

6.8

Early success is important to demonstrate that Cooper Union has the management discipline and fundraising capacity to execute the full plan.

The plan only addresses tuition scholarships. Cooper Union will continue to award non-tuition support to those with the greatest financial need.

It is important to note that future implementation of strategies that are currently in the “bullpen” will be considered and evaluated as appropriate given evolving circumstances over time. New ideas and strategies may also be recommended as they arise, provided they fit within the overall strategy, have a reasonable assurance of success, and do not put Cooper or its overall strategy at risk.

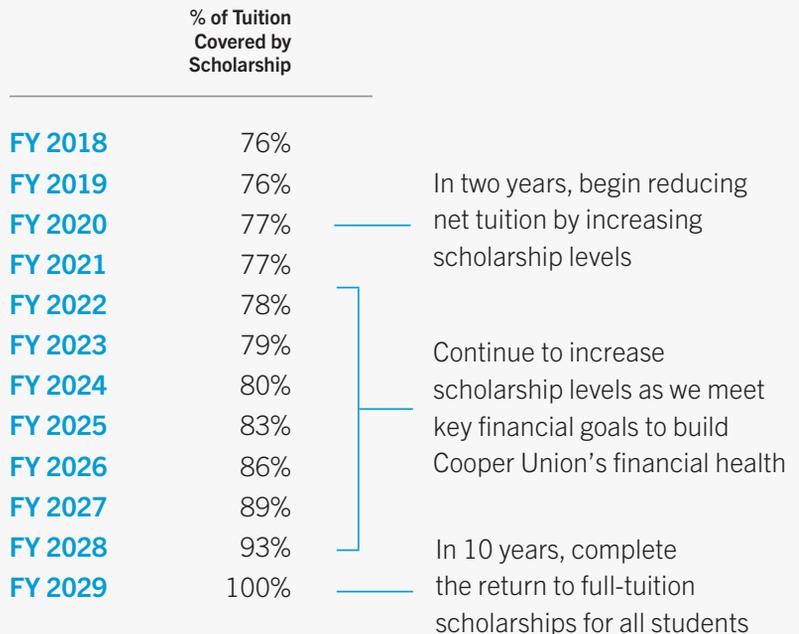
**Starting the Return to Free in FY 2020**

While the financial plan projects a return to full-tuition scholarships by FY29, we believe it is important to begin making progress on that path now by increasing scholarship levels (and thus reducing the net tuition paid by students) as early as FY20, *if we hit our early fundraising, expense reduction, and operating*

*cash surplus benchmarks.* This is critical to both ensure that the resources are available to begin increasing tuition scholarships responsibly and to provide early indications that Cooper can achieve the management discipline and fundraising capacity that will be necessary to execute the full plan.

Although the incremental approach may delay a return to full-tuition scholarships for all undergraduate students by approximately two years, the Board felt strongly that this approach best demonstrates its commitment in a tangible and credible manner.

The financial model provides for overall increases in the average scholarship rate according to the following schedule:



12 | Scholarship levels will be committed through a student’s tenure at Cooper Union. In other words, if a student is enrolled with a 100% scholarship, Cooper Union will commit to that scholarship for the student’s entire time at Cooper (assuming on-time graduation). Any downward adjustments to scholarship policy levels that need to be made in the event of extreme financial challenge will only be applied to future students.

13 | Current-use contributions can be spent down in their entirety. They are typically spent over a relatively short period of time (usually within three years) and have an immediate impact. They can be either unrestricted or restricted.

The scholarship levels provided on the previous page are for tuition scholarships only. Consistent with past practice, Cooper Union will continue to award non-tuition support for other costs of attendance (e.g., fees, books, housing) to those with the greatest financial need to ensure that those who are admitted based on merit can afford to enroll. Cooper Union will also continue the practice of passing the amount of Pell grants through to those who are awarded them to cover non-tuition costs of attending Cooper Union. In order to achieve these scholarship levels, we need to attain the financial goals listed in the table below:

If we miss these targets by more than 5% on a cumulative basis (i.e., over the course of the plan), we will need to analyze the cause of the deficiency and adjust the plan accordingly, including implementing bullpen initiatives, stopping or limiting scholarship increases or, in an extreme case, reversing scholarship levels for future students<sup>12</sup> until we can get back on track. (See Appendix B for additional detail on Guardrails.)

#### Risks and Mitigating Factors

Each of these initiatives, whether in the core financial plan, the additional initiatives, or the bullpen, has risks. These risks and the approaches to mitigate them are described in the summary of each initiative. In addition to the initiative-specific risks, there are several overall risks to the plan:

- **The Economy:** A major recession or general economic downturn would negatively impact multiple aspects of the plan—fundraising, tax equivalency payments, enrollment (and therefore tuition), ancillary earned revenue such as space rentals, etc. We will mitigate this risk by adhering to guardrails that tie scholarship increases to financial targets, as described previously. Significantly, many of these are risks we cannot control. We can only take them into account and prepare for them by building healthy reserves.

## FINANCIAL GOALS/TARGETS (\$000'S)

	Cash Surplus/(Deficit)	Current-Use Fundraising <sup>13</sup>	Operating Expenses	Cash and Investments Balance
<b>FY 2018</b>	(50)	3,225	54,126	155,369
<b>FY 2019</b>	13,294	4,992	53,958	172,299
<b>FY 2020</b>	11,869	6,011	54,350	188,535
<b>FY 2021</b>	11,881	7,094	55,815	205,585
<b>FY 2022</b>	12,113	8,260	57,353	223,506
<b>FY 2023</b>	12,958	9,449	58,574	242,935
<b>FY 2024</b>	12,988	10,671	60,462	263,113
<b>FY 2025</b>	11,117	11,936	62,271	282,166
<b>FY 2026</b>	10,524	13,245	63,854	301,321
<b>FY 2027</b>	9,925	14,678	65,483	320,576
<b>FY 2028</b>	13,714	16,234	67,010	344,320
<b>FY 2029</b>	16,017	17,824	68,737	371,258

# 5.0%

Cooper Union must stay within 5% of critical financial targets over the course of the plan; otherwise we will have to adjust.

- **Expenses/Inflation:** Expense projections are very tight at 2% growth on non-compensation expenses throughout the projection period. This will be challenging to maintain as inflation is likely to outpace the 2% rate. We are mitigating this by investing a portion of increased fundraising in the academic program. While the investment relative to the overall budget is relatively minor (less than 5% of the overall budget), we will expend the resources strategically to maximize their impact on the quality of the academic program. To further address this risk, we have built an average annual contingency of \$500,000 into the plan.
- **Investment Market:** Uncertainty in the investment market introduces uncertainty into our revenue stream, particularly as the endowment grows over time. While we will base projections on historical performance and expert views about future dynamics, there is no way to guarantee that past performance or analyst expectations will be indicative of future results. As noted previously regarding a potential recession, we will mitigate this risk by creating financial guardrails that tie scholarship increases to financial targets in the model.
- **Federal and State Policy:** Until regulations are crafted, the extent to which the recently passed federal tax plan will impact Cooper Union is unclear, but it will impact Cooper. Most experts anticipate a reduction in charitable contributions, and some colleges and universities, including Cooper Union, might be subject to a new endowment tax. In addition, changes to federal and state grant programs for student financial support could reduce the resources Cooper has available to increase scholarship levels or provide non-tuition aid.

- **Priorities of Current and Future Boards and Administrations:**

If a board and administration decide that this plan is no longer a priority, they could try to reverse course. This risk is mitigated by the ongoing requirement in the cy pres order that “At any time tuition is being charged. . .Cooper Union is required to make ongoing, good faith efforts to determine whether it is practical to return to a free-tuition model. . .” Further, “[i]f it is practical to return to such a free-tuition model, Cooper Union must expeditiously develop and implement a plan to do so [and] . . .maintain that model as long as it is practical.” To modify the order which issued the cy pres relief, Cooper Union would have to petition the court and receive approval by the Attorney General of the State of New York.

- **Unknown Risks:** We live in uncertain times, and we cannot predict every risk. What we know for sure is that, for better or worse, things will not go precisely according to plan. Cooper Union can mitigate this uncertainty by rigorously monitoring performance against the plan, analyzing positive and negative variances, staying vigilant about emerging dynamics that could impact us, setting up clear guidelines for future Boards, and staying as flexible as we can to maximize our resilience to unexpected change.

In addition to the mitigation strategies below, we will also regularly evaluate bullpen initiatives that could be pursued.

### **Projections**

The schedule on the following page summarizes the financial projections that incorporate the core financial components of the plan, as articulated above. A more detailed set of projections can be found in Appendix A.

# \$500K

We have built an average annual contingency of \$500,000 into the plan.

# CASH AVAILABLE FOR KEY PRIORITIES—POST INITIATIVES

(000's)

	FY18	FY19	FY20	FY21	FY22	FY23	FY24
<b>Cost of School Operations:</b>							
Salaries & Wages	(28,836)	(28,407)	(28,911)	(29,408)	(29,922)	(30,201)	(30,922)
Benefits & Taxes	(10,696)	(10,805)	(10,614)	(10,919)	(11,242)	(11,466)	(11,902)
Non-Personnel Expenses	(14,595)	(14,078)	(13,789)	(14,061)	(14,339)	(14,622)	(14,911)
Programming Initiatives		(668)	(1,036)	(1,428)	(1,852)	(2,284)	(2,728)
<b>School Operating Cost</b>	<b>(54,127)</b>	<b>(53,958)</b>	<b>(54,350)</b>	<b>(55,816)</b>	<b>(57,354)</b>	<b>(58,574)</b>	<b>(60,462)</b>
<b>Capital Expenditures:</b>							
Annual Capital Expenditures	(1,520)	(1,520)	(1,520)	(1,520)	(1,520)	(1,520)	(1,520)
<b>Capital Expenditures</b>	<b>(1,520)</b>						
<b>Debt Service:</b>							
Interest - Met Life Loan	(10,273)	(10,225)	(9,926)	(9,574)	(9,200)	(8,804)	(8,384)
Principal - Met Life Loan	-	(3,253)	(5,842)	(6,195)	(6,568)	(6,964)	(7,384)
Interest - Bridge Loan	(2,718)	(2,718)	(2,718)	(2,718)	(2,718)	(2,718)	(2,718)
Principal - Bridge Loan	-	-	-	-	-	-	-
<b>Debt Service</b>	<b>(12,990)</b>	<b>(16,196)</b>	<b>(18,486)</b>	<b>(18,486)</b>	<b>(18,486)</b>	<b>(18,486)</b>	<b>(18,486)</b>
<b>Total School Expenditures</b>	<b>(68,637)</b>	<b>(71,674)</b>	<b>(74,356)</b>	<b>(75,822)</b>	<b>(77,360)</b>	<b>(78,580)</b>	<b>(80,468)</b>
<b>Revenue:</b>							
Real Estate	47,447	59,922	60,472	61,034	61,606	62,191	62,787
Undergraduate Tuition Before Accelerated Scholarship Increases, Net	7,899	8,136	8,380	8,633	8,891	9,158	9,433
Graduate Tuition, Net	555	572	790	994	1,211	1,439	1,482
Fees	3,656	3,695	3,735	3,776	3,817	3,858	3,900
Rental Income and Other	2,980	3,312	3,396	3,483	3,573	3,665	3,760
Contributions	3,225	4,992	6,011	7,094	8,260	9,449	10,671
Endowment Payout	2,825	4,590	4,611	4,528	4,646	4,776	4,915
<b>Total School Revenue</b>	<b>68,587</b>	<b>85,219</b>	<b>87,396</b>	<b>89,542</b>	<b>92,004</b>	<b>94,535</b>	<b>96,948</b>
<b>Cash from Operations Available for Key Financial Priorities</b>	<b>(50)</b>	<b>13,545</b>	<b>13,041</b>	<b>13,719</b>	<b>14,643</b>	<b>15,955</b>	<b>16,479</b>
<b>Key Financial Priority Expenditures:</b>							
Accelerated Scholarship Increases			(672)	(1,089)	(1,530)	(1,997)	(2,491)
Deferred Maintenance	-	(250)	(500)	(750)	(1,000)	(1,000)	(1,000)
<b>Cash Available for Other Key Financial Priorities Before Interest in Excess of Endowment Payout:</b>	<b>(50)</b>	<b>13,295</b>	<b>11,869</b>	<b>11,880</b>	<b>12,113</b>	<b>12,958</b>	<b>12,988</b>
Interest in Excess of Endowment Payout and Bridge Loan Self Amortization	2,550	577	1,275	2,048	2,655	3,287	3,973
<b>Cash Available for Other Key Financial Priorities</b>	<b>2,500</b>	<b>13,872</b>	<b>13,144</b>	<b>13,928</b>	<b>14,768</b>	<b>16,245</b>	<b>16,961</b>
<b>Allocation to Key Financial Health Reserves:</b>							
Operating and Capital Reserve	(2,500)	(11,631)	(10,829)	(11,536)	(12,295)	(13,689)	(14,317)
Bridge Loan Principal @ Maturity Reserve		(1,741)	(1,815)	(1,892)	(1,973)	(2,056)	(2,144)
Post-Retirement Health Insurance Reserve		(500)	(500)	(500)	(500)	(500)	(500)
Deferred Maintenance Expenditures from Above	(2,500)	(13,872)	(13,144)	(13,928)	(14,768)	(16,245)	(16,961)
		(250)	(500)	(750)	(1,000)	(1,000)	(1,000)
<b>Key Financial Health Priorities Achieved</b>	<b>(2,500)</b>	<b>(14,122)</b>	<b>(13,644)</b>	<b>(14,678)</b>	<b>(15,768)</b>	<b>(17,245)</b>	<b>(17,961)</b>

