

ACTION ITEM #2

Global Campus Tuition Rate (Joan King)

TO ALL MEMBERS OF THE BOARD OF REGENTS

SUBJECT: Global Campus Tuition Rate

SUBMITTED BY: Joan King, Associate Vice President and Chief University Budget Officer

PROPOSED: That the Washington State University Board of Regents establish a flat fee for students enrolled exclusively in online courses on the Global Campus.

SUPPORTING INFORMATION: To compete more effectively in a global educational marketplace, WSU needs to establish a flat rate for our students enrolled exclusively in online courses on the Global Campus.

It is anticipated that a flat rate per credit hour will stimulate growth in our online non-resident and international student population. Global Campus students, who are not resident on a physical WSU campus, would pay a flat rate per credit hour for all online courses within a program of study, regardless of whether they are in the state of Washington, Washington DC or Scotland.

A possible rate schedule could be:

	Part-Time (less than 10 credits)	Full-Time (10-18 credits)
Undergraduate Students	Per credit rate equal to on-campus, part-time, resident undergraduate rate	Full-time rate equal to on-campus, full-time, resident undergraduate rate
Graduate Students	Per credit rate equal to on-campus, part-time, resident graduate rate	Full-time rate equal to the on-campus, full-time, resident graduate rate

ATTACHMENT: Global Campus Report

The Global Campus: A Proposal for a Flat Fee

Establishing a flat rate for our Global Campus students taking online courses will allow us to compete more effectively in the global educational market. We anticipate that a flat rate will stimulate growth in our online, non-resident and international student population. Global Campus students would pay a flat rate per credit hour for all online courses within a program of study, regardless of whether they are in Washington, Washington DC or Scotland. Non-resident students enrolled at a physical WSU campus would continue to pay the established tuition rate for that campus, even when enrolled in online courses offered through the Global Campus.

Overview

The Global Campus is responsible for the development and delivery of online courses offered by Washington State University and for providing academic advising and student support for its students. The Global Campus partners with academic departments to offer eight undergraduate degrees, six graduate degrees, seven certificates, and three teaching endorsements. It also partners with administrative units on campus including Admissions, Financial Aid and the Libraries, to support students. It has been recognized as one of the top six undergraduate online degree programs in the country by US News and World Report.

Global Campus Programs

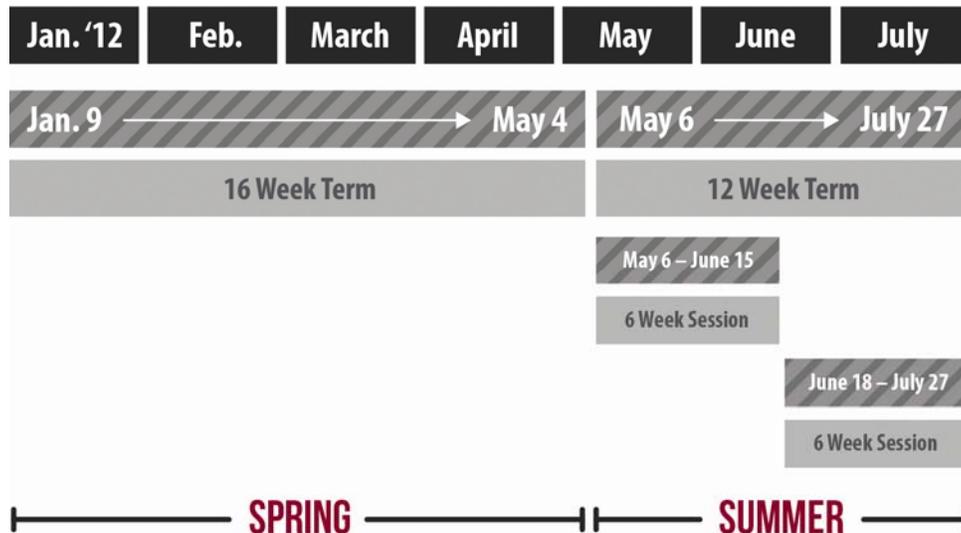
UNDERGRADUATE	GRADUATE
Degrees	Degrees
BA - Business Administration – Accounting	Master’s in Agriculture
BA - Business Administration – Management and Operations	Professional Science Master’s
BA - Business Administration – Management Information Systems	Sport Management Master’s
BA - Criminal Justice	Executive MBA
BA - Human Development	MBA
BA - Humanities	Engineering & Technology Management
BS - Psychology	
BA - Social Sciences	
Certificates	Certificates
Early Childhood Development & Care	Bioethics
Gerontology	Molecular Biosciences
Molecular Biosciences	
Organic Agriculture	
Professional Writing	
TEACHING ENDORSEMENTS	
English Language Learners	
ProTeach	
Special Education	

