

# 2011 Market Tuition Status Report



STATE  
UNIVERSITY  
SYSTEM  
*of* FLORIDA  
Board of Governors

November 9, 2011

The Board reviewed and approved 17 market tuition programs at the February, 2011 meeting.

1. Florida International University
  - a. Master of International Business
  - b. Master in Global Governance
  - c. Master of Accounting Program
  - d. Master of Business Administration
2. Florida State University
  - a. Master of Social Work
  - b. Master in Library & Information Studies
  - c. Master in Management with major in Risk Management & Insurance
  - d. Master in Management Information Systems
  - e. Master in Business Administration
3. University of Florida
  - a. Master in Outreach Engineering Program
  - b. Master in Business Administration
  - c. Master in Pharmaceutical Sciences
  - d. Pharmaceutical Sciences Clinical Doctorate
  - e. Doctor of Audiology
4. University of Central Florida
  - a. Professional Master of Science in Management Degree Program
  - b. Master in Business Administration
  - c. Professional Master of Science in Real Estate Degree Program

The Regulation requires each university approved to offer market tuition rates to submit an annual status report. However, many of the programs are currently in the implementation stage, and meaningful data to evaluate their success is not available at this point in time.

Each university has provided a status report on each approved market tuition program.

## **Florida International University Market Tuition Status Report**

The cohorts began as market programs in Fall 2011 and have not yet been implemented long enough to obtain metrics used to evaluate the success of the program (student satisfaction and increased enrollments). The programs do show increased enrollment from previous years, which reinforces the market demand and appropriate price point for these programs.

**State University System  
Annual Status Report on Market Tuition**

<b>UNIVERSITY: Florida International University</b>		<b>Proposal 1</b>	<b>Proposal 2</b>	<b>Proposal 3</b>	<b>Proposal 4</b>	<b>Proposal 5</b>
1	<b>Degree Program and CIP Code</b>	Master of International Business 52.1101 (varying tuition rates depending on location)	Master of Accounting 52.0301 (varying tuition rates depending on location)	Master of Business Administration 52.0201 (varying tuition rates depending on location)	Master of Arts in Global Governance 30.2001	
2	<b>Date the program was approved to charge market tuition.</b>	February 2011	February 2011	February 2011	February 2011	
3	<b>Tuition prior to market tuition rate approval.</b>	Between \$15,000 to \$32,091	Between \$18,000 to \$27,242	Between \$21,000 to \$58,000	\$0	
4	<b>Current tuition.</b>	Between \$17,250 to \$33,000	Between \$18,000 to \$30,250	Between \$21,000 and \$63,000	\$32,000	
5	<b>Changes in tuition planned for the coming year.</b>	Between \$19,800 to \$37,900*	Between \$18,000 to \$34,700*	Between \$21,000 and \$67,000*	No changes proposed.	
6	<b>Student enrollment in similar state funded programs prior to implementing market tuition (Headcount):</b>					
7	<b>Resident</b>	65	115	750	0	
8	<b>Non-Resident</b>	56	20	250	0	
9	<b>Total</b>	121	135	1000	0	
10	<b>Student enrollment in similar state funded programs after implementing market tuition (Headcount):</b>					
11	<b>Resident</b>	0	0	50	0	
12	<b>Non-Resident</b>	0	0	60	0	
13	<b>Total</b>	0***	0***	110	0	
14	<b>Student Enrollment in market tuition cohort(s) (Headcount):**</b>					
15	<b>Resident</b>	60	157	1212	30	
16	<b>Non-Resident</b>	149	0	253	0	
17	<b>Total</b>	209	157	1465	30	
18	<b>In a separate document, using the metrics in the initial proposal,</b>	See ****	See ****	See ****	See ****	

\* Contingent upon market demand analysis

\*\* Forecasted, First market rate program cohort began Fall 2011

\*\*\* These programs were converted from tuition plus format

\*\*\*\* The cohorts began as market programs in Fall 2011 and have not yet been implemented long enough to obtain metrics used to evaluate the success of the program (student satisfaction and increased enrollments). The programs do show increased enrollment from previous years, which reinforce market demand and appropriate price point for these programs.

**Florida State University  
Market Tuition Status Report  
College of Business  
Risk Management Insurance, Master in Business Administration and Management  
Information Systems Programs**

The Market Rate Tuition proposals were approved in March 2011. However, advertising for most programs start a year in advance. Since advertising for the market rate programs began very late in the application process, a decision was made to delay implementation until Summer 2012.

There are sufficient seats in the current fundable programs to accommodate all qualified applicants.

