

# USING FINANCIAL RATIOS TO IMPROVE INSTITUTIONAL HEALTH

November 9 & 16, 2010 :: 1:00 – 2:40 p.m. EST



ACADEMIC · IMPRESSIONS

**WEB CONFERENCE**

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## OVERVIEW

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Having a clear picture of an institution's financial health has never been more important to short- and long-term decision-making and planning efforts. The Composite Financial Index (CFI) is a proven approach to surfacing the most critical information for assessing and improving the financial condition of an institution.

Join us online to learn how to calculate your CFI and methods for applying ratio analysis to improve institutional decision-making and overall financial health.

## WHO SHOULD ATTEND

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This webcast is designed for an institution's financial managers including CFOs, controllers, and budget directors. Because the program provides an overview of the CFI and offers step-by-step guidance for calculating the underlying ratios, mid-level and senior administrators without an accounting background will also benefit from the program.

## ONLINE WORKSHOP FORMAT

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This online workshop engages you in active learning and hands-on work. Included in your registration fee is access to a set of worksheets designed to help you calculate your CFI. After the first session, using these worksheets, you'll calculate your CFI and send your results to Academic Impressions and instructor Larry Goldstein (all information will be kept secure and confidential).

The second session of the webcast will integrate a breakout activity in which small groups of institutions will collaborate by phone on a 15-minute activity and share results. More specifically, you will discuss your CFI with like institutions, its implications, and critical steps you can take to improve your institution's financial health.

## TECHNOLOGY REQUIREMENTS

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- In order to participate in the planned breakout activity, you must listen to this webcast by phone. You should be prepared upon login to the webcast to enter in the direct-dial number for your telephone, as the meeting room will call out directly to you. If you cannot locate the direct-dial number for your phone, or if your phone has an extension, please contact [bridget@academicimpressions.com](mailto:bridget@academicimpressions.com) to make alternate arrangements.
- In order to participate in the planned breakout activity, please station someone from your organization at the phone and computer to serve as your organization's spokesperson.
- When listening via phone, be sure to turn off or completely mute your computer speakers to prevent any audio feedback.

## ADDITIONAL SUPPORT

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Instructor Larry Goldstein will be available for phone and email support between the two sessions to assist you in calculating your CFI.

Learn how to calculate your CFI and apply ratio analysis to improve institutional decision-making and financial health.



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## SESSION 1: UNDERSTANDING THE CFI AND CALCULATING RATIOS

TUESDAY, NOVEMBER 9, 2010 :: 1:00-2:40 P.M. EST

### AGENDA

- Uses of ratio analysis
- Examining the four primary ratios
  - Primary reserve
  - Viability
  - Return on net assets
  - Net operating revenues
- Secondary ratios
- How to deal with affiliated entities

## SESSION 2: USING RATIOS TO ASSESS AND IMPROVE FINANCIAL HEALTH

TUESDAY, NOVEMBER 16, 2010 :: 1:00-2:40 P.M. EST

### AGENDA

- Limitations/Pitfalls of financial ratio analysis
- Threshold values
- Comparison with other institutions
- Small group discussion
- Understanding and discussing your ratios
- Using ratios to improve financial management
- Communicating ratios to key institutional stakeholders including the board

## INSTRUCTORS



### Larry Goldstein, President, Campus Strategies, LLC

Larry is the president of Campus Strategies, LLC, a higher education management consulting firm. His consulting interests cover a wide range of topics including higher education budgeting, strategic planning, accounting, and finance. He writes and speaks frequently on these topics. He is the author of *College and University Budgeting: An Introduction for Faculty and Academic Administrators* and has co-authored several publications, including *Presidential Transitions*.

Immediately prior to establishing Campus Strategies, LLC, Goldstein served as senior vice president and treasurer of the National Association of College and University Business Officers (NACUBO). He joined NACUBO after spending 20 years in higher education financial administration. In his last campus position, he served as the University of Louisville's chief financial officer. Before that, he held administrative appointments with The University of Chicago, the School of the Art Institute of Chicago, and the University of Virginia.



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**Recommended CPE Credits:** 4.0  
**Specialized Knowledge and Applications:** Accounting  
**Prerequisites:** None  
**Program Level:** Basic



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## LOGGING IN TO THE WEBCAST

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After registration, each registrant will receive a confirmation of payment or an invoice, depending on method of payment. Each registrant will also receive an email with appropriate login information and more information regarding the event a few days prior to the start of the event. The day of the conference, you will receive another email with the same information. To participate, you will need a computer with a high-speed Internet connection. You will have the option to receive audio via your computer speakers or telephone.

