

Annual Impact Report 2021-2022

TRADITION AND TRANSFORMATION



From the Board Chair

It is once again my honor to present Bellarmine University's Annual Impact Report, which highlights the transformational student experience and academic excellence delivered by this remarkable institution, with a strong legacy of developing future leaders for the region's workforce.

In addition to my role as president and CEO of Norton Healthcare, I have the privilege to serve as chair of Bellarmine's Board of Trustees, whose 25 members take seriously their responsibility to ensure that the university's strategic direction, finances, educational policies and programs remain consistent with the mission of the university. The past two years have presented unique and complex challenges resulting from the global COVID-19 pandemic. The university has proven itself highly capable of meeting those many challenges head-on, adapting when needed without significantly changing the core Bellarmine experience, which is driven by personal, authentic connections between students and faculty members.



If 2020 and 2021 were about disruption, 2022 has been about a return to normalcy for Bellarmine. As you will see on the following pages, our residence halls are full again, classes are happening in person, students are fully engaged in the on-campus experience, and our alumni have been welcomed back to campus for face-to-face events as part of our lifelong engagement with them.

We're proud that the past year reflected record fundraising success, with more than \$8 million raised from alumni, families, friends, organizations and other donors. That success has helped us expand our commitment to affordability, creating new pathways for academically qualified students from many backgrounds to benefit from the Bellarmine experience, regardless of their financial status.

Our fundraising prowess has also allowed us to continue growing into our role as an NCAA Division I institution. This past spring, the nation saw that Bellarmine has arrived, as our men's basketball team defied expectations and won the ASUN Conference Championship. While NCAA rules prevented us, as a reclassifying institution, from taking part in March Madness, calls to "Let Bellarmine Play" came in from across the nation, earning the university more national awareness than at any point in its 72-year history.

Bellarmine has always been known in our region for the strength of its academic programs and the quality of its graduates. We now have a national stage from which to share Bellarmine's story.

Swords up!

Russell L. Cox
Board of Trustees Chair



From the President

Over the past year, we have been steadfast in our commitment to provide our students with the knowledge, skills and experiences they will need to succeed in an increasingly complex world. With so much of society in a long period of uncertainty, Bellarmine has not wavered in its ability to provide a meaningful student experience that creates successful outcomes as we build leaders who are successful and of strong character.

This annual report reflects our commitment to the strategic plan we adopted in 2019, titled *Tradition and Transformation*. That plan has served Bellarmine and the region well. It allowed us to focus with intentionality on the quality of our student experience, hone our academic excellence, and embrace stronger commitments to diversity and affordability. It gave us a framework to achieve record fundraising successes. It gave us the courage to find a new home in NCAA Division I, which paid off last year in ways that surprised even the most optimistic of us, thanks to the thrilling success of our men's basketball team.

I will not understate the current challenges facing higher education. Even before the pandemic, U.S. confidence in the value of education had been declining. Nationally, enrollment in universities has dropped, with an especially significant shift over the past two years. But, at the same time, we are facing an incredible opportunity to shape Bellarmine into an even stronger postsecondary leader as we emerge from the pandemic.

We are taking advantage of this unique moment in time to undergo a strategic reset that will build on our distinctive strengths and offerings to forge a sustainable path forward that ensures a strong and vibrant future for the university. Cognizant that so much has changed since our current strategic plan was adopted, during the 2022-23 academic year we are embarking upon a bold new strategic planning process that will explore new ways to grow, especially in areas where Bellarmine has established itself as a leader in our state and region. We

will seek to enrich our programs and student support in ways that will drive student recruitment, success and retention. We will deepen our community partnerships and relationships so that our students can further their experiential learning and continue to find fulfilling pathways to employment. And we will build our capabilities in alignment with a vision that will amplify pride in Bellarmine throughout our community.

Seeing the continued resilience of our students, our faculty and our staff over the past year has made me immensely proud – and incredibly confident in what we do and what we can become.