FY25	FY26	FY27	FY28	FY29	FY30	FY31	Total
(31,695)	(32,487)	(33,299)	(34,132)	(34,985)	(35,860)	(36,757)	(445,821)
(12,371)	(12,860)	(13,371)	(13,905)	(14,462)	(15,044)	(15,651)	(175,308)
(15,205)	(15,506)	(15,813)	(15,973)	(16,289)	(16,611)	(16,939)	(212,731)
(3,000)	(3,000)	(3,000)	(3,000)	(3,000)	(3,000)	(3,000)	(30,996)
<b>(62,271)</b>	<b>(63,853)</b>	<b>(65,483)</b>	<b>(67,010)</b>	<b>(68,736)</b>	<b>(70,515)</b>	<b>(72,347)</b>	<b>(864,856)</b>
(1,520)	(1,520)	(1,520)	(1,520)	(1,520)	(1,520)	(1,520)	(21,280)
<b>(1,520)</b>	<b>(21,280)</b>						
(7,939)	(7,467)	(6,966)	(6,435)	(5,872)	(5,276)	(4,643)	(110,983)
(7,829)	(8,302)	(8,802)	(9,333)	(9,896)	(10,493)	(11,125)	(101,987)
(2,690)	(2,635)	(2,575)	(2,507)	(2,430)	(2,343)	(2,247)	(36,453)
(1,159)	(1,282)	(1,437)	(1,626)	(1,828)	(2,043)	(2,271)	(11,647)
<b>(19,617)</b>	<b>(19,686)</b>	<b>(19,781)</b>	<b>(19,901)</b>	<b>(20,026)</b>	<b>(20,155)</b>	<b>(20,286)</b>	<b>(261,070)</b>
<b>(83,408)</b>	<b>(85,059)</b>	<b>(86,783)</b>	<b>(88,431)</b>	<b>(90,282)</b>	<b>(92,190)</b>	<b>(94,153)</b>	<b>(1,147,206)</b>
63,395	64,015	64,648	69,543	74,452	75,123	75,808	902,442
9,716	10,006	10,307	10,616	10,934	11,262	11,600	134,971
1,526	1,573	1,619	1,668	1,718	1,770	1,822	18,739
3,943	3,986	4,029	4,073	4,118	4,163	4,209	54,958
3,858	3,958	4,062	4,169	4,279	4,392	4,509	53,396
11,936	13,245	14,678	16,234	17,824	19,598	21,536	164,753
5,058	5,205	5,354	5,505	5,657	5,810	5,965	69,444
<b>99,432</b>	<b>101,988</b>	<b>104,697</b>	<b>111,808</b>	<b>118,981</b>	<b>122,118</b>	<b>125,449</b>	<b>1,398,704</b>
<b>16,024</b>	<b>16,929</b>	<b>17,913</b>	<b>23,377</b>	<b>28,699</b>	<b>29,928</b>	<b>31,296</b>	<b>251,498</b>
(3,906)	(5,404)	(6,988)	(8,663)	(11,682)	(12,010)	(12,348)	(68,780)
(1,000)	(1,000)	(1,000)	(1,000)	(1,000)	(1,000)	(1,000)	(11,500)
<b>11,118</b>	<b>10,525</b>	<b>9,925</b>	<b>13,714</b>	<b>16,017</b>	<b>16,918</b>	<b>17,948</b>	<b>171,218</b>
4,688	5,350	6,016	6,683	7,540	8,532	9,603	64,777
<b>15,806</b>	<b>15,875</b>	<b>15,941</b>	<b>20,397</b>	<b>23,557</b>	<b>25,450</b>	<b>27,551</b>	<b>235,995</b>
(13,071)	(13,045)	(12,512)	(16,865)	(19,710)	-	-	(152,000)
(2,235)	(2,330)	(2,429)	(2,532)	(2,640)	(2,752)	(12,461)	(39,000)
(500)	(500)	(1,000)	(1,000)	(1,207)	(22,698)	(15,090)	(44,995)
(15,806)	(15,875)	(15,941)	(20,397)	(23,557)	(25,450)	(27,551)	(235,995)
(1,000)	(1,000)	(1,000)	(1,000)	(1,000)	(1,000)	(1,000)	(11,500)
<b>(16,806)</b>	<b>(16,875)</b>	<b>(16,941)</b>	<b>(21,397)</b>	<b>(24,557)</b>	<b>(26,450)</b>	<b>(28,551)</b>	<b>(247,495)</b>

What are the school's expenditures?

How do we pay for them?

What else do we need for financial health?

## REVIEW OF PROCESS

The paragraphs below outline the process by which the FEC went about its work.

### 2016

As described in the January 2017 Progress Report, the FEC focused its early efforts on establishing roles, responsibilities, and process; researching and debating various financial measures to help assess Cooper Union's financial condition and monitor improvement, especially given its unique asset base; and researching and analyzing Cooper Union's cost structure to identify areas of opportunity. As a result, in 2016, the FEC successfully:

- Collaborated with the Board to establish the Roles and Responsibilities of the FEC and how it should interface with the Board and the other committees in order to identify, research, and analyze proposed initiatives. This is how the FEC, Finance, and other Committees engaged throughout 2017. (See Appendix D.)
- Encouraged the Board and Administration to secure an additional \$6.2 million in ongoing cost savings (in addition to the \$2.9 million identified in the prior year), resulting in total projected annual budget reductions of \$9.1 million, or 17% of operating expenses excluding debt service, capital, and auxiliary expenses. As planned, these expenses are currently being implemented over a three-year<sup>14</sup> period to ensure smooth transitions.
- Investigated various measures of financial health for institutions of higher education, assessed Cooper Union's performance with respect to these measures, and

worked with the Financial Monitor, the Finance Committee, and the Board to develop a framework for evaluating the financial conditions under which Cooper Union could return to a full-tuition scholarship model that is sustainable.

- Began the work to research and analyze the following potential efforts to accelerate a return to free tuition:
  1. Refinancing (or renegotiating) Cooper Union's debt.
  2. Financial engineering solutions (e.g., a "sandwich lease") that generate cash today from Chrysler Building rents otherwise owed to Cooper Union in the future (as long as they create a net advantage for Cooper Union).
  3. Major capital campaign and/or other fundraising efforts.
  4. Possible near-term steps to show progress along the path to restoring sustainable full-tuition scholarships.
  5. Strategic examination of whether there are other approaches for operating Cooper Union, while maintaining the three schools, historic enrollment levels, and high academic quality.

### 2017

#### Identifying Initiatives to Pursue

As noted previously, the FEC committed to spending 2017 to identify, analyze, and prioritize new revenue and expense initiatives that could significantly accelerate the time frame to return to full-tuition scholarships. In early 2017, the Committee inventoried and prioritized potential initiatives and the analyses that would be needed to assess their feasibility, financial contribution, potential reputational risk, and programmatic trade-offs, if any. The Committee also identified the ways in which it would engage other Board committees in this work, particularly the Finance & Business Affairs Committee and the Alumni Affairs & Development Committee. The work plan covered everything from a review of organizational and staffing analyses to identification of additional cost savings to developing ancillary revenue streams and new fundraising approaches. The FEC developed the initial work plan, circulated it to other committees and the full Board, and incorporated their additions and feedback into a final plan for the year.

#### Roles, Responsibilities, and Process of Engagement

While the FEC was charged with the primary responsibility of developing a plan to return to a sustainable full-tuition scholarship model, the Committee sought the engagement of various constituents in the process. The Committee sought input from other Trustees and

Faculty and Staff Representatives to the Board, and provided updates to the full Board at each of its quarterly Board meetings. These were important against the backdrop of the broader strategic planning work that the Board is doing.

Engagement with the Finance & Business Affairs Committee was particularly important as that committee was responsible for analyzing and recommending the key financial metrics to evaluate initiatives, such as debt restructuring options, and Cooper's overall financial health on both annual operating and long-term bases. The FEC also met jointly with the Finance & Business Affairs Committee last summer to review pre- and post-tuition enrollment and scholarship trends and the implications to Cooper Union's finances, student body, and academic profile.

Beyond the Board, the FEC also sought to gather input from the broader Cooper community of alumni, faculty, staff, and students by hosting gatherings with these groups.<sup>15</sup> Committee members, other Trustees, and President Sparks have attended these meetings in order to answer questions, address the community's concerns, and solicit ideas and insights. The primary goal of these meetings was to engage the Cooper community in discussion, to inform attendees of the hard work necessary to return to full-tuition scholarships for all, to generate new ideas, and to try to foster an atmosphere of healing and trust. Key takeaways from these meetings are summarized here and included in more detail in Appendix E.

- All groups appeared to be almost uniformly in support of returning to full-tuition scholarships for all, but they vary on how quickly the return should be with some placing a greater emphasis on long-term financial health while others suggested that a quicker return is necessary to reduce reputational harm and more likely to generate financial support from alumni.
- All groups are focused on ensuring that the quality of the school (measured by students, faculty, and programming) does not decline. Some feel that full-tuition scholarships drive quality; others feel that investment in the academic program is more or equally important.
- All groups seem to be in favor of increasing scholarships incrementally along the path to free tuition (as opposed to waiting until we could implement a full-tuition scholarship model all at once), but there is no clear consensus on how incremental resources should be allocated (e.g., based on financial need, evenly across the student body, by year/class.)
- All groups indicated a need to proactively change the narrative about Cooper from a negative story to a positive one. Many in the community were surprised to learn that over 37% of students are still receiving 100% scholarships. Clearly, our communications efforts must be addressed.

14 | With the exception of the faculty retirement program, which starts achieving cost savings in FY21 and is projected to achieve the full benefit of savings by FY23

15 | In 2017, the FEC convened meetings with students on April 26, faculty and staff on May 3, and alumni on October 11, but attendance was not as high as hoped. The President held open houses where the topic was also discussed. The CUA President was elected to the Board and appointed to the FEC in July 2017. In addition, after the FEC published its Recommended Plan, the Administration, FEC, and other Trustees held six additional Community Feedback Sessions (for students January 30, 2018; for faculty/staff February 2, 2018; for alumni January 29, 2018; for the full community February 7, February 13 and March 7, 2018). Multiple sessions were livestreamed. A dedicated online community feedback form was also established. [A compilation of questions](#) that were submitted in person or via email were posted with responses on Cooper's website.

## ANALYSES AND ASSESSMENTS OF INITIATIVES

The FEC spent much of the year analyzing the full inventory of initiatives that it developed in early 2017. For each initiative, the Committee sought to understand the opportunity and its impact on finances, academics, student experience, fundraising prospects, alumni experience, reputation, and other intangibles. The Committee also identified risks associated with each initiative and steps that could be taken to mitigate those risks. From this the Committee recommended and the Board decided whether or not to include the initiative in the plan or put it in the bullpen. A summary of each key analysis is provided below.

### INITIATIVE NAME

## DEBT REFINANCING

RECOMMENDED (YES/NO/BULLPEN): Yes (Additional Initiative)

### SUMMARY OF THE OPPORTUNITY

Refinance MetLife and/or Bridge loans at lower interest rate.

### IMPACT ON

<b>FINANCES</b>	Given the current structure of the debt, including significant prepayment penalties on both loans, refinancing would likely increase the overall debt levels and associated cost and extend the term. While refinancing could increase positive cash flow in the early years, the refinancing scenarios presented “kick the can down the road” solutions.
<b>ACADEMICS</b>	n/a
<b>STUDENT EXPERIENCE</b>	n/a
<b>FUNDRAISING</b>	Could be negatively impacted if adding to the existing debt burden is viewed as fiscally irresponsible.
<b>ALUMNI EXPERIENCE</b>	n/a
<b>REPUTATION</b>	See Fundraising (above) and Other Intangibles (below).
<b>OTHER INTANGIBLES</b>	Increased debt burden may be viewed by some as irresponsible. Increased positive cash flow in the early years may provide comfort for those looking for cash flow relief.
<b>RISKS AND MITIGATING FACTORS</b>	Risk is that future revenue won't support increased debt service. Mitigating factor: Significant portion of revenue (Chrysler building) is contractually locked in (if we assume there is little to no credit risk) and can be matched to debt payments. This risk isn't any different than current risk, but it would extend for a longer period of time.
<b>IS THE DECISION REVERSIBLE</b>	Likely yes, as long as penalties are not cost-prohibitive.
<b>CONCLUSION</b>	Only proceed if lender will waive prepayment penalty.
<b>NEXT STEPS</b>	Administration and select Trustees will establish appropriate strategy.

