

DIXIE 2020: STATUS TO STATURE



Contribution Margin Ratio (CM Ratio)

The CM ratio is calculated by dividing the total contribution margin by total sales.

Parker Bicycle Company Contribution Margin Statement For the Month of June			
	Total	Per Unit	CM Ratio
Sales (\$80 bicycles)	\$ 250,000	\$ 3,125	100%
Less: Variable expenses	150,000	1,875	60%
Contribution margin	100,000	\$ 1,250	40%
Less: Fixed expenses	60,000		
Operating income	\$ 40,000		

Each \$1 increase in sales results in a total contribution increase of 40%.

www.dixie.edu/strategicplanning

OUR VISION

ENCOURAGING
EXCELLENCE
CULTIVATING
CREATIVITY
PIONEERING
PATHWAYS



STRATEGIC GOALS

Goal 1: Promote student success and increase retention and completion rates at all degree levels

Goal 2: Broaden and enhance academic programs to facilitate growth

Goal 3: Invest in Faculty and staff recruitment, retention and professional development

Goal 4: Promote the success of underserved and underrepresented faculty, staff, and students by enhancing support for inclusion and equity

Goal 5: Engage with the Southern Utah Region to strengthen civic, cultural, and economic life

Goal 6: Establish a strong brand and identity for the university

DSU
DIXIE STATE UNIVERSITY