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Increased Campus Visits: More Good News for Temple Finances

On Friday, March 19, 2009, Temple University announced the good news that an "all-time high of 32,542 prospective students and their families, friends and counselors visited the university in 2008."

TAUP has maintained since the fall that, in these difficult economic times, Temple would be a magnet for students who had decided to take advantage of Temple's reputation and lower price tag. This new announcement from the administration confirms that view.

The *Temple Today* article

(http://www.temple.edu/newsroom/2008_2009/03/stories/campus_visitors.htm) went on to say that there were "7.6 percent more visitors than 2007's record-breaking total and 47.9 percent more than 2005." TAUP expects these numbers to mean that application and acceptances will be up accordingly. In fact, in a March 15 Philadelphia *Inquirer* article "State colleges get look as good value," Temple administration was quoted as saying that applications were up 1%.

With the increase in campus visits to a university that is, as the March 18 *Temple Today* stated, "one of the best academic values around," TAUP believes that the percentage of applications and acceptances will go higher than in previous years.

Increased enrollment is good news for Temple, because the largest portion of instructional revenue is tuition income. Such revenue has been increasing for years - by 125% from 1998 to 2008. In addition, for at least two years, (i.e., in FY2010 and FY2011) Temple will receive restoration of funds cut by the governor from the University's state appropriation. These promising facts go a long way toward belying the financial gloom that management continually talks about.

As TAUP has called for (see e-Bulletin [Temple Management Should Make Finances Open & Transparent](#)), management should show TAUP the clear evidence regarding why or it can or cannot afford the union's financial proposals. Temple is weathering the financial crisis as well as TAUP said it would. When Temple displays welcome evidence of financial health, management should not resort to irrelevant examples of other institutions' fiscal failures as an excuse in their negotiations with TAUP.

Temple can do better.