## INITIATIVE NAME

**MONETIZE (SELL/LEASE) STUYVESANT—FISH HOUSE**

RECOMMENDED (YES/NO/BULLPEN): To be discussed further

**SUMMARY OF THE OPPORTUNITY:**

Convert to administrative office space, rent, or sell 21 Stuyvesant Street, currently used as the President’s residence and community event space.

**IMPACT ON**

<b>FINANCES</b>	<p>Comparative market analysis suggests that sale of the house could generate a \$13 million to \$20 million scholarship endowment, earning \$700,000–\$1 million annually, assuming 5% earnings. Renting the property is projected to generate significantly less revenue (\$90,000–\$192,000 annually). Converting to administrative office space could generate annual net budget improvement of \$182,000.</p> <p>Annuity payments of \$175,000 to donor continue until his passing, regardless of the property disposition.</p>
<b>ACADEMICS</b>	n/a
<b>STUDENT EXPERIENCE</b>	n/a
<b>FUNDRAISING</b>	n/a
<b>ALUMNI EXPERIENCE</b>	Minor impact on current situation. Could represent missed (non-financial) opportunity to engage alumni more deeply by offering space to gather/meet/stay.
<b>REPUTATION</b>	Could erroneously be viewed as attempt to generate cash for short-term operating needs vs. longer-term strategy.
<b>OTHER INTANGIBLES</b>	Community could be demoralized by another asset sale.
<b>RISKS AND MITIGATING FACTORS</b>	<p>Risk is that property won’t command a price as high as the appraisal and brokerage firms indicated. Mitigating Factor: Set a floor price and hold the property if sale cannot exceed the floor. Another risk is potential alumni concern about selling assets. Mitigating factor: Communicate clearly and frequently that the sale converts from one asset (real estate) to another (scholarship endowment) and that corpus derived from sale proceeds is not being used to cover operating expenses.</p>
<b>IS THE DECISION REVERSIBLE:</b>	No (unless somebody resells at a time when Cooper has the resources to re-purchase), but could purchase another property, resources permitting.
<b>CONCLUSION</b>	Although originally recommended by the FEC to be a bullpen item, the FEC subsequently recommended that the Board move forward with a sale of the property. Based on its review and discussion, the Board will discuss whether to evaluate a potential sale above an agreed-upon floor price.

## INITIATIVE NAME

## INCREASE RESIDENCE HALL (DORM) RENTAL RATE TO MARKET RATE

RECOMMENDED: (YES/NO/BULLPEN): No

## SUMMARY OF THE OPPORTUNITY

Comparative market analysis indicates that Cooper Union undercharges on its dorm rate compared with other New York City colleges and universities. Increasing the dorm rate to \$15,000 (vs. current rate of \$12,300) per year for those who can afford it would align Cooper Union more closely with the market and generate additional income.

## IMPACT ON

<b>FINANCES</b>	The estimated range of additional revenue is from \$300,000 to \$400,000 annually.
<b>ACADEMICS</b>	For those students priced out of the residence hall, they may find less expensive housing nearby. For those who can't, a considerable increase in commuting time may impact their academic performance and engagement.
<b>STUDENT EXPERIENCE</b>	The increase in the dorm rate may increase students' debt load.
<b>FUNDRAISING</b>	n/a
<b>ALUMNI EXPERIENCE</b>	n/a
<b>REPUTATION</b>	n/a
<b>OTHER INTANGIBLES</b>	If more students opt to live off-campus as a result of the increased dorm rates, it could negatively impact the sense of community that is built by having so many first-year students reside in the dorm.
<b>RISKS AND MITIGATING FACTORS</b>	The residence hall primarily serves first-year students. After the first year, students are required to look for off-campus housing. The risk is that first-year students will choose not to live in the dorm if rates are increased, either because they can no longer afford to or because they can find less expensive options elsewhere. To mitigate this impact, Cooper will continue to provide aid to those who demonstrate financial need. For those who can afford it, we believe the value of living in campus housing for a student's first year is likely to outweigh the increased cost. We will monitor the impact of higher prices and adjust as appropriate.
<b>IS THE DECISION REVERSIBLE</b>	Yes
<b>CONCLUSION</b>	Although initially recommended by the FEC, the Board—based on its own review and community feedback—agreed not to increase the dorm rate beyond normal inflationary adjustments at this time. This initiative can be considered in the future if other initiatives do not materialize as planned.

## INITIATIVE NAME

**SALE OF RESIDENCE HALL (DORM)**

RECOMMENDED: (YES/NO/BULLPEN): Bullpen

**SUMMARY OF THE OPPORTUNITY**

Sale of the Residence Hall would generate proceeds that could be added to the endowment to earn investment returns. A sale would also eliminate the net revenue currently earned from the Residence Hall.

**IMPACT ON**

<b>FINANCES</b>	Comparative market analysis suggests that sale of the Residence Hall could generate an approximate \$50 million scholarship endowment, earning \$2.5 million annually assuming 5% earnings. These annual earnings would be reduced over time by eliminating the net revenue currently earned from the Residence Hall which is projected to grow with the increase of Residence Hall rental revenue to market rates. Net endowment proceeds from FY20 through FY29 would be \$3.3 million.
<b>ACADEMICS</b>	For those students priced out of the Residence Hall, a considerable increase in commuting time may impact their academic performance and engagement.
<b>STUDENT EXPERIENCE</b>	Loss of common living space reduces opportunities to connect with other students and potentially makes it more difficult to build a sense of community in a student's first year at Cooper.
<b>FUNDRAISING</b>	n/a
<b>ALUMNI EXPERIENCE</b>	n/a
<b>REPUTATION</b>	Loss of access to a Residence Hall is likely to make the college less marketable. This could be offset by access to full-tuition scholarships for more students.
<b>OTHER INTANGIBLES</b>	Loss of the sense of community that is built by having so many first-year students reside in the dorm.
<b>RISKS AND MITIGATING FACTORS</b>	As noted above, the Residence Hall primarily serves first-year students. After the first year, students are required to look for off-campus housing. The loss of the dorm would result in lower net revenue (vs. dorm rental revenue) over the long term and missed opportunities for community building. To mitigate this impact, we should only consider selling the dorm if net revenue from the dorm falls, and if we pursue a sale, we should consider using a small portion of sale proceeds to develop community space within our other buildings.
<b>IS THE DECISION REVERSIBLE</b>	No
<b>CONCLUSION</b>	Sale of the Residence Hall will be put in the bullpen for future consideration if other initiatives do not materialize as planned.

## INITIATIVE NAME

**RENT FIRST FLOOR OF FOUNDATION BUILDING**

RECOMMENDED (YES/NO/BULLPEN): Bullpen

**SUMMARY OF THE OPPORTUNITY**

As part of a larger space planning study, the FEC reviewed the possibility of using the first floor of the Foundation Building to generate revenue.

**IMPACT ON**

<b>FINANCES</b>	The estimated range of additional revenue is from \$600,000 to \$1.3 million annually. Capital investment to accommodate tenant(s) would need to be incorporated into the lease.
<b>ACADEMICS</b>	Likely no impact, but depends on how the library would need to be reconfigured to accommodate sufficient tenant space to make the initiative worthwhile.
<b>STUDENT EXPERIENCE</b>	Depending on the tenant(s), there could be either a positive or negative impact on student experience. The library would need to be reconfigured or, more likely, moved. Students potentially lose space that is currently used for impromptu gatherings and exhibition of work. The community could also gain amenities that certain tenants could provide (community work space, food vendors, etc.).
<b>FUNDRAISING</b>	Loss of naming opportunity for a high-traffic area.
<b>ALUMNI EXPERIENCE</b>	n/a
<b>REPUTATION</b>	Similar to student experience, could be positive, negative, or neutral.
<b>OTHER INTANGIBLES</b>	Depending on the tenant(s), could create more dynamic feel to the space and relevant amenities, or could simply consume space with no additional non-financial benefits. Commercializes an historic building.
<b>RISKS AND MITIGATING FACTORS</b>	This initiative assumes Cooper Union can find a suitable tenant, one that aligns with the school's culture and plans for the Great Hall, in a depressed rental market as evidenced by declining rental trends and current neighborhood vacancies. If we pursue this option, we would mitigate the risk by striving for long-term leases that require little to no up-front capital outlay, with an opportunity to exit the relationship in a reasonable time frame once Cooper Union is on solid financial ground.
<b>IS THE DECISION REVERSIBLE</b>	Yes, with investment and effort. The cost of returning the space to its current state or something similar, after an expensive renovation, is possible but would be costly with respect to time, money, and disruption.
<b>CONCLUSION</b>	Further assess market demand, possible tenants, and Cooper community interest and concerns. Set minimum net revenue required to move forward. Requires extensive community engagement.

## INITIATIVE NAME

**30 COOPER SQUARE**

RECOMMENDED (YES/NO/BULLPEN): Yes/Bullpen

**SUMMARY OF THE OPPORTUNITY:**

Currently, Cooper Union leases four floors at 30 Cooper Square for various administrative offices housing approximately 70 Cooper employees. Reducing Cooper's use of space in the building would reduce rental expense. This could be done through a combination of relocating people to space in the buildings Cooper Union owns (Foundation Building, 41 Cooper Square, and Residence Hall) and creating remote office options.

**IMPACT ON**

<b>FINANCES</b>	The estimated annual savings from reducing our footprint from four floors to two would range from \$400,000 to \$500,000 annually through the projection period. Work toward fully eliminating this lease expense beyond FY19 could potentially approach doubling our savings.
<b>ACADEMICS</b>	n/a
<b>STUDENT EXPERIENCE</b>	n/a
<b>FUNDRAISING</b>	n/a
<b>ALUMNI EXPERIENCE</b>	n/a
<b>REPUTATION</b>	n/a
<b>OTHER INTANGIBLES</b>	Could impact the way employees view the quality of their work life.
<b>RISKS AND MITIGATING FACTORS</b>	Could be viewed as either positive or negative for employees, depending on how the consolidation is handled. Most feel that teaching, learning, and operating the school are already space-constrained. A move to further increase density could be viewed negatively by employees. However, some may prefer the flexibility to work from home, and we believe there are creative approaches that could improve current work conditions and develop a more dynamic and collaborative working environment.
<b>IS THE DECISION REVERSIBLE</b>	Yes, but likely with increased cost. Cooper Union currently receives a favorable rental rate relative to market growth over the last several years, but we anticipate rents to go up. Although space in this particular building may not be available if/when Cooper Union wishes to once again expand its physical space, there are other rental alternatives nearby (though likely at a higher cost).
<b>CONCLUSION</b>	Reduce Cooper Union's footprint in 30 Cooper Square by 50% by the end of FY19. Work toward fully eliminating this lease expense beyond FY19.

**INITIATIVE NAME****INCREASE ANCILLARY REVENUE**

RECOMMENDED (YES/NO/BULLPEN): Yes

**SUMMARY OF THE OPPORTUNITY:**

There is an opportunity to increase revenue through an improved continuing education program, an online store, and other initiatives to be developed in the future.

Continuing Education—In the past, each individual course of the continuing education program has run at a small profit, but the combined profit has not been enough to cover administrative costs. Certificate programs in Digital Fabrication and Typeface Design have relatively strong enrollments, but non-certificate programs in visual arts and other areas have weaker enrollments. Going forward, the continuing education and industry certification programs will be restructured to maximize profitability by solely offering programs that are either profitable on their own or are fully grant-funded.

Online Store—Until last month, there was no way to purchase Cooper-related merchandise. This was a missed opportunity to generate school pride, connection to Cooper Union, and additional revenue.

**IMPACT ON**

<b>FINANCES</b>	Staffing costs have already been reduced in the area of continuing education as part of the previously identified \$9.1 million in expense cuts, and existing staff is managing the online store with no additional costs other than the upfront setup costs that will be recovered through earned revenue.
<b>ACADEMICS</b>	n/a
<b>STUDENT EXPERIENCE</b>	n/a
<b>FUNDRAISING</b>	n/a
<b>ALUMNI EXPERIENCE</b>	New opportunities to purchase Cooper merchandise and enroll in interesting continuing education classes while financially supporting scholarships for current generations of Cooper students.
<b>REPUTATION</b>	New opportunities to build Cooper’s visibility and brand through continuing education industry partnerships.
<b>OTHER INTANGIBLES</b>	Create new opportunities to connect in positive ways with Cooper Union.
<b>RISKS AND MITIGATING FACTORS</b>	Anticipated revenues may not materialize. To mitigate this risk, we will minimize upfront investments until proof of concept is established.
<b>IS THE DECISION REVERSIBLE</b>	Yes
<b>CONCLUSION</b>	Proceed with restructuring continuing education (including potential corporate partnerships to provide employee education), launching an online store, and looking for additional earned revenue opportunities that are consistent with Cooper Union’s mission.

## INITIATIVE NAME

**SPACE RENTALS**

RECOMMENDED (YES/NO/BULLPEN): Yes

**SUMMARY OF THE OPPORTUNITY**

Cooper Union rents out the Great Hall, Rose Auditorium, and other spaces at a reasonable profit, but we believe there is room for growth in rentals with increased marketing and pricing growth.

