

Names: OSUIT and BKD

Title of Presentation: From Surviving to Thriving, a Contribution Margin Analysis Story

Short Session Description:

A contribution margin analysis was performed using information from many sources and the results revealed how much each course, instructor, and school contributed to covering its direct costs of production. The results were then used by stakeholders to make decisions about course and program offerings.

Learning Objective & Outcomes:

This session will highlight the process involved in completing a contribution margin analysis. It will stress the benefits of completing and utilizing a contribution margin analysis in the decision making process.

Speaker Bio:

Dr. Bill Path, Ed D; OSUIT President and Provost. Dr. Path is outspoken champion of advanced technical education and STEM career pathways.

Nick Wallace, Director for BKD's Higher Education Services Group. Nick leads a team who provide clients in the higher education industry with a variety of accounting, tax and consulting services.

Jim Smith, CPA, MS, MDiv; OSUIT Vice President Fiscal Services. Jim joined OSUIT in 2012. He directs Accounting, Purchasing, Human Resources, Campus Police, Bursar, and Physical Plant

Michelle Canan, BS; OSUIT Director Institutional Research. Michelle has more than 25 years of experience in higher education in the offices of admissions, registrar, enrollment management, and institutional research.

Sandra Hudgens, CPA, MS; OSUIT Director Accounting Services. Sandra has worked in higher education for many years as an accountant and bursar.