I am profoundly grateful to all who continue to make Bellarmine a special place focused on a vital mission, including the families who have confidence in us to educate their loved ones, the alumni and donors who provide the vital support that allows us to focus on affordability, and our growing number of institutional partners who are helping us build intentional pathways for our graduates to make the region stronger.

Go, Knights!

Susan M. Donovan, Ph.D.
President

Distinctive, Transformative Student Experience

Bellarmino will develop a highly personalized pathway and intentional success plan for every student that begins with application for admission and carries through career attainment or post-graduate study, including enhancement of the vibrancy of campus life and clear communication of what a Bellarmine education will deliver to students in the 21st century.



2021 Bachelor's Degree Recipient Outcomes

98%
working or continuing education
within six months of graduation

88%
participating in 90+ hours of
experiential education

75%
Remained in Louisville after
graduation

RESIDENCE LIFE

Residence hall occupancy has fully rebounded from the COVID-19 pandemic, matching levels not seen since 2016.

RESIDENTIAL STUDENTS	AUGUST 2020	AUGUST 2021	AUGUST 2022
First-Year Students	345	404	391
Second Year*	232	219	292
Juniors	140	116	152
Seniors	100	111	118
Grad./Postbac.	13	26	29
Exchange	0	1	12
Transfer	26	33	25
TOTAL	856	910	1,019

*INCLUDES RETURNING FIRST-YEAR STUDENTS AND SOPHOMORES



RETENTION: STUDENT PERSISTENCE DURING A PANDEMIC

While Bellarmine saw a slight decrease in retention among new students who entered college during the pandemic, retention of returning students was up, in some cases representing the highest numbers in more than 30 years.

CLASS	RETENTION RATE	VS. 30-YEAR AVERAGE
Sophomores (Fall 2021 Cohort)	81.2%	▲ 0.8%
Juniors (Fall 2020 Cohort)	67.7%	▼ 2.2%
Seniors (Fall 2019 Cohort)	71.8%	▲ 5.6%
4-year Graduate Rate (Fall 2018 Cohort)	56.7%	▲ 1.9%
5-year Graduate Rate (Fall 2017 Cohort)	66.5%	
6-year Graduate Rate (Fall 2016 Cohort)	59.7%	
Transfer (Summer/Fall 2021 Cohort)	70%	

Enrollment for Fall 2022

2,970

Total enrollment for Fall 2022, including 2,342 undergraduate and 628 graduate students

547

Number of students in first-year class, the most diverse in Bellarmine's history (see Priority 3 for details)

Student Experience

89%

of first-year students who participated in three or more activities

763

degrees awarded during 2021-22 academic year, including 40 to military-affiliated students, the most in Bellarmine's history

Student Support

3,280

Academic Advising Appointments in 2021-22 academic year

Academic Innovation and Excellence

Bellarmino will diversify its educational delivery to become a model for academic innovation and purposeful risk-taking, including the development of new and nimble ways of delivering academic course content and the strengthening of continuing education.





NEW PROGRAMS AND DELIVERY METHODS

- Master's degree in Instructional Leadership & School Admin, K-12
- Bachelor's degree or minor in Health Humanities
- Accelerated Bachelor of Health Science (hybrid)
- Bachelor's degree in Integrated Studies Communication Track (Online)
- Bachelor's degree in Marketing
- Medical Laboratory Technician to Medical Laboratory Science degree (Online)
- Bachelor's degree or minor in Public Health
- Bachelor's degree in Sociology and Anthropology (Combined Major)
- Minor in Esports
- Minor in Interfaith Ecumenical Studies
- Minor in Neuroscience

NOTABLE GRANTS RECEIVED TO ENHANCE ACADEMIC EXCELLENCE

5-Year Partnerships in Sports Medicine, Campus Wellness and Nursing

- Norton Healthcare, \$2,400,000

2021 GenCyber Camp Program

- U.S. Department of Defense - National Security Agency, \$116,558

Physical Therapy Clinic, School of Education Scholarships

- WHAS Crusade for Children, \$93,000

Athletics Clinical and Administrative Services

- Norton Healthcare, \$60,000

National University Rankings per U.S. News & World Report

202

Overall Ranking

58

in Best Undergraduate Teaching

211

in Top Performers for Social Mobility

University Rankings Niche.com

TOP 48

Catholic Colleges in the U.S.