**IMPACT ON**

<b>FINANCES</b>	We have revised our long-term financial projections to increase revenue by 3% per year (from \$475,000 in FY18 to \$489,000 in FY19 and \$658,000 by FY29) versus the previous projection of flat year-over-year revenue.
<b>ACADEMICS</b>	n/a
<b>STUDENT EXPERIENCE</b>	Increased programming from outside renters is often open to the Cooper community, thereby enhancing the community and learning experience.
<b>FUNDRAISING</b>	Events that are open to the Cooper community will be used to increase donor and public engagement and excitement about the Great Hall and Cooper Union whenever possible/appropriate.
<b>ALUMNI EXPERIENCE</b>	Similar to the student experience, engaging programming that is open to the public offers alumni additional ways to stay engaged at Cooper Union.
<b>REPUTATION</b>	The Great Hall has been home to some of the greatest moments in history. Part of our mission is to restore Cooper Union's Great Hall as a "must see" destination for New Yorkers and visitors. Increased programming through Cooper's own activities as well as outside rentals can have a positive and profound impact on Cooper Union's reputation as a source of compelling programming and a leader in civic discourse.
<b>OTHER INTANGIBLES</b>	n/a
<b>RISKS AND MITIGATING FACTORS</b>	There is a risk the market may not support increased pricing. Where appropriate, Cooper will market-test higher pricing in future contracts. In certain cases (e.g., film shoots), the rental activity has the potential to be disruptive to the community. We work to mitigate this risk by limiting the hours for certain kinds of activities and by imposing use restrictions to minimize disruption.
<b>IS THE DECISION REVERSIBLE</b>	Yes
<b>CONCLUSION</b>	Increased rental fees by 3% annually.

## INITIATIVE NAME

**REDUCE GRADUATE TUITION SCHOLARSHIPS**

RECOMMENDED (YES/NO/BULLPEN): Yes

**SUMMARY OF THE OPPORTUNITY**

Reduce average graduate program tuition scholarships to a 25% level from the existing 66% level.

**IMPACT ON**

<b>FINANCES</b>	Gradually reducing scholarship levels for graduate students from existing levels of 66% to target levels of 25% by FY23 would, assuming enrollment levels stay the same, result in increased revenue of up to \$200,000 annually in FY20 growing to \$950,000 annually by FY29.
<b>ACADEMICS</b>	There is no expected impact on the undergraduate program or undergraduate tuition. However, if graduate enrollment declines significantly, it could reduce the availability of graduate courses in which some undergraduates enroll for advanced study.
<b>STUDENT EXPERIENCE</b>	See above
<b>FUNDRAISING</b>	n/a
<b>ALUMNI EXPERIENCE</b>	Makes a Cooper graduate degree more financially difficult to obtain.
<b>REPUTATION</b>	A decline in graduate enrollment could negatively impact the reputation of the school if Cooper Union needs to reduce the availability of graduate classes to undergraduates due to low enrollment. Charging tuition for the graduate program could, in and of itself, impact Cooper's reputation.
<b>OTHER INTANGIBLES</b>	n/a
<b>RISKS AND OTHER MITIGATING FACTORS</b>	Many of the current graduate students in the engineering program are former Cooper undergraduates who continued their education solely because of the graduate tuition structure. A potential risk to this initiative is that the loss of graduate students may offset gains made. We will monitor this potential dynamic and adjust accordingly.
<b>IS THE DECISION REVERSIBLE</b>	Yes
<b>CONCLUSION</b>	Although the FEC initially recommended reducing graduate scholarships more quickly, the Board, based on its own review and community feedback, agreed to reduce graduate tuition scholarships over a longer period of time to an average of 25%, until 100% undergraduate scholarships are achieved.

## INITIATIVE NAME

**INCREASE APPLICATION FEE**

RECOMMENDED (YES/NO/BULLPEN): No

**SUMMARY OF OPPORTUNITY**

The current fee to apply for admission to The Cooper Union is \$75. The excellent education received at a relatively low cost could warrant a higher application fee. A fee increase would be in line with application fees charged by our peers.

**IMPACT ON**

**FINANCES** The estimated financial impact of increasing the application fee to \$125 would be \$50,000 annually.

**ACADEMICS** n/a

**STUDENT EXPERIENCE** n/a

**FUNDRAISING** n/a

**ALUMNI EXPERIENCE** n/a

**REPUTATION** Although comparable to many other schools, Cooper is already listed as having one of the highest application fees.

**OTHER INTANGIBLES** n/a

**RISKS AND OTHER**

**MITIGATING FACTORS** The high application fee could turn away qualified candidates. Cooper would continue to make financial aid available for the application fee, but the high stated fee could turn some away if they are unaware of the support that is available.

**IS THE DECISION**

**REVERSIBLE** Yes

**CONCLUSION** Do not increase application fee at this time, as revenue increase likely does not outweigh potential risks to reputation and applicant pool. Continue to monitor for future market-based increases.

## INITIATIVE NAME

**INCREASE FUNDRAISING**

RECOMMENDED (YES/NO/BULLPEN): Yes

**SUMMARY OF OPPORTUNITY**

Increase net fundraising revenue by reducing costs and revising strategies. Focus will be on the distinctive qualities and history of the school as a contributor to the public good and plans to raise the profile of both the history and the work being done by alumni and current students and faculty.

**IMPACT ON**

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FINANCES	Annual Fundraising	Annual Fundraising Expense Reductions
FY 2018	3,225	489
FY 2019	4,992	
FY 2020	6,011	
FY 2021	7,094	
FY 2022	8,260	
FY 2023	9,449	
FY 2024	10,671	
FY 2025	11,936	
FY 2026	13,245	
FY 2027	14,678	
FY 2028	16,234	
FY 2029	17,824	

<b>ACADEMICS</b>	n/a
<b>STUDENT EXPERIENCE</b>	Through compelling messaging, students may develop a greater sense of pride in and connection to Cooper Union.
<b>FUNDRAISING</b>	The goal is to provide an early injection of increased fundraising while also positioning Cooper Union for sustained fundraising growth by increasing the average gift of existing donors and using Great Hall programming as a way to reach new, non-alumni donors. Plan will include strong focus on under-tapped sources such as corporate partnerships, government grants, and foundation grants. Before a capital campaign is considered, a larger pool of annual major donors and stabilized annual fundraising efforts are needed. A capital campaign is not recommended until fundraising reaches \$10 million in annual, current-use support (up from approximately \$3 million) and is maintained at this level for three to five years.
<b>ALUMNI EXPERIENCE</b>	Through compelling messaging, alumni may develop a greater sense of pride in and connection to Cooper Union. Alumni may also develop greater satisfaction through new approaches to alumni engagement events.
<b>REPUTATION</b>	Improved fundraising messaging creates an opportunity to shift to a more positive, reputation-enhancing narrative.
<b>OTHER INTANGIBLES</b>	n/a
<b>RISKS AND OTHER MITIGATING FACTORS</b>	The fundraising projections are ambitious. Benchmarking suggests the projections are achievable, but Cooper will need to significantly improve its track record in this area.
<b>IS THE DECISION REVERSIBLE</b>	Yes (but with important financial consequences)
<b>CONCLUSION</b>	Move ahead with new fundraising approaches and more ambitious fundraising targets. Develop specific plan by end of 2018.

## INITIATIVE NAME

**EXPENSE REDUCTION**

RECOMMENDED (YES/NO/BULLPEN): Yes

**SUMMARY OF OPPORTUNITY**

Further reduce expenses beyond the \$9.1 million in structural expense reductions already identified, through reduced non-personnel costs, lower staffing expenses achieved through operational efficiencies, reduced benefits costs, and lower space rental costs at 30 Cooper Square (described previously).

**IMPACT ON**

<b>FINANCES</b>	\$1.5 million in additional annual expense reduction.
<b>ACADEMICS</b>	n/a (All expense reductions will focus on non-academic costs.)
<b>STUDENT EXPERIENCE</b>	n/a
<b>FUNDRAISING</b>	n/a
<b>ALUMNI EXPERIENCE</b>	n/a
<b>REPUTATION</b>	News about further expense reductions could be misconstrued as a sign of further financial distress rather than steps toward increasing full-tuition scholarships.
<b>OTHER INTANGIBLES</b>	Further expense reductions could negatively impact faculty and staff morale.
<b>RISKS AND OTHER MITIGATING FACTORS</b>	To ensure that we continue to retain a high-quality faculty and staff, any reductions to personnel costs must be market competitive. Continuing to rally the community around a shared mission of full-tuition scholarships for all and investment in the academic and operational excellence will be critical to overcoming any potential negative impacts to morale that could come with additional expense reductions.
<b>IS THE DECISION REVERSIBLE</b>	Yes
<b>CONCLUSION</b>	Move ahead with additional expense reductions.

## INITIATIVE NAME

**STUDENT EMPLOYMENT**

RECOMMENDED (YES/NO/BULLPEN): No

**SUMMARY OF OPPORTUNITY:**

Convert payment for student employment from monetary payments to tuition credit.

**IMPACT ON**

<b>FINANCES</b>	We currently pay students in excess of \$500,000 per year related to work performed on jobs at Cooper Union (e.g., IT support).
<b>ACADEMICS</b>	With fewer financial resources, students may need to take on additional jobs beyond their employment at Cooper to make ends meet. This could have a negative impact on academic performance.
<b>STUDENT EXPERIENCE</b>	See above
<b>FUNDRAISING</b>	n/a
<b>ALUMNI EXPERIENCE</b>	n/a
<b>REPUTATION</b>	n/a
<b>OTHER INTANGIBLES</b>	Added financial stress and time spent working outside of class could adversely impact students individually and in collaborative work with others. Students could feel a greater sense of investment in their education if their work is directly tied to tuition.
<b>RISKS AND OTHER</b>	
<b>MITIGATING FACTORS</b>	See above for risks. Limited opportunities to mitigate the potential challenges.
<b>IS THE DECISION</b>	
<b>REVERSIBLE</b>	Yes
<b>CONCLUSION</b>	Continue to compensate students monetarily for their work rather than convert to tuition credit.

**Next Steps**

We view this as a dynamic plan, one that will continue to evolve as new opportunities present themselves. As noted above, the FEC will continue to serve as the Board Committee that will continue to source new ideas, triage and analyze them, and pursue the efforts that make financial and programmatic sense. The FEC will serve as a key oversight committee as we embark on the path to return to full-tuition scholarships and rigorously monitor our progress. Our goal will be to report on progress at least twice a year.

# APPENDIX A: LONG-TERM PROJECTIONS

## CASH SURPLUS/(DEFICIT)—POST INITIATIVES

(000's)

	FY18	FY19	FY20	FY21	FY22	FY23	FY24	FY25	FY26
<b>Revenues:</b>									
Real Estate	47,447	59,922	60,472	61,034	61,606	62,191	62,787	63,395	64,015
Undergraduate Tuition, Net	7,899	8,136	7,708	7,543	7,360	7,160	6,941	5,809	4,602
Graduate Tuition, Net	555	572	790	994	1,211	1,439	1,482	1,526	1,573
Fees	3,656	3,696	3,737	3,776	3,816	3,858	3,900	3,943	3,986
Rental Income and Other	2,980	3,310	3,396	3,484	3,573	3,665	3,760	3,858	3,958
Contributions	3,225	4,992	6,011	7,094	8,260	9,449	10,671	11,936	13,245
Endowment Payout	2,825	4,590	4,611	4,528	4,646	4,776	4,915	5,058	5,205
	68,587	85,218	86,725	88,453	90,472	92,538	94,456	95,525	96,584
<b>Operating Expenses:</b>									
Salaries & Wages	28,836	28,926	29,649	30,390	31,150	31,928	32,727	33,545	34,383
Benefits & Taxes	10,696	11,088	11,497	11,922	12,366	12,827	13,309	13,810	14,333
Utilities	1,951	1,990	2,029	2,070	2,111	2,154	2,197	2,241	2,285
Lease & Real Estate Taxes	2,083	2,125	2,168	2,211	2,255	2,300	2,346	2,393	2,441
Repairs & Maintenance	865	882	900	918	936	955	974	994	1,014
Legal & Audit	1,173	1,197	1,221	1,245	1,270	1,296	1,321	1,348	1,375
Consultants	605	617	629	642	655	668	681	695	709
Housekeeping	1,107	1,129	1,152	1,175	1,198	1,222	1,247	1,272	1,297
Security	991	1,011	1,032	1,052	1,073	1,095	1,117	1,139	1,162
Materials & Supplies	826	843	859	877	894	912	930	949	968
Insurance	494	504	514	524	535	545	556	567	579
Receptions & Events	590	602	614	626	639	652	665	678	691
Travel	549	560	571	583	594	606	618	631	643
Software	538	549	560	571	582	594	606	618	630
Program Initiatives		668	1,036	1,428	1,852	2,284	2,728	3,000	3,000
Other	2,822	3,324	3,066	3,123	3,183	3,243	3,304	3,366	3,431
Budget Cuts		(2,057)	(3,147)	(3,542)	(3,940)	(4,707)	(4,864)	(4,975)	(5,087)
	54,126	53,958	54,350	55,815	57,353	58,574	60,462	62,271	63,854
<b>Operating Surplus/(Deficit)</b>	<b>14,461</b>	<b>31,260</b>	<b>32,375</b>	<b>32,638</b>	<b>33,119</b>	<b>33,964</b>	<b>33,994</b>	<b>33,254</b>	<b>32,730</b>
<b>Debt Service &amp; Capital:</b>									
Interest - Met Life Loan	10,273	10,225	9,926	9,574	9,200	8,804	8,384	7,939	7,467
Principal - Met Life Loan		3,253	5,842	6,195	6,568	6,964	7,384	7,829	8,302
Interest - Bridge Loan	2,703	2,703	2,703	2,703	2,703	2,703	2,703	2,690	2,635
Other - Bridge Loan	15	15	15	15	15	15	15		
Principal - Bridge Loan								1,159	1,282
Capital Expenditures	1,520	1,770	2,020	2,270	2,520	2,520	2,520	2,520	2,520
	14,511	17,966	20,506	20,757	21,006	21,006	21,006	22,137	22,206
<b>Cash Surplus/(Deficit)</b>	<b>(50)</b>	<b>13,294</b>	<b>11,869</b>	<b>11,881</b>	<b>12,113</b>	<b>12,958</b>	<b>12,988</b>	<b>11,117</b>	<b>10,524</b>
<b>CFI</b>	<b>(2.36)</b>	<b>(0.67)</b>	<b>(0.59)</b>	<b>(0.52)</b>	<b>(0.43)</b>	<b>(0.24)</b>	<b>0.51</b>	<b>1.26</b>	<b>2.04</b>