At this time, the results for the Market Rate Tuition are difficult to ascertain, as the cohort of students that will be paying the Market Rate Tuition are continuing to apply for admission. Current levels of inquiries and applications are very similar to those of Summer 2011. Therefore, we do not expect the Market Rate Tuition to materially affect the number of students enrolled in the programs.

**Florida State University  
Market Tuition Status Report  
Market-rate Program in Library and Information Studies**

**Program Goal Assessment**

1. **Increase the number of non-resident students from 40 (the enrollment in Fall 2010) to 120 within two years.** We currently have 65 US-based, non-resident, online students in our program. This is less than the 80 students we had hoped for at this time. We believe this is primarily due to the very short time we had to admit students into this program, but the economy may be playing a role as well as our Florida-resident student application rate is also dropping. We officially began enrolling students into the market-rate program in June 2011. As a result we had about 35 days to admit students into the market-rate program. (The BOG notification reached us in late February and the FSU approval to collect the fees reached us in mid-June. We officially announced the program the next day.)

We need about 60 students admitted each year to reach our goal of 120 students. We admit students for Fall, Spring and Summer semesters, but normally have a higher application rate in the Fall. The 19 new enrollees for Fall is below our initial Fall target of 30 new students and we hope to do better now that the program is fully established. It is our long-term intention to transition all of our US-based, non-resident, online enrollments into the market rate program. As our current US-based, non-resident students graduate they will be replaced by students entering the market-rate program.

2. **Maintain our ALA accreditation.** The program re-accreditation process will begin later this academic year.

**Student Feedback**

We have not yet had any formal evaluations of this program (we are less than three weeks into the initial courses) though we have had extremely positive feedback from new students about the reduction in cost (\$1,140 per credit hour to \$515 per credit hour).

Florida State University  
Market Tuition Status Report  
FSU Masters Social Work (MSW) Market Tuition Program

The market tuition Master Social Work program for the FSU College of Social Work was approved in March 2011. The College admitted 16 students to this program in Fall 2011. This report will speak to the accountability measures that were submitted with the program proposal.

**Accountability Measure 1: Increase enrollment of out-of state students by 100%**

The Fall 2011 semester was the first semester that this program was available to out-of-state residents. The market tuition program was not approved until March 2011 and the College was well into its recruiting and admissions cycle. For this reason, the College was not able to actively recruit new students for the market tuition program. The 16 students admitted to the program in the fall do not meet this accountability measure.

Active recruiting has been established for the spring semester and this number should increase. The College most likely will not meet the goal of a 100% increase in enrollment by the end of the FTE year. We will be focusing efforts on creating marketing materials as part of a plan to bolster enrollments for the 2012-2013 FTE year. It is believed that this enrollment target will be more realistic after these efforts are put into place.

**Accountability Measure 2: Develop 3 new courses for online delivery**

The College will develop three new courses to be offered in Spring 2012, Summer 2012, and Fall 2012 respectively. The first two courses SOW5646, Gerontological Social Work and SOW5648, Physiological Aspects of Aging are components of the Certificate in Gerontology offered by the college. The third course, SOW5656, Child Welfare Practice will make it possible for students to complete the Child Welfare Practice Certificate online. These are two certificates that were not available to online students, including fundable Florida residents, prior to this time.

**Accountability Measure 3: Add two faculty lines**

The College has not generated enough revenue to achieve this accountability measure. It is hoped that revenue generated from the market tuition program will make this a reality as the enrollments grow and the program reaches capacity.

**Accountability Measure 4: Add 1 student services positions to facilitate recruiting, advising, job placement, and academic skills development for in-state and out-of-state student in online and campus-based programs.**

The College has not generated enough revenue to achieve this accountability measure. Market tuition is currently supporting part of a position that works to advise and recruit students. As the program reaches capacity, funds will be used to expand student services by hiring an additional person to facilitate the other functions as described in this accountability measure.

