GRAY DI

UTAH VALLEY UNIVERSITY CASE STUDY

A Data-Informed Blueprint for Growth Amid Budget Cuts

INSTITUTIONAL OVERVIEW

In 2024, Utah Valley University (UVU) faced legislative scrutiny that required universities to reallocate 10 percent of instructional budgets from underperforming to high-yield programs over three years. Thanks to early preparation and the use of Gray DI's Program Evaluation System (PES), UVU was ready.

Rather than spreading the reductions over multiple years, UVU completed the entire $8.9 million reallocation in its first year, a proactive move that stabilized finances and demonstrated strong fiscal management.

CHALLENGES

UVU needed to:

- Evaluate program performance across every department to anticipate legislative demands.
- Reallocate $8.9 million from underperforming to high-yield programs while minimizing student and faculty disruption.
- Maintain financial stability and readiness for future audits or budget shifts.

SOLUTIONS

Using Gray DI's PES, UVU evaluated every academic program to identify cost efficiencies and areas for growth. The university:

- Consolidated redundant degrees to streamline pathways.
- Shifted select programs to Mountainland Technical College to reduce overlap.
- Closed low-enrollment, high-cost programs and redirected funds to high-demand areas.
- Introduced new programs in Applied Artificial Intelligence and Sports Management aligned with workforce needs.

RESULTS ⌄

1. Enrollment Growth

Realignment drove measurable results. Business Analytics enrollment grew from 800 to 1,300 students in one year, and Sports Management enrolled 45 students in its first course without any direct marketing.

2. Financial Resilience

Front-loading the $8.9M reallocation created immediate stability. Automation through PES replaced manual data work, saving an estimated $200K–$250K annually and freeing resources to support growth areas.

3. Data-Informed Decision-Making

PES allows UVU to view financial performance down to the course level, making program reviews faster, clearer, and more actionable. Leadership can now see exactly which programs drive revenue, break even, or drain resources.

4. Statewide Leadership

UVU's proactive approach has become a model across Utah. The university now collaborates with the Utah System of Higher Education's Chief Economist, sharing its methodology and helping other institutions leverage Gray DI tools for similar success.

KEY TAKEAWAYS

Proactive Leadership

Anticipating full-portfolio scrutiny positioned UVU to act quickly and decisively.

Granular Insight

PES provided course- and program-level economics that guided precise reallocations.

Efficiency First

Streamlined degree pathways reduced redundancies without harming student outcomes.

Strategic Growth

New programs in AI and Sports Management created timely, market-relevant opportunities.

CONCLUSION ⌄

Utah Valley University turned fiscal pressure into opportunity through strategic foresight and Gray DI's PES analytics. Their proactive planning, data-informed reallocations, and innovative new programs built a model of efficiency and student-centered growth now recognized across the state.