FY27	FY28	FY29	FY30	FY31
64,648	69,543	74,452	75,123	75,808
3,318	1,953	(748)	(748)	(748)
1,619	1,668	1,718	1,770	1,823
4,029	4,073	4,118	4,163	4,209
4,062	4,169	4,279	4,392	4,509
14,678	16,234	17,824	19,598	21,536
5,354	5,505	5,657	5,810	5,965
97,708	103,145	107,300	110,108	113,102
35,243	36,124	37,027	37,953	38,902
14,878	15,446	16,038	16,656	17,300
2,331	2,378	2,425	2,474	2,523
2,490	2,540	2,590	2,642	2,695
1,034	1,055	1,076	1,097	1,119
1,402	1,278	1,304	1,330	1,356
723	737	752	767	782
1,323	1,350	1,377	1,404	1,432
1,185	1,209	1,233	1,257	1,283
987	1,007	1,027	1,048	1,069
590	602	614	627	639
705	719	734	748	763
656	669	683	696	710
643	656	669	682	696
3,000	3,000	3,000	3,000	3,000
3,496	3,561	3,630	3,699	3,770
(5,203)	(5,321)	(5,442)	(5,566)	(5,692)
65,483	67,010	68,737	70,514	72,347
<b>32,225</b>	<b>36,135</b>	<b>38,563</b>	<b>39,594</b>	<b>40,755</b>
6,966	6,435	5,872	5,276	4,643
8,802	9,333	9,896	10,493	11,125
2,575	2,507	2,430	2,343	2,247
1,437	1,626	1,828	2,043	2,271
2,520	2,520	2,520	2,520	2,520
22,300	22,421	22,546	22,674	22,806
<b>9,925</b>	<b>13,714</b>	<b>16,017</b>	<b>16,920</b>	<b>17,949</b>
<b>2.84</b>	<b>3.93</b>	<b>5.17</b>	<b>6.19</b>	<b>6.81</b>

# 100%

The plan achieves full-tuition scholarships + non-tuition aid to support other costs of attendance for students with the greatest financial need.

## APPENDIX A (CONT'D)

### ALLOCATIONS OF CASH FOR KEY PRIORITIES

(000's)

	Need	FY18	FY19	FY20	FY21
<b>Source of Cash:</b>					
Cash Available for Key Financial Priorities		(50)	13,545	13,041	13,719
Interest - Bridge Loan Self Amortization			71	145	222
Interest in Excess of Endowment Payout		2,550	506	1,130	1,826
		2,500	14,121	14,316	15,767
<b>Allocation of Cash:</b>					
<b>Key Financial Reserves:</b>					
Operating and Capital Reserve		(2,500)	(11,631)	(10,829)	(11,536)
Self Amortization on Bridge Loan Principal			(1,670)	(1,670)	(1,670)
Interest on Bridge Loan Self Amortization			(71)	(145)	(222)
Post Retirement Health Insurance Reserve			(500)	(500)	(500)
<b>Key Financial Priority Expenditures:</b>					
Accelerated Scholarship Increase				(672)	(1,089)
Deferred Maintenance			(250)	(500)	(750)
		(2,500)	(14,122)	(14,316)	(15,767)
Remaining Cash Available		0	(1)	(0)	0
<b>Remaining Need:</b>					
Operating and Capital Reserve	152,000	149,500	137,869	127,040	115,504
Bridge Loan Principal @ Maturity	39,000	39,000	37,259	35,444	33,552
Post Retirement Health Insurance Reserve	48,000	48,000	47,500	47,000	46,500
Deferred Maintenance	11,500	11,500	11,250	10,750	10,000
	250,500	248,000	233,878	220,234	205,556

	FY18 - FY29	FY30 - FY31	Total
Cash Generated, Including Interest	236,915	79,359	316,274
Rebuild Depleted Cash Reserves	152,000		152,000
Build Fund for \$39 Million Loan Balloon Payment due in 2034	23,786	15,214	39,000
Build Fund for Post Retirement Health Insurance Liability	7,207	37,788	44,995
Deferred Maintenance Investment	9,500	2,000	11,500
Key Financial Priorities	192,493	55,002	247,495
Accelerated Tuition Scholarships Investment	44,422	24,358	68,780
Cash Use	236,915	79,360	316,275

\*After fully funding tuition in FY2029, cash available from FY2030 and FY2031 used to fully reserve liability coverage for FY2034 Bridge Loan balloon payment and all but \$3 million of health insurance liability which is fully funded by FY2032

FY22	FY23	FY24	FY25	FY26	FY27	FY28	FY29	FY30	FY31	Total
								*	*	
14,643	15,955	16,479	16,024	16,929	17,913	23,377	28,699	29,928	31,296	251,498
303	386	474	565	660	759	862	970	1,082	1,590	8,088
2,352	2,901	3,499	4,123	4,690	5,257	5,821	6,570	7,450	8,013	56,688
17,298	19,243	20,452	20,711	22,279	23,929	30,060	36,239	38,460	40,899	316,274
(12,295)	(13,689)	(14,317)	(13,071)	(13,045)	(12,512)	(16,865)	(19,710)			(152,000)
(1,670)	(1,670)	(1,670)	(1,670)	(1,670)	(1,670)	(1,670)	(1,670)	(1,670)	(10,872)	(30,912)
(303)	(386)	(474)	(565)	(660)	(759)	(862)	(970)	(1,082)	(1,590)	(8,088)
(500)	(500)	(500)	(500)	(500)	(1,000)	(1,000)	(1,207)	(22,698)	(15,090)	(44,995)
(1,530)	(1,997)	(2,491)	(3,906)	(5,404)	(6,988)	(8,663)	(11,682)	(12,010)	(12,348)	(68,780)
(1,000)	(1,000)	(1,000)	(1,000)	(1,000)	(1,000)	(1,000)	(1,000)	(1,000)	(1,000)	(11,500)
(17,298)	(19,242)	(20,452)	(20,712)	(22,279)	(23,929)	(30,060)	(36,239)	(38,460)	(40,900)	(316,275)
0	0	0	(0)	(0)	0	(0)	0	-	(1)	(1)
103,209	89,520	75,203	62,132	49,087	36,575	19,710				-
31,579	29,523	27,379	25,144	22,815	20,386	17,854	15,214	12,462		-
46,000	45,500	45,000	44,500	44,000	43,000	42,000	40,793	18,095	3,005	3,005
9,000	8,000	7,000	6,000	5,000	4,000	3,000	2,000	1,000		-
189,788	172,543	154,582	137,776	120,902	103,961	82,564	58,007	31,557	3,005	3,005

## APPENDIX A (CONT'D)

### BALANCE SHEET

(000's)

	FY17	FY18	FY19	FY20	FY21	FY22
<b>Ending Balance Sheet</b>						
Cash (A)	33,852	33,852	33,852	33,852	33,852	33,852
Investments - Other (B)	115,986	121,517	138,447	154,683	171,733	189,654
Investments - Chrysler/Astor	679,061	679,061	679,061	679,061	679,061	679,061
Other Assets	8,862	8,862	8,862	8,862	8,862	8,862
Loan and Lease Issuance Costs	10,315	9,740	9,165	8,590	8,015	7,440
Fixed Assets	154,408	147,428	140,698	134,218	127,988	122,008
<b>Total Assets</b>	<b>1,002,484</b>	<b>1,000,460</b>	<b>1,010,085</b>	<b>1,019,266</b>	<b>1,029,511</b>	<b>1,040,877</b>
Other Liabilities	13,377	13,377	13,377	13,377	13,377	13,377
Post-Retirement Benefit Costs	40,518	41,028	41,548	42,079	42,620	43,172
Deferred Revenue	103,345	102,253	101,161	100,069	98,977	97,885
Long-Term Loans	233,760	233,760	230,507	224,664	218,470	211,902
Net Assets - Unrestricted/Temporary	530,609	526,137	536,527	549,021	562,889	578,210
Net Assets - Permanently Restricted	80,875	83,905	86,965	90,056	93,178	96,331
<b>Total Liabilities and Net Assets</b>	<b>1,002,484</b>	<b>1,000,460</b>	<b>1,010,085</b>	<b>1,019,266</b>	<b>1,029,511</b>	<b>1,040,877</b>
Cash and Investments (A) + (B)	149,838	155,369	172,299	188,535	205,585	223,506
Less: Permanently Restricted	(80,875)	(83,905)	(86,965)	(90,056)	(93,178)	(96,331)
<b>Available Cash and Investments</b>	<b>68,963</b>	<b>71,464</b>	<b>85,334</b>	<b>98,479</b>	<b>112,407</b>	<b>127,175</b>
Commitments:						
Net Current Liabilities	(4,515)	(4,515)	(4,515)	(4,515)	(4,515)	(4,515)
Long-Term Loans	(233,760)	(233,760)	(230,507)	(224,664)	(218,470)	(211,902)
Post-Retirement Benefit Costs	(40,518)	(41,028)	(41,548)	(42,079)	(42,620)	(43,172)
<b>Cash Commitments</b>	<b>(278,793)</b>	<b>(279,303)</b>	<b>(276,570)</b>	<b>(271,258)</b>	<b>(265,605)</b>	<b>(259,589)</b>
Net Cash & Investment Position Available as Operating and Capital Reserve	(209,830)	(207,839)	(191,236)	(172,779)	(153,198)	(132,414)

Note: Available Cash and Investments does not include Permanently Restricted Corpus, but may include some temporary restricted funds such as charitable trusts and appreciation on endowment not yet appropriated for expenditure

FY23	FY24	FY25	FY26	FY27	FY28	FY29	FY30	FY31
33,852	33,852	33,852	33,852	33,852	33,852	33,852	33,852	33,852
209,083	229,261	248,314	267,469	286,724	310,468	337,406	366,272	397,272
679,061	679,061	679,061	679,061	679,061	679,061	679,061	679,061	679,061
8,862	8,862	8,862	8,862	8,862	8,862	8,862	8,862	8,862
6,865	6,290	5,715	5,140	4,565	3,990	3,415	2,840	2,265
116,028	110,048	104,068	98,088	92,108	86,128	80,148	74,168	68,188
1,053,751	1,067,374	1,079,872	1,092,472	1,105,172	1,122,361	1,142,744	1,165,055	1,189,500
13,377	13,377	13,377	13,377	13,377	13,377	13,377	13,377	13,377
43,735	44,309	44,895	45,493	46,102	46,724	47,358	48,005	48,665
96,793	95,701	94,609	93,517	92,425	91,333	90,241	89,149	88,057
204,938	197,553	188,565	178,981	168,741	157,782	146,058	133,523	120,126
595,393	613,701	632,445	651,843	671,950	697,223	726,407	758,284	793,109
99,516	102,732	105,981	109,262	112,576	115,923	119,303	122,717	126,166
1,053,751	1,067,374	1,079,872	1,092,472	1,105,171	1,122,361	1,142,744	1,165,055	1,189,500
242,935	263,113	282,166	301,321	320,576	344,320	371,258	400,124	431,124
(99,516)	(102,732)	(105,981)	(109,262)	(112,576)	(115,923)	(119,303)	(122,717)	(126,166)
143,419	160,381	176,185	192,059	208,000	228,397	251,955	277,407	304,958
(4,515)	(4,515)	(4,515)	(4,515)	(4,515)	(4,515)	(4,515)	(4,515)	(4,515)
(204,938)	(197,553)	(188,565)	(178,981)	(168,741)	(157,782)	(146,058)	(133,523)	(120,126)
(43,735)	(44,309)	(44,895)	(45,493)	(46,102)	(46,724)	(47,358)	(48,005)	(48,665)
(253,188)	(246,378)	(237,975)	(228,989)	(219,359)	(209,021)	(197,931)	(186,043)	(173,306)
(109,768)	(85,997)	(61,790)	(36,929)	(11,358)	19,377	54,024	91,364	131,652