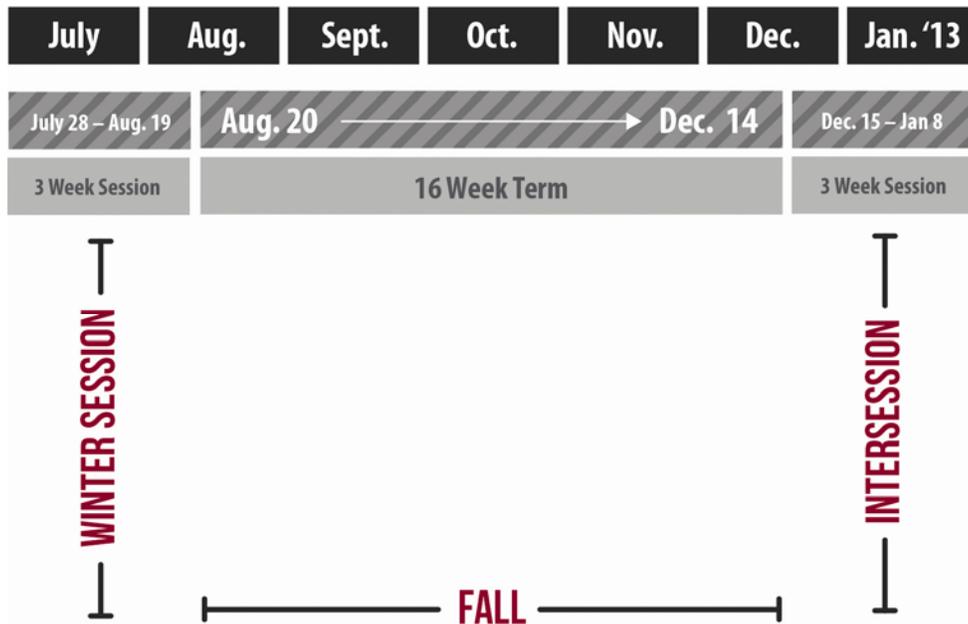
Global Campus Courses

The Global Campus offers 372 unique courses. All courses are entirely online and use an asynchronous delivery methodology. The courses are designed to maintain the rigor and experience of a campus course, following a structured schedule to ensure significant student interaction with content, faculty and peers.

Academic Terms

The Global Campus follows the same academic calendar as the Pullman campus, but also offers two unique terms to accelerate time to degree: A three-week term at the end of fall semester called Winter Session and a three-week term at the end of summer session called Intersession. During these three-week terms, students are allowed to enroll in a single course only. Although new (Winter Session has been offered twice and Intersession just once) these sessions show promise in terms of student academic performance and accelerating degree completion.



