**Financial Plan Script**

* 1. Introduction (Music)
     1. “We’ve been up for a while now and it’s almost time to land.”
     2. “But look, we have some gauges that don’t look right.”
     3. “All these gauges should be green.”
     4. “This’ll be a rough landing.”
     5. “It looks like we need to check our financial plan in order to land safely.”
     6. “Let’s look at what a financial model is and how it can help us.”
  2. Financial Model Slide
     1. “Our UW-Whitewater’s financial model is a tool, which allows decisions, using levers, to determine our financial path and provide options.”
  3. No Change Slide
     1. “If we do not change our spending habits we will end up having a negative cash balance at the end of this year.”
  4. Figure out our Investments Slide
     1. “What is the first lever we should consider?”
     2. “We have to figure out our investments. Investments are ways to improve enrollment through programs, marketing and other activities focused on potential students and existing students.”
     3. “If we invest in our university projects and strategic enrollment plan we can start seeing increases in enrollment and an increase in our ending cash balance.”
     4. “Let’s see if that helped.”
     5. “As you can see, our ending cash balance is still negative but has raised over 5 million dollars.”
     6. “Let’s check our gauges again.”
  5. Optimization of Tuition Revenue Slide
     1. “Wonderful! What is the next lever we should look at?”
     2. “Let’s see what happens if we optimize Tuition revenue.”
     3. “Optimizing tuition revenues means we determine how much of all revenues should be used to support the full university operations.”
     4. “Let’s see if that helped.”
     5. “As you can see our ending cash balance is still negative but we are getting closer to a safer landing.”
     6. “We are almost ready to land, let’s check our gauges again.”
  6. Reduce Budget Slide
     1. “One more lever to go, we can do this!”
     2. “Let’s see what happens when we reduce our budget. This involves first spending within the budget, in all areas, and then making strategic decisions to reduce budget that helps our financial plan, but also maintains support of our students.”
     3. “Let’s see if that helped.”
     4. “When we invest in the university, optimize our tuition revenues and reduce our budget we start to see a positive cash balance.”
     5. “Let’s check our gauges again.”
  7. Ending Slide
     1. “Let’s prepared for landing!”