# APPENDIX A (CONT'D)

## COMPOSITE FINANCIAL INDEX (CFI)

(000's)

	FY18	FY19	FY20	FY21	FY22
<b>Primary Reserve Ratio:</b>					
Expendable Net Assets	(111,375)	(100,465)	(87,441)	(73,031)	(57,115)
Total Expenses	75,617	75,401	75,494	76,607	77,777
Ratio Value (A)	-147.29%	-133.24%	-115.83%	-95.33%	-73.41%
Conversion Factor (B)	0.133	0.133	0.133	0.133	0.133
Strength Factor (A divided by B)	(11.07)	(10.02)	(8.71)	(7.17)	(5.51)
Adjusted Strength Factor (C)	(4.00)	(4.00)	(4.00)	(4.00)	(4.00)
Weighting (D)	35%	35%	35%	35%	35%
<b>Primary Reserve Ratio (C) x (D)</b>	<b>(1.40)</b>	<b>(1.40)</b>	<b>(1.40)</b>	<b>(1.40)</b>	<b>(1.40)</b>

<b>Viability Ratio:</b>					
Expendable Net Assets	(111,375)	(100,465)	(87,441)	(73,031)	(57,115)
Total Plant Debt	175,000	171,747	165,904	159,710	153,140
Ratio Value (A)	-63.64%	-58.50%	-52.71%	-45.73%	-37.30%
Conversion Factor (B)	0.417	0.417	0.417	0.417	0.417
Strength Factor (A) divided by (B)	(1.53)	(1.40)	(1.26)	(1.10)	(0.94)
Adjusted Strength Factor (C)	(1.53)	(1.40)	(1.26)	(1.10)	(0.94)
Weighting (D)	35%	35%	35%	35%	35%
<b>Viability Ratio (C) x (D)</b>	<b>(0.53)</b>	<b>(0.49)</b>	<b>(0.44)</b>	<b>(0.38)</b>	<b>(0.33)</b>

<b>Return on Net Assets Ratio:</b>					
Change in Net Assets	(1,443)	13,451	15,584	16,991	18,477
Net Assets, Beginning of Year	611,484	610,042	623,492	639,076	656,000
Ratio Value (A)	-0.24%	2.20%	2.50%	2.66%	2.82%
Conversion (B)	0.02	0.02	0.02	0.02	0.02
Strength Factor (A) divided by (B)	(0.12)	1.10	1.25	1.33	1.41
Adjusted Strength Factor (C)	(0.12)	1.10	1.25	1.33	1.41
Weighting (D)	20%	20%	20%	20%	20%
<b>Return on Net Assets Ratio (C) x (D)</b>	<b>(0.02)</b>	<b>0.22</b>	<b>0.25</b>	<b>0.27</b>	<b>0.28</b>

<b>Net Operating Revenues Ratio:</b>					
Operating Surplus/(Deficit)	(6,513)	10,334	11,749	12,362	13,220
Total Operating Revenues	69,679	86,311	87,817	89,545	91,560
Ratio Value (A)	-9.35%	11.97%	13.38%	13.81%	14.44%
Conversion (B)	0.007	0.007	0.007	0.007	0.007
Strength Factor (A) divided by (B)	(13.35)	17.10	19.11	19.72	20.63
Adjusted Strength Factor (C)	(4.00)	10.00	10.00	10.00	10.00
Weighting (D)	10%	10%	10%	10%	10%
<b>Net Operating Revenues Ratio (C) x (D)</b>	<b>(0.40)</b>	<b>1.00</b>	<b>1.00</b>	<b>1.00</b>	<b>1.00</b>

**Total Composite Financial Index** (2.36) (0.67) (0.59) (0.52) (0.48)

	FY23	FY24	FY25	FY26	FY27	FY28	FY29	FY30	FY31
58)	(39,412)	(20,530)	(1,199)	18,796	39,513	65,407	95,225	127,749	163,235
72	78,596	80,064	81,400	82,456	83,524	84,452	85,538	86,633	87,736
9%	-50.15%	-25.64%	-1.47%	22.79%	47.31%	77.45%	111.32%	147.46%	186.05%
33	0.133	0.133	0.133	0.133	0.133	0.133	0.133	0.133	0.133
53)	(3.77)	(1.93)	(0.11)	1.71	3.56	5.82	8.37	11.09	13.99
00)	(3.77)	(1.93)	(0.11)	1.71	3.56	5.82	8.37	10.00	10.00
5%	35%	35%	35%	35%	35%	35%	35%	35%	35%
40)	<b>(1.32)</b>	<b>(0.67)</b>	<b>(0.04)</b>	<b>0.60</b>	<b>1.24</b>	<b>2.04</b>	<b>2.93</b>	<b>3.50</b>	<b>3.50</b>

58)	(39,412)	(20,530)	(1,199)	18,796	39,513	65,407	95,225	127,749	163,235
42	146,178	138,793	130,964	122,662	113,860	104,527	94,631	84,138	73,013
2%	-26.96%	-14.79%	-0.92%	15.32%	34.70%	62.57%	100.63%	151.83%	223.57%
17	0.417	0.417	0.417	0.417	0.417	0.417	0.417	0.417	0.417
90)	(0.65)	(0.35)	(0.02)	0.37	0.83	1.50	2.41	3.64	5.36
90)	(0.65)	(0.35)	(0.02)	0.37	0.83	1.50	2.41	3.64	5.36
5%	35%	35%	35%	35%	35%	35%	35%	35%	35%
31)	<b>(0.23)</b>	<b>(0.12)</b>	<b>(0.01)</b>	<b>0.13</b>	<b>0.29</b>	<b>0.53</b>	<b>0.84</b>	<b>1.27</b>	<b>1.88</b>

74	20,367	21,525	21,993	22,679	23,421	28,619	32,565	35,291	38,275
57	674,541	694,908	716,433	738,426	761,105	784,526	813,145	845,710	881,001
2%	3.02%	3.10%	3.07%	3.07%	3.08%	3.65%	4.00%	4.17%	4.34%
02	0.02	0.02	0.02	0.02	0.02	0.02	0.02	0.02	0.02
41	1.51	1.55	1.53	1.54	1.54	1.82	2.00	2.09	2.17
41	1.51	1.55	1.53	1.54	1.54	1.82	2.00	2.09	2.17
0%	20%	20%	20%	20%	20%	20%	20%	20%	20%
28	<b>0.30</b>	<b>0.31</b>	<b>0.31</b>	<b>0.31</b>	<b>0.31</b>	<b>0.36</b>	<b>0.40</b>	<b>0.42</b>	<b>0.43</b>

18	14,459	14,909	14,643	14,645	14,701	19,211	22,278	23,992	25,883
55	93,630	95,548	96,617	97,675	98,801	104,237	108,391	111,200	114,194
4%	15.44%	15.60%	15.16%	14.99%	14.88%	18.43%	20.55%	21.58%	22.67%
07	0.007	0.007	0.007	0.007	0.007	0.007	0.007	0.007	0.007
52	22.06	22.29	21.65	21.42	21.26	26.33	29.36	30.82	32.38
00	10.00	10.00	10.00	10.00	10.00	10.00	10.00	10.00	10.00
0%	10%	10%	10%	10%	10%	10%	10%	10%	10%
00	<b>1.00</b>								

43)	<b>(0.24)</b>	<b>0.51</b>	<b>1.26</b>	<b>2.04</b>	<b>2.84</b>	<b>3.93</b>	<b>5.17</b>	<b>6.19</b>	<b>6.81</b>
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## APPENDIX B

### CUMULATIVE FINANCIAL GUARDRAILS

Because Cooper Union will begin the path back to full-tuition scholarships as we are still building toward stronger financial health, it will be critical to manage the financial plan tightly and to be prepared to revise the timeline for scholarship increases if we do not achieve our financial goals in any given year.

To stay disciplined, the plan requires that we achieve key financial milestones that keep us within 5% of our goals for operating cash surpluses, fundraising, expenses, and cash and investment balances. If our cumulative cash surplus results are below the target, we will pause to review the cause and determine whether it is a one-

off result that will not repeat itself or a developing trend that may cause a delay in achieving the long-term financial results. A cumulative “miss” of 5% over the course of the 10-year plan would yield a \$6.8 million cumulative difference but still enable us to manage toward our financial health goals and metrics. Missing by more than 5% over the

## FINANCIAL GUARDRAILS

(000's)

### CASH SURPLUS

Primary

	<u>Annual Cash Surplus</u>	<u>Annual Guardrail @ 5%</u>	<u>Annual Cash Surplus Guardrail</u>	<u>Cumulative Cash Surplus Guardrail</u>
2018	(50)		(50)	(50)
2019	13,294	(665)	12,629	12,579
2020	11,869	(593)	11,276	23,855
2021	11,881	(594)	11,287	35,142
2022	12,113	(606)	11,507	46,649
2023	12,958	(648)	12,310	58,959
2024	12,988	(649)	12,339	71,298
2025	11,117	(556)	10,561	81,859
2026	10,524	(526)	9,998	91,857
2027	9,925	(496)	9,429	101,286
2028	13,714	(686)	13,028	114,314
2029	16,017	(801)	15,216	129,530
Cumulative	136,350	(6,820)	129,530	

### CONTRIBUTIONS

Secondary

	<u>Cumulative Current-Use Contributions</u>	<u>Cumulative Guardrail</u>
2018	3,225	-
2019	8,217	(665)
2020	14,228	(1,258)
2021	21,322	(1,852)
2022	29,582	(2,458)
2023	39,031	(3,106)
2024	49,702	(3,755)
2025	61,638	(4,311)
2026	74,883	(4,837)
2027	89,561	(5,333)
2028	105,795	(6,019)
2029	123,619	(6,820)

course of the plan would yield financial results below where we think we need to be as a fiscally healthy and resilient institution.

We will look at many factors in evaluating our financial position and progress, but will have secondary guardrails in place for three key attributes which will drive the plan's ultimate success: (1) contributions, (2) operating expenses, and (3) cash and

investments. These will be looked at even if the cumulative cash surplus is on target as they are key "controllable" variables in trying to deliver the plan. If any of these deviate from plan in excess of the cumulative cash surplus target, we again will pause to evaluate the reason and determine whether this is a longer-term trend or something manageable within the framework of the cumulative financial goal.

This will not preclude us from looking at other variances within the model which may develop. The key to the successful delivery of these financial projections will be constantly having our "finger on the pulse" of operating results and being able to accurately forecast financial outlooks each year in advance.

The guardrail levels are summarized below.

## OPERATING EXPENSES

Cumulative Current-Use Contributions <u>Guardrail</u>	Secondary		
	Cumulative Operating Expenses	Cumulative Guardrail	Cumulative Operating Expense Guardrail
3,225	54,126	-	54,126
7,552	108,084	665	108,749
12,970	162,434	1,258	163,692
19,470	218,249	1,852	220,101
27,124	275,602	2,458	278,060
35,925	334,176	3,106	337,282
45,947	394,638	3,755	398,393
57,327	456,909	4,311	461,220
70,046	520,763	4,837	525,600
84,228	586,246	5,333	591,579
99,776	653,256	6,019	659,275
116,799	721,993	6,820	728,813

## CASH & INVESTMENTS

Cash & Investments <u>Balance</u>	Secondary	
	Guardrail <u>@ 5%</u>	Cash & Investments <u>Floor</u>
155,369	(7,768)	147,601
172,299	(8,615)	163,684
188,535	(9,427)	179,108
205,585	(10,279)	195,306
223,506	(11,175)	212,331
242,935	(12,147)	230,788
263,113	(13,156)	249,957
282,166	(14,108)	268,058
301,321	(15,066)	286,255
320,576	(16,029)	304,547
344,320	(17,216)	327,104
371,258	(18,563)	352,695

**We must also consider external dynamics that could be impacting admissions at Cooper Union.**

Let's look at the decline in Architecture applications as an example. The applicant pool may reflect market sensitivity. Besides potential net tuition effects at Cooper, observed declines in architecture applications may reflect greater national attention on gainful employment. Press and rankings increasingly focus on job placements and security, income, and ability to repay debt.

In 2012, a New York Times article by Catherine Rampell indicated that the unemployment rate for recent architecture graduates was the highest of any field sampled, at 13.9 percent, due in part to the housing market collapse. The article goes on to declare that “architecture majors who went on to receive graduate degrees, which usually safeguard workers from unemployment, are doing poorly in the job market. With a jobless rate of 7.7 percent, architecture majors who hold graduate degrees are still more likely to be unemployed than newly minted college grads who studied journalism (!).”

## APPENDIX C

### PRE- AND POST-TUITION ADMISSIONS, ENROLLMENT, AND ACADEMIC TRENDS

While Cooper Union has, overall, experienced a decline in applications, increase in admissions rate, and decrease in yields, Cooper has maintained an admission profile consistent with highly selective institutions.