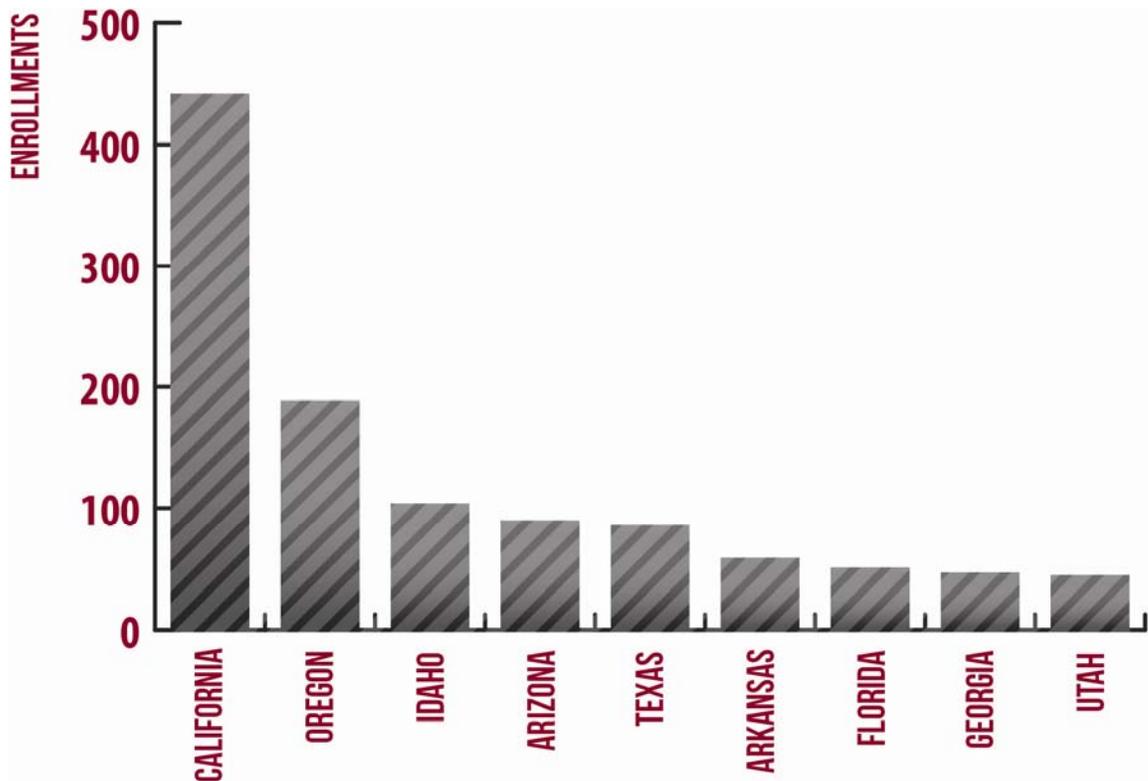


Enrollment in Global Campus Programs

The Global Campus had 17,815 enrollments last year. Of this total, 1,647 came from states other than Washington and from international students. The Global Campus non-resident student population accounts for just over 9% of total enrollments in Global Campus courses.

Enrollment by State

The Global Campus enrolled students from 46 of the 50 states last year. The number of enrollments from states other than Washington is still quite low. Aside from California, Oregon, Idaho, and maybe Arizona and Texas, the number of non-resident enrollments are insignificant.



International Enrollment

The Global Campus has demonstrated that it can successfully serve students in foreign countries. WSU has penetrated several international markets. That said, as with non-resident enrollment, the number of students served remains low. Last year, the Global campus produced 286 international enrollments. In the last decade we have served students in 62 countries. We believe that establishing a flat fee per credit hour for Global Campus students would position us to compete more effectively in areas outside of the state of Washington.

Tuition

The Global Campus tuition, for all **resident** students, whether undergraduate or graduate, is identical to WSU system-wide tuition. The Global Campus non-resident tuition is 28% higher than resident tuition, whereas the WSU system-wide non-resident tuition is slightly more than twice as much as resident tuition.

	Undergraduate	Graduate	Non-resident Undergraduate	Non-resident Graduate
PART-TIME (less than 10 credits)	\$569	\$587	\$729	\$751
FULL-TIME (10 - 18 credits)	\$5,693	\$5,868	\$7,285	\$7,513

In addition to the difference in non-resident tuition rates, some Global Campus programs charge differential tuition. For instance, the cost to students pursuing the Online MBA and Engineering Management and Technology degree is higher than other Global Campus programs. There are also variations in student fees for Global campus students and Pullman campus students. For example, Global Campus students are exempt from the mandatory health fee that is charged to Pullman campus students.

Competitive Advantage

The Global Campus is different from other online degree programs in that it offers an unparalleled opportunity to interact and connect with fellow learners and faculty beyond the confines of the virtual classroom. It allows online learners to engage in a rigorous course of study and graduate with a WSU degree, but more than that, it creates an atmosphere where online students can become Cougs. The Global Campus remains the only online degree program with a dedicated student government, which has been offering opportunities for student growth and leadership since 1997. Beginning fall 2012, the Global Campus introduces Global Connections, a platform for extracurricular activities that help complete the student experience. Through Global Connections, students can participate in lively informal web presentations on a variety of topics by WSU faculty and content experts, attend online career fairs to connect directly with employers, engage more directly in the campus common reading program, showcase their research and best work, and make friends, have fun, and become lifelong Cougs.

Observation

There is growing competition among peer universities in the delivery of online programs and degrees. To compete effectively in out-of-state and international markets, WSU needs a more favorable rate of tuition for online students who reside outside of the state of Washington. A review of 20 universities with successful online programs revealed that 17 of the 20 have a flat rate of tuition for their online students. Although a subset of the 17 universities in the review charge differential tuition between their

online programs, they offer a flat rate of tuition for each online program. That is, they do not differentiate between resident and non-resident students.