New Programs

13

New academic programs

New Faculty

9

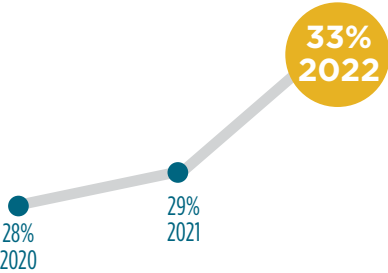
new full-time faculty started this fall

Geographical and Diversity Expansion

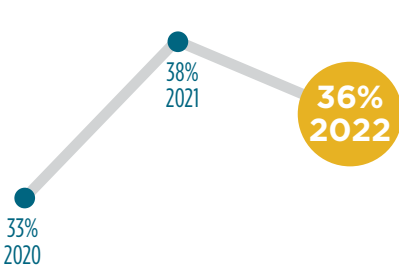
Bellarmino will expand its geographic reach to enhance reputation and impact through enrollment pipelines, athletics, alumni engagement, and outreach.



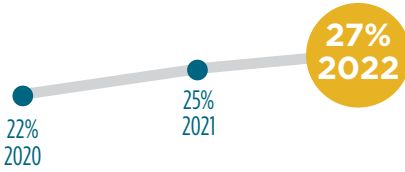
Percentage of Pell Grant-Eligible



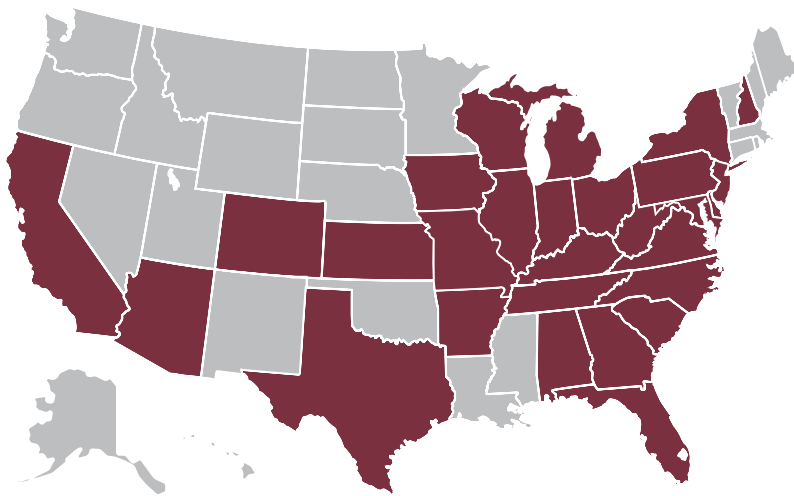
First-Generation Students



Students of Color



FIRST-YEAR STUDENT PROFILE	2020	2021	2022
Male/Female	37/63	34/66	42/58
From Kentucky	69%	71%	66%
Average ACT Composite	24.7	24.2	25
Median High School GPA	3.71	3.72	3.72
Honors Program	17%	15%	15%
Percentage of Student-Athletes	19%	20%	23 %
Legacy Students (Sibling, child or grandchild of alumni)	15%	14%	20%



First-year students come from 28 states and 6 nations (including the U.S.)