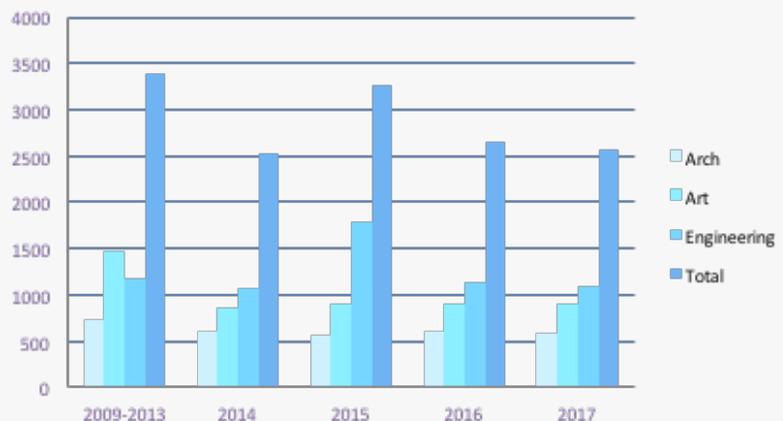
One of the most crucial measures for Cooper Union, one that is deeply embedded in its culture and legacy, is the commitment to student quality—the institution’s selectivity with regard to students’ high school achievement profile, GPA, and SAT. Cooper Union has continued to enroll students who meet its long-standing quantitative admissions criteria.

The profiles of the first-year classes since 2014 when tuition was instituted are comparable to those in 2009–13. Despite changes in the size and regions of the applicant pool and financial aid packages, Cooper Union has been able to seat classes that are highly competitive and remains a highly selective university, as measured by SAT Math, Critical Reading, and Subject Test scores, which have remained steady despite shifts in the scholarship/tuition policy.

Shifts in financial aid models at peer, selective institutions and now, in NY State (the Excelsior Program), have created a more competitive enrollment environment, meaning that Cooper Union is now competing with equally or more generous financial aid packages.

As a small institution, the effect of any adjustments has greater impact due to small number effects. Because Cooper Union enrolls a relatively small class in each of its schools, the percent change in enrollment numbers needs to be evaluated against actual head count in order to assess progress against goals.

#### First-Year Applications Pre- and Post-Tuition Policy Change



First-year application numbers declined 18.5% from an average of 3,383 in 2009–13 to 2,756 from 2014–17. This was driven by declines largely in architecture and art.

#### **Compared to 2009–13 on average:**

2014–17 architecture and art studio/home test submissions dropped from mid-50% to low 40%

2014–17 engineering supplemental questionnaire submissions rose from mid-60% to mid 80%

#### **On average:**

Art applications declined 39%

Architecture applications declined 19%

Although engineering applications increased 7%, much of this can be attributed to a spike in engineering applications specifically in 2015. As indicated in engineering student supplemental questionnaires, this reflected interest in a proposed Computer Science program.

#### **Selectivity**

Institutional selectivity is reflected by the admission rate (a low admission rate indicates a large applicant pool and low offers) and academic profiles (the GPA and Critical Reading and Math SATs) of the admitted class. These measures are considerations in institutional rankings. Cooper Union monitors its admission against these measures. (Of note is that architecture and art rankings are often reputational with less weight placed on these academic measures.) Cooper Union has maintained a relatively low admission rate and enrolled students with high academic profiles. These admission measures contribute to Cooper's ranking as a highly selective institution.

On average, the percentage of applicants admitted across all three schools rose from 8% in 2009–13 to 14% in 2014–17.

- Architecture admission offers (rate) on average rose from 3% in 2009–13 to 5% in 2014–17
- Art admission offers (rate) rose on average from 5% in 2009–13 to 8% in 2014–17
- Engineering admission offers (rate) rose on average from 14% in 2009–13 to 22% in 2014–17

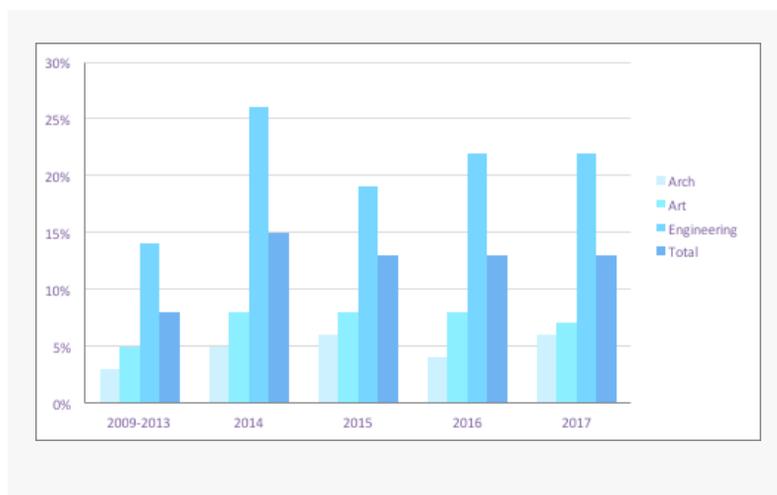
However...

- If the application pool is sensitive to the market, we might expect an uptick in applications in the future.
- According to the Department of Labor Statistics, "Employment of architects is projected to grow 7 percent from 2014 to 2024, about as fast as the average for all occupations." However job competition will be strong because the number of applicants continues to outnumber available positions.

Cooper's Art program is fine arts focused. There may be a few external forces at play:

- Like with architecture, declines in art may be attributed to attention paid to employment and future income prospects
- The emergence of digital media, digital graphics and design, and media and art programs
- A decline in art offerings and programs in K-12

## First-Time College (FTC) Selectivity (Percent Admitted) Pre- and Post-Tuition Policy Change



### Yield

Yield is very much tied to the quality of the financial aid package. Many of our admitted students receive competitive financial aid offers from other institutions. Our impression is that these numbers reflect the shift from full-tuition to partial-tuition scholarships and our ability to compete with well-endowed, highly selective institutions (e.g., Cornell, Yale, Carnegie Mellon, etc.)

For example, many of our peer institutions are experimenting with various financial aid strategies to cover tuition and other educational expenses for those with low and middle incomes.

Yield = # of enrolled students ÷ accepted students

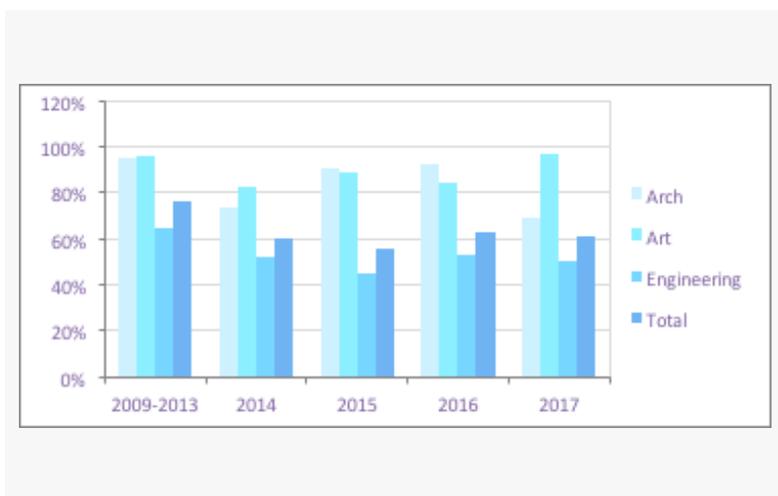
On average, at Cooper Union, comparing 2009–13 to 2014–17, the overall yield dropped from 76% to 61%.

- The architecture yield dropped from 95% to 69%
- The art yield increased slightly from 96% to 97%
- The engineering yield dropped from 65% to 50%

However, yield is a difficult measure to fully unpack in this context. Yield can be impacted either by a change in the number of accepted students who choose to enroll in Cooper Union or by a change in the total number of accepted students, or both. Cooper Union intentionally increased the number of accepted students in order to manage the potential risk of lower enrollment as a result of instituting tuition.

Despite decreases in yield rates, admissions committees and Administration within all three schools reported quality of 2014–17 incoming classes as consistent with prior years. See Selectivity and Academic profile.

## Yield Percentage of Students Pre- and Post-Tuition Policy Change



### Selectivity, Academic Profile, and National Trends

Cooper's student quality as measured by SAT percentiles in Critical Reading and Math has remained fairly consistent.

Nationally, there has been a slight decrease in SAT score averages

- Nationally, mean SAT scores for the class of 2016 are slightly lower than those of the class of 2015. This may reflect that more students are taking the SAT due to high school based efforts to offer SAT. The number of students taking SAT during the school day has more than doubled. (College Board, 2016)

High School GPAs have risen while SAT scores have not.

- Since the late 1990s, the average high school GPA of SAT takers has increased from 3.27 to 3.38. Grade inflation is evident in data collected by the College Board and in administrative data collected by the U.S. Department of Education. SAT scores have declined slightly over this period—a trend that runs counter to the increase in average high school GPAs.
- Variation in high school GPA has decreased by nearly 10% between 1998 and 2016. Among students with combined (old version) SAT scores of 1300 or higher, variation has decreased by almost 30%.

Academic Profile Pre- and Post- Tuition Policy Change in 2014

Year	2009–2013			2014			2015			2016			2017		
	Average of Academic Profile														
College	Middle GPA	CR Reading	MSAT	Middle GPA	CR Reading	MSAT	Middle GPA	CR Reading	MSAT	Middle GPA	CR Reading	MSAT	Middle GPA	EBRW*	MSAT*
	As a percent %	25 <sup>th</sup> –75 <sup>th</sup> percentile		As a percent %	25 <sup>th</sup> –75 <sup>th</sup> percentile		As a percent %	25 <sup>th</sup> –75 <sup>th</sup> percentile		As a percent %	25 <sup>th</sup> –75 <sup>th</sup> percentile		As a percent %	25 <sup>th</sup> –75 <sup>th</sup> percentile	
ARCH	88–94	576–678	544–686	85–93	560–680	600–700	86–92	520–690	560–700	91–94	550–660	600–710	89–97	570–670	640–780
ART	82–92	558–668	516–628	82–92	520–630	490–630	86–92	560–670	520–630	87–93	530–670	480–640	89–94	570–690	520–670
ENG	93–98	640–726	732–792	92–98	640–740	720–800	92–97	640–740	750–800	93–97	630–730	750–800	93–98	690–750	750–800
ALL		608–716	616–776		600–730	650–770		610–720	630–800		600–720	640–780		650–740	660–790
MEDIAN SAT for CUT SCORES		662	696		665	710		665	710		660	710		680	740

At Cooper Union, academic profiles of new, incoming students in 2014–17 compared favorably to the Average Academic Profile in 2009–13

Despite shifts in applications, admission rate, and yield, the academic profile of new, incoming students to Cooper Union has been consistently high. SAT scores suggest that students are in the same range of competitiveness (Percentile of Nationally Representative Sample).

Cooper Union’s ability to enroll highly talented students has been unaffected although this requires considerably more effort and strategies on the part of admissions staff (outreach, communications etc.).

Converted Academic Profile of all new, incoming students in 2014–17 compared to the Average Academic Profile in 2009–13

Academic Profile Pre- and Post- Tuition Policy Change in 2014 for All Colleges

Year	2009 – 2013		2014		2015		2016		2017	
	CR Reading	MSAT	CR Reading	MSAT	CR Reading	MSAT	CR Reading	MSAT	EBRW	MSAT
25 <sup>th</sup> –75 <sup>th</sup> percentile	608–716	616–776	600–730	650–770	610–720	630–800	600–720	640–780	650–740	660–790
Median SAT	662	696	665	710	695	760	660	710	680	740
Median Total SAT Score	1358 [1]		1375 [2]		1455 [3]		1370 [4]		1410 [5]	

Median SAT scores have been converted into a Median total SAT score to explore whether there were shifts in Cooper’s admitted student standing among a Nationally Representative Sample:

Converted Total Score	Nationally Representative Sample Percentile	SAT User Percentile-- NATIONAL
1480	99	98
1470	99	98
1460	99	97
1450 [3]	99	97
1440	98	96
1430	98	96
1420	98	95
1410 [5]	97	95
1400	97	94
1390	97	94
1380	96	93
1370 [2] [4]	96	92
1360 [1]	95	91

Percentile ranks represent the percentage of students who score equal to or below the score the student obtained. As an example, we are using 2016 and 2017 data.

National Percentiles are derived via a research study by the College Board. Nationally representative sample percentiles are weighted to reflect all US students in the 11th or 12th grade regardless of whether they take the SAT.

SAT User Percentiles are weighted to represent all students in the 11th or 12th grade who typically take the SAT.

- SAT User profiles suggest that Cooper SAT profiles were on average, in the top 9% in 2009–13; the top 4% in 2014 and 2016; the top 3% in 2017 and the top 1% in 2015.

### Selectivity: Engineering-Specific Measures

The entering engineering classes of 2014, 2015, 2016, and 2017 demonstrate comparable subject test outcomes, although a slight dip in the physics and chemistry scores of students in 2014.