## WHAT IS A SINGLE SITE CONNECTION?

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A site connection allows a single connection to the Web conferencing software and teleconference. We encourage you to set the event up in a conference room or classroom from a single computer in order to allow multiple stakeholders from your campus to participate. Remember, as long as only a single computer connects, you can bring as many people as you want to the event. Because there are no travel expenses and only a single registration fee is required, each additional participant lowers the cost per person significantly. Purchasing a site connection and inviting everyone involved in a particular topic is a great way to provide cost-effective professional development. Please note that you will have the option to receive audio via your computer speakers or telephone.

If for any reason a relevant stakeholder cannot co-locate for the session, we encourage you to include that person by purchasing an additional connection at the reduced fee of \$195 per session. This will ensure that every member of a team receives the same relevant, timely information in the most efficient way. If an interested party cannot participate at the designated time, or if someone would like to view the presentation again, an archived copy of the event will be available for 60 days. If you have any technical or purchasing questions, please contact us at 720.488.6800.



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## REGISTRATION FORM

Make the most of the presentation: invite your whole team to participate from a single location at no additional cost.

Questions about the event? Call us at 720.488.6800 to help determine if this event is right for you.

Register online at [www.academicimpressions.com](http://www.academicimpressions.com)

## REGISTRATION FEES

Postmarked on or before November 2, 2010

Single Site Connection: Using Financial Ratios to Improve Institutional Health \_\_\_\_\_ \$650.00 USD

Additional Site Connection: Using Financial Ratios to Improve Institutional Health \_\_\_\_\_ \$390.00 USD

(After November 2, 2010 an additional \$75.00 fee for the first connection and \$50.00 fee for each additional connection applies)

Registrants receive a 50% discount on a CD recording of this session. Please send me the CD \_\_\_\_\_ \$325.00 USD

Can't attend the live session? Please send me a CD recording of this webcast \_\_\_\_\_ \$650.00 USD

(For CD orders outside the United States and Canada, a \$35 international shipping fee will be added.)

Total amount enclosed or to be charged \$ \_\_\_\_\_

How did you hear about this event? (email from AI, colleague forwarded email, The Chronicle, etc.): \_\_\_\_\_

## WEB CONFERENCE REGISTRATION INFORMATION (PLEASE PRINT CLEARLY)

Name \_\_\_\_\_ Job Title \_\_\_\_\_

Institution/Organization \_\_\_\_\_ Address \_\_\_\_\_

City \_\_\_\_\_ State/Province \_\_\_\_\_ Zip/Postal Code \_\_\_\_\_ Country \_\_\_\_\_

Telephone \_\_\_\_\_ Fax \_\_\_\_\_ Email \_\_\_\_\_

(Additional contact information for registration confirmations and pre-conference communication.)

Additional Contact Name \_\_\_\_\_ Additional Contact Phone \_\_\_\_\_

Additional Contact Title \_\_\_\_\_ Additional Contact Email \_\_\_\_\_

## FREE HIGHER ED NEWS AND ANALYSIS

Academic Impressions is happy to offer *Higher Ed Impact*, a free industry scan of news, trends, and fresh research on higher education, delivered in an easy-to-scan email.

- Sign me up for *HEI: Daily Pulse* – impactful news, trends, and practices, sent daily
- Sign me up for *HEI: Weekly Scan* – the week's most critical news, with analysis of top stories and trends, sent on Fridays
- Sign me up for *HEI: Monthly Diagnostic* – practical takeaways addressing a strategic challenge facing institutions of higher ed, sent 9-12 times/year

## PAYMENT METHOD

We accept Visa, MC, and AmEx credit cards. To pay by check, include the check with this form or select the "invoice me" option. Fax form to 303.741.0849 or mail form along with payment to: Academic Impressions, 4643 S. Ulster St. Ste. 350, Denver, CO 80237.

### CREDIT CARD

Please charge my credit card: (Visa, MC, AmEx)

Name on Card \_\_\_\_\_

Account Number \_\_\_\_\_

Exp. Date \_\_\_\_\_

Billing Zip Code/Postal Code \_\_\_\_\_

Security Code (last 3 digits on the back of Visa and MC or 4 digits on front of AmEx) \_\_\_\_\_

### CHECK/INVOICE

My check is included and covers \_\_\_\_\_ registration(s)  
Check # \_\_\_\_\_

Please invoice me  
Purchase Order # \_\_\_\_\_  
(PO# not required to receive invoice)

## REFUND/CANCELLATION POLICY

Refunds will be issued only if cancellations are received in writing by September 3, 2010. A \$75 processing fee will be assessed. After September 3, 2010 a credit (less \$75 processing fee) will be issued. The credit will be valid for 12 months and can be used toward any future conferences, web conferences, audio proceedings, or web conference archives. In case this event is cancelled, Academic Impressions' liability is limited to a refund of this registration fee only.