Top Religious Affiliations: Catholic, Christian, Non-Denominational, Baptist, No Preference

Top 5 Majors: Nursing, Business Administration, Biology, Undeclared, Psychology

TRANSFER STUDENTS

77 transfers for Fall 22 compared to 78 in 2021

Top five majors: Business Administration, Education, Psychology, Exercise Science, Nursing

Top three previous institutions attended: Jefferson Community & Technical College, University of Louisville, Ivy Tech Community College

GRADUATE AND SECOND-DEGREE STUDENTS

- Summer 2022: 221 (vs. 247 Fall 2021)
- Fall 2022: 167 (vs. 183 Fall 2021)

BELLARMINE RISING

- » ASUN Tournament Winners – Men's Basketball
- » Devanny Boisvert recognized as MAC Field Hockey Coach of the Year
- » Bellarmine Academic Progress Rate is 982 out of 1,000



Expanding Awareness

181%

Increase in total university earned media impressions (25.9 billion FY 22 vs 9.2 billion FY 21). Advertising value equivalency* = \$239.6 million

322%

Increase in Athletics earned media impressions (15 billion) in FY22, compared to FY21. Advertising value equivalency* = \$138.4 million

Alumni Connecting with Students

5,316

alumni from across the nation engaged through in-person and virtual events including Alumni Mentoring Program

Student-Athlete Success

82%

Percentage of student-athletes earning a GPA of at least 3.0

#2

Finished 2nd in ASUN Academic Standing – 2nd year to be in Top 2

**Advertising value equivalency is an estimate of the total value of earned media coverage if it were placed as paid advertising.*

Commitment to Equity & Inclusion

Bellarmine will demonstrate a fully realized and lived commitment to equity and inclusion, empowering all members of its increasingly diverse community and supporting them to achieve their full potential.



NEW LEADERSHIP

In May 2022, President Susan M. Donovan appointed Dr. Tomarra Adams as Bellarmine's new Chief Diversity, Equity and Inclusion Officer, effective July 1. Upon her appointment, Adams noted that Bellarmine's leadership "has renewed vision and synergy in expanding accessible pathways to a college degree for those who have been historically marginalized, having a faculty and staff representative of a shifting demographic of students, and creating opportunities for meaningful institutional change, partnerships, and teaching that embrace an inclusive environment both within and outside of the classroom."

DEI INITIATIVE SUMMARY

Campus Pride Index

The Campus Pride Index is an overall indicator of institutional commitment to LGBTQ-inclusive policy, program, and practice. Bellarmine has earned 4 out of 5 stars.

Living Wage/Market Initiative

In 2021, we implemented a Living Wage/Market Initiative that increased compensation to a minimum of \$35K for all employees. This initiative provides a more equitable living wage for employees while also addressing the current job market.

Diversity Recruitment

Human Resources conducted a review of our recruitment partners to identify opportunities to enhance our strategic diversity recruitment efforts. We joined the Higher Education Recruitment Consortium (HERC), a consortium of over 700 colleges, universities, hospitals and related organizations who share a commitment to hiring the most diverse and talented employees. All Bellarmine job postings are now accessible on the HERC job site, giving Bellarmine additional exposure. We also reach more than 15,500 community-based organizations serving women, minorities, individuals with disabilities, veterans and the LGBTQIA community through another recruitment resource, Circa Workforce Recruitment. We also added an enhanced diversity statement to all job postings, and we ensure that all job descriptions have a DEI component.

Bellarmino DEI Endorsement

In 2021, we launched the Bellarmine University DEI Endorsement — an online, self-paced continuing education program developed for faculty, staff and students seeking personal and professional development through engaging with various diversity, equity and inclusion topics. Learners who complete this endorsement will be more equipped to help make their communities, workplaces and organizations more inclusive and equitable spaces. The endorsement is also available to those outside Bellarmine on a fee basis.

Performance Excellence

We enhanced our staff performance management process, Performance Excellence, to include a focus on DEI. Staff discuss evidence of an active commitment to diversity, equity and inclusion.

CENTER OF EXCELLENCE FOR VETERAN STUDENT SUCCESS

Four Bellarmine ROTC students attended Cadet Summer Training at Fort Knox, Ky., ranking in the top 15% of cadets in the nation.