#### Subject Test Scores in Physics and Chemistry of new, incoming engineering students in 2014–17 compared to Subject Test Scores in 2011–13

Year	Subject Test	Score	2011–13	2014	2015	2016	2017
College	SAT	Score	Percent of Admits w/ Score	Percent of Admits w/ Score	Percent of Admits w/Score	Percent of Admits w/ Score	Percent of Admits w/ Score
Engineering	Physics	700–800	88%	76%	89%	89%	89%
		600–690	12%	12%	11%	11%	
		500–590		1%			
	Chemistry	700–800	95%	87%	92%	97%	95%
		600–690	5%	13%	7%	3%	5%
		500–590			1%		

### Diversity—Ethnicity and Race

Recruiting diverse students is important to achieve the educational mission of Cooper Union. Cooper Union must compete strategically for talented underrepresented minority students (URM) who meet Cooper’s academic standards. Many of Cooper Union’s peers and aspirational peers are competing for the same students, particularly in engineering. As noted earlier, Cooper Union’s enrollment has declined with respect to underrepresented minorities. Through a newly formed Diversity Task Force, we have engaged in a school-wide effort to reexamine policies affecting diversity on campus. The Board has affirmed its support for this effort.

#### Percentage of FTC Class Identifying as Hispanic, Black, American Indian (Historically Underrepresented Minority-URM)



The graph above is particularly troubling for engineering, where we see a 73% drop in URM enrollments.

- Between 2009 and 2013 URM engineering students on average comprised 11% of the incoming student population.
- In 2014, URM engineering student enrollment fell to 8%; in 2015 it fell to 4% and in 2016 and 2017 it fell to 3%.

However, the portfolio and more holistic admission processes supported by Architecture and Art have supported more consistent enrollments of URM students. It is also possible that currently more engineering students have self-identified as multi-ethnic or multi-racial that could have been considered URM in the past. Regardless, we are concerned about the drop and plan to address this issue comprehensively with strategic planning in the upcoming years.

### International Students

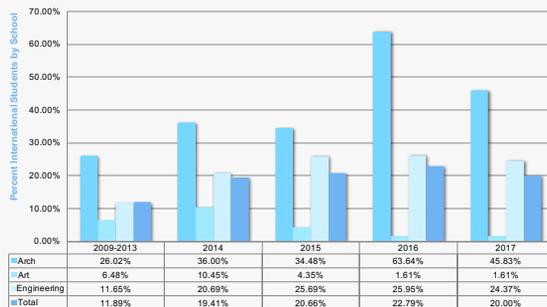
International students contribute meaningfully to the quality of an enrolled class:

- Bring diversity of thought, experiences, and perspectives to the classroom
- Present with strong grades and SAT scores: Enrolled international engineering students in 2017 relative to US Citizens and Permanent Residents were among the top 1% of Users in Math and top 6% in Critical Reading. Their US peers were among the top 2% in Math and top 4% in Critical Reading.
- Bring exposure to Cooper Union abroad when returning home, creating valuable networks for our current students and faculty, along with alumni
- The percentage of total undergraduate international students increased from an average of 13% for 2009–13 to 17% in 2014–17
- The number of new international students rose from an average of 25 (12%) for 2009–13 to an average of 47 (21%) for 2014–17

### % of Undergraduate International Students



## % of New International Undergraduates



### Socioeconomic Diversity

Socioeconomic diversity is also an important factor in creating a dynamic learning environment informed by a variety of perspectives. As a school that was founded for the working class, we are particularly aware of the important role that a high-quality education plays in changing the trajectory of a student's opportunities. Currently,

- 32% of students receive Pell grants or have an Expected Family Contribution (EFC) below \$10K; 51% have EFC's above \$40,000 or is unknown because the student hasn't completed a FAFSA; we serve students on both ends of the socioeconomic range and relatively few in the middle class
- The Schools of Architecture & Art have higher percentages of Pell students (41% and 28%, respectively) partially due to their admission decisions being based on home tests and not standardized tests (e.g. SAT)
- The School of Engineering admissions are more weighted towards standardized tests, which studies have shown to be correlated with family income and wealth. 58% of Engineering students have EFC's above \$40,000 or did not report EFC's

### Further Analysis Planned

While our admissions profile remains strong, we are eager to understand and address academic and reputational questions that go beyond these basic selection criteria. The Administration plans to further analyze the academic profile of the school, quality of education being offered, composition of the student body at Cooper Union, and reputation. This work will be reported to the Board's Academic and Student Affairs Committee, the FEC and, ultimately, the full Board of Trustees.

## APPENDIX D

# FEC AND FINANCE COMMITTEE ROLES AND RESPONSIBILITIES

At the December 7, 2016 meeting of the Board of Trustees, the Board established the following roles and responsibilities to ensure that the work to develop a path to full-tuition scholarships by all is collaborative and streamlined.

### **Finance Committee**

- a. Work with the Financial Monitor, the President, and the Vice President of Finance & Administration to establish the financial framework by which a plan for establishing a sustainable 100% scholarship model will be accepted by the Financial Monitor.
- b. Agree upon the metrics for analyzing the financial viability of the school (i.e., CFI).
  - i. Calculate the financial ratios based on historical financial information in order to provide a baseline for Cooper Union's financial health.
  - ii. Establish goals of financial sustainability for the financial ratios and metrics.
  - iii. Update and extend the financial projections analysis that was published in February 2016.
  - iv. Calculate the financial ratios based on the future financial projections and compare to the established goals.
  - v. Produce pro forma analysis of how to achieve our goals of financial sustainability and a balanced budget without tuition (i.e. free) and model those scenarios.
  - vi. Continue to evaluate ways to increase revenue, decrease expenses (zero based budgeting), and leverage assets to return to free.
  - vii. Outline a plan to measure progress and a timeline for establishing a sustainable 100% scholarship model and incremental steps.

**FEC**

- a. Develop the plan to reestablish full-tuition scholarships:
  - i. Research revenue and expenses of the College.
  - ii. Work with the Finance Committee, President, and CFO to understand the proposed metrics and financial conditions under which the school can return to free.
  - iii. Enumerate initiatives to satisfy the proposed financial metrics.
    - a. increasing assets/revenues (fundraising, revenue generation).
    - b. decreasing liabilities/expenses (reducing debt, further cost reductions).
- b. Present the initiatives to the Board which will narrow them down so as to be consistent and in service of the strategic plan (which the President and Board will be developing on a tandem track).
  - i. Task appropriate person/group/committee to research the selected initiatives. The majority will be undertaken by the President, who will advise the FEC when/how additional assistance will be required (either by Board members or outside consultants).
  - ii. After President reports back to FEC with results, more discussion until (in 2018) a plan by which FEC believes Cooper Union can establish 100% scholarships is prepared.
- c. Coordinate with other committees (Finance, Development, Communications, etc.) with respect to various initiatives.
- d. Following input from the Board (and relevant committees) and President, the FEC will select among the initiatives to develop and propose a strategic plan aimed at returning Cooper Union to a sustainable, full-tuition scholarship model that maintains Cooper Union's strong reputation for academic quality within its Architecture, Art and Engineering programs at their historical levels of enrollment.
- e. Prepare interim & final reports.

# APPENDIX E

## RECAPS OF FEC COMMUNITY GATHERINGS

### Student Gathering Recap

April 26, 2017

- **Students were uniformly in support of returning to 100% scholarships:** They understand it won't be quick and that there will be trade-offs.
- **Preserve, enhance, and communicate the excellent reputation of the school:** Students expressed that it is important for the FEC and Board to focus on preserving and enhancing the stellar reputation of the school. This will take strategic communications, and we will have to weigh that against the potential risk of appearing too commercial. We need to manage headline risk of false narratives that Cooper Union isn't free for anyone and/or that quality has gone down.
- **Make sure student quality doesn't go down:** There is concern that student quality may have gone down because the number of applications in some schools (Architecture, Art) has gone down, but there is no clear evidence that quality has gone down. We should keep our eye on this.
- **Responded favorably to increasing scholarships, but opinions are mixed on how incremental scholarship resources should be allocated:** No clear consensus on whether finite resources should be allocated based on need or evenly across the student body; there seemed to be slight preference toward need-based decisions. For some, it's important also to look at the prohibitively expensive cost of living on/near campus.
- **Most do not see retail in the Foundation building as favorable:** Most did not seem to like the idea of retail in the Foundation building and want to preserve the library (at least as study space), but some could be convinced if there was a clear and urgent purpose (i.e., strong advancement back to free).
- **Miscellaneous:** One student expressed that it is important to ensure continuity of the commitment to free as the terms of current Trustees expire and new Trustees join the Board.

## Faculty/Staff Gathering Recap

May 3, 2017

- **Critically important to return to free tuition:** This was one of the ways the institution was a leader. The level playing field created by students receiving free tuition created an invaluable environment. It has been our mission for a long time and gives opportunities to those who wouldn't get them otherwise.
- **Mixed views on the quality of students:** The quality of the students is still within the high standards of Cooper, there was no degradation. On the other hand, HSS faculty have noticed that students are less prepared to do fundamental skills and that this might be due to overall quality of K-12 preparedness. It was also noted that the ranking of Cooper Union declined once tuition was implemented in regards to broad news publications. And that there may be a lowering of class rank and percentile of students admitted.
- **Providing full-tuition scholarships to certain students would be inconsistent with our mission:** Incremental changes across the board should be done instead of increasing the number of full-tuition scholarships by focusing on students' financial need or other criteria. Treating our students equally across the board is something that makes us unique.
- **Next FEC report should show timelines and what to focus on each year to achieve our goal:** The report was appropriately dire. It expressed that returning to free is doable, but that it will require tough decisions. It is understood that cuts are a part of the process to return to free.
- **Important to change the communication about Cooper:** Our language has been that of crisis and needs to shift to create excitement. Free tuition has sidetracked the other unique qualities of the school. Cooper students and alumni should be highlighted by publicizing their accomplishments.
- **Need to change messaging to younger alumni:** We need to find specialized ways to reach our younger alumni who are less engaged. We're not cultivating them as students around philanthropy and volunteering which needs to be changed.

- **Should engage the faculty in a dialogue about whether the curriculum should be more oriented to serving a public purpose:** This has never been discussed with faculty before, but they welcome the conversation. If students have initiatives around philanthropy in the curriculum, they may be more willing to give back as alumni.
- **Miscellaneous:** It was noted that FEC and Board should be aware that institutions which move from free to tuition usually have about 10 years to ride on their reputation. Need to diversify the faculty. Annual dashboard report on where the school stands using current (cash basis) figures would be helpful. There should be more communications/outreach to the parents.

### **Alumni Gathering Recap**

**October 11, 2017**

- **Development of a concrete plan continues and will be completed by January.** Alumni wanted to understand the timeline for completing a plan and what would be in it. The FEC explained that there is continued focus on completing a recommended plan for returning to full-tuition scholarships. Some believe the plan should include multiple scenarios/models regarding the path to returning to a sustainable, full-tuition scholarship model. Some questioned whether more time is needed for the FEC to create the plan. The FEC indicated that the current deadline is achievable and that the final report will not be rushed solely for the sake of getting it done in time.
- **There was a strong focus on fundraising.** Alumni wanted to know whether there are fundraising plans being developed, including corporate sponsorships, to increase contributions. FEC members and President Sparks explained that concrete fundraising plans and financial goals are being developed with respect to individuals, foundations, and corporations, with an explicit goal of substantially increasing our fundraising. It was explained that fundraising will be key to the success of the plan and that alumni will be encouraged to participate (and are not blamed for current or historic giving levels). Alumni expressed interest in a Free Education Fund that would serve as a repository for donations specifically earmarked for returning the school to full-tuition scholarships.

- **There was a strong interest in the Board’s engagement in this work.** Alumni were interested in the Board’s views and financial contributions. Alumni appreciated the Board’s openness and willingness to listen, would like even more communication, and would like an opportunity to provide input to the FEC Plan once issued and before the Board adopts a final plan. An alumnus raised a question about the Board’s philanthropic giving to Cooper Union and emphasized the importance of Trustee giving.
- **Alumni wanted confirmation that the Board is committed to returning to full-tuition for all students.** The Board has unequivocally stated that it supports the work of the FEC in developing a plan to return to full-tuition scholarships. And, it further supports the FEC’s efforts to accelerate the current 2039 timeline as reflected in the January 2017 FEC Progress Report. In response to a question of whether the plan will only focus on providing tuition aid to students with need, FEC members and Administration confirmed they are focused on free for all and reminded that the Consent Decree requires a plan to restore “full-tuition” scholarships and makes no distinction between students with or without means. It was noted that additional costs of attendance (e.g., fees, books, housing) are not specifically identified in the Consent Decree but provisions to provide such aid do currently exist.
- **Alumni wanted to know the approximate number necessary to return to a full-tuition scholarship model.** \$250 million is likely what is required to return Cooper Union to a level of financial health required for free tuition.

For a compilation of the questions and issues that have been raised about the FEC’s Plan to Return to Full-Tuition Scholarships, click [here](#).

# NOTES





**The Cooper Union**  
**for the Advancement of Science and Art**  
Cooper Square  
New York, NY 10003  
[cooper.edu](http://cooper.edu)