Veteran Support

1

Bellarmino is the only private university in Kentucky recognized as a College of Distinction for its support of military students

Accessibility

97.5%

retention rate for students registered with Accessibility Services who used accommodations. These students had an average GPA of 3.14.

Professional Development

99%

completion rate by students for new Diversity, Equity and Inclusion training module

Veteran Student Success

40

military-affiliated students graduated from Bellarmine in 2021, the highest number in university history

Meaningful Engagement & Partnerships

Bellarmino will be an engaged partner to expand learning opportunities, enhance career networks and economic growth, and advance equity and quality of life for its neighboring communities.



STRATEGIC PARTNERSHIPS

In order to expand learning opportunities and strengthen career pathways for students, we are continuing to add to Bellarmine's already robust number of community-based partnerships and coalitions.



Norton Healthcare

A five-year, \$2.4 million partnership providing services for sports medicine and campus wellness as well as scholarships for Nursing students is the largest funded partnership in Bellarmine history. It will ensure the health of the campus community while also expanding and diversifying the regional workforce.



\$1 Million Federal Appropriation

Bellarmine's first-ever federal earmark, secured by Congressman John Yarmuth (KY-03) through the House Appropriations Committee's Community Project Funding Program, will expand the university's health simulation program to support the education of both Bellarmine students and K-12 students in Jefferson County Public Schools.



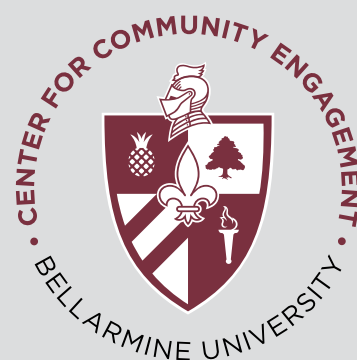
Kroger

The Executive Education Emerging Leaders Program is a 10-month certificate program through Rubel School of Business to receive instruction in data analytics, financial modeling, conflict resolution and creative problem solving. The Rubel School plans to expand executive education programs to other local companies.



Kentucky Community and Technical College System

This expansion of the existing 2BU program with Jefferson County Community & Technical College includes a transfer partnership from all KCTCS campuses, allowing graduates to pursue higher degrees at Bellarmine.



Enhancing Access & Affordability

Bellarmino will be a responsible and effective steward of its resources, making a Bellarmine education accessible to students of all backgrounds and ensuring financial stability for decades to come.



Support from Our Community

\$13,989,899

Philanthropy Total (Gifts, New Pledges, Government Grants and Sponsorships)

\$120,195

Funds raised during the inaugural Athletics Day of Giving



ACCESS & AFFORDABILITY INITIATIVES

Louisville Century Scholars

Qualified students from Butler, Central, Doss, Iroquois, Seneca, The Academy @ Shawnee, Waggener and Western, the high schools that enroll the highest local percentages of underrepresented students in Louisville, are eligible for Louisville Century Scholars, a program that covers the full cost of tuition and on-campus housing after other aid is applied.

Bellarmine-Kentucky Community and Technical College System (KCTCS) Partnership

This program makes it easier and more affordable for students from KCTCS campuses to pursue higher degrees at Bellarmine. The partnership includes transfer plans and advising guides that offer straightforward degree paths in many disciplines and offers discounted tuition rates to all eligible KCTCS students, faculty and staff.

New Scholarships

- Scarlet Scholarship for First Year
- Silver Scholarship for New Transfers

PHILANTHROPY

- April Day of Giving – Overall Amount - \$223,785
- Gifts from faculty and staff - \$107,085

Institutional Aid

\$63M+

Bellarmine’s total investment in institutional student aid

\$17M+

Bellarmine’s investment in institutional aid for new first-year students

16%

increase in average net tuition revenue per student year-over-year

Athletics

\$2.4M+

Athletics gifts and sponsorships in inaugural NCAA Division I season

Annual Fund

\$2.4M+

Support for student assistance

Day of Giving

\$343K+

Total Day of Giving & Athletics Week of Giving