**State University System  
Annual Status Report on Market Tuition**

<b>UNIVERSITY: Florida State University</b>		<b>Proposal 1</b>	<b>Proposal 2</b>	<b>Proposal 3</b>	<b>Proposal 4</b>	<b>Proposal 5</b>
1	<b>Degree Program and CIP Code</b>	Master of Social Work	Master of Science - Library and Information Studies 250101	Online Master in Risk Management Insurance	Online Master in Business Administration	Online Master in Management Information Systems
2	<b>Date the program was approved to charge market tuition.</b>	March, 2011	July, 2011	March, 2011	March, 2011	March, 2011
3	<b>Tuition prior to market tuition rate approval.</b>	484.82/ credit hour	\$1,140.18/semester hour + \$20 student facilities use fee*	\$14,734	\$22,559	\$19,089
4	<b>Current tuition.</b>	625.00/ credit hour	\$515/semester hour	\$17,600	\$27,300	\$23,100
5	<b>Changes in tuition planned for the coming year.</b>	Will remain the same	Tuition will increase to \$530/semester hour beginning Fall 2012.	Will increase by 9.10%.	Will increase by 7.14%.	Will increase by 7.14%.
6	<b>Student enrollment in similar state funded programs prior to implementing market tuition (Headcount):</b>					
7	Resident	102	533	22	178	34
8	Non-Resident	0	48	29	96	15
9	Total	102	582	51	274	49
10	<b>Student enrollment in similar state funded programs after implementing market tuition (Headcount):</b>					
11	Resident	111	500			
12	Non-Resident	0	46			
13	Total	111	546	n/a	n/a	n/a
14	<b>Student Enrollment in market tuition cohort(s) (Headcount):</b>					
15	Resident	0	0			
16	Non-Resident	16	19			
17	Total	16	19	n/a	n/a	n/a
18	<b>In a separate document, using the metrics in the initial proposal, assess the results of the market tuition implementation. Provide any programmatic/student feedback related to the implementation.</b>	See narrative.	See narrative.	See narrative.	See narrative.	See narrative.

## University of Central Florida

### Proposal 1: EMBA/PMBA Programs CIP Code: 52.0101 Accountability Measures

#### Number of cohort EMBA and PMBA degree programs offered

Year Started	EMBA	PMBA
2011	1	2
2010	1	1
2009	1	2

#### Number of students enrolled

Term	EMBA	PMBA
Fall 2011	36	83
Fall 2010	46	85
Fall 2009	47	79

#### Compliance with SACS and AACSB standards for accreditation

Curriculum: Curriculum structure and course content consistent with Standards.

Faculty: Faculty credentials consistent with Standards.

#### Credit Hours generated

Term	EMBA	PMBA
Fall 2010, Spr 2011, Sum 2011	825	1582
Fall 2009, Spr 2010, Sum 2010	912	1521

#### Program revenues relative to program costs

	Revenues	Costs
FY 2011	\$2,178,080	\$1,454,363
FY 2010	\$2,339,146	\$1,569,971

#### Student satisfaction with the program

EMBA 2010 exit survey: Overall satisfaction with program 8.9 of 10\*

PMBA 2010 exit survey: Overall satisfaction with program 7.9 of 10\*

Note: Survey conducted by Perception Research (EMBA Council)

### Employer satisfaction with the program

Referrals and repeat business from employers are primary indicators of employer satisfaction with our programs. Since 2009, the following major Central Florida employers have sponsored multiple students to our EMBA and PMBA programs: Disney; 14, Lockheed; 9, Darden; 6, Siemens; 6, Florida Hospital; 5, Oracle; 5, .Progress Energy; 4.

### Number of degrees conferred

Term	EMBA	PMBA
Fall 2010, Spr 2011, Sum 2011	22	50
Fall 2009, Spr 2010, Sum 2010	24	21

### Summary

An inspection of our performance on the above eight accountability measures shows that the most recent period's achievements are on par with the previous periods. Implementation of market rate tuition programs has gone well. We do not believe our tuition increases have impacted our enrollments in the EMBA and PMBA programs, although it is difficult to know this with certainty, given the challenging economic climate in the Central Florida region. Our plans are to maintain the number of programs at par with recent periods. However, measures will be taken to increase enrollments.

**Proposal 2: PMSM Program CIP Code: 52.0101  
Accountability Measures**

**Number of PMSM degree programs offered**

Year Started	PMSM
2011	0
2010	1
2009	0

**Number of students enrolled**

Term	PMSM
Fall 2011	0
Fall 2010	28
Fall 2009	20

**Compliance with SACS and AACSB standards for accreditation**

Curriculum: Curriculum structure and course content consistent with Standards.

Faculty: Faculty credentials consistent with Standards.

**Credit Hours generated**

Term	PMSM
Fall 2010, Spr 2011, Sum 2011	636
Fall 2009, Spr 2010, Sum 2010	306

**Program revenues relative to program costs**

	Revenues	Costs
FY 2011	\$476,436	\$310,980
FY 2010	\$264,548	\$251,120

**Student satisfaction with the program**

We currently do not have an external measure of student satisfaction for the PMSM; we are developing one for use with the next cohort.

**Employer satisfaction with the program**

We have experience with two cohorts, making it difficult to draw conclusions about referrals and repeat business from firms.

**Number of degrees conferred**

<b>Term</b>	<b>PMSM</b>
<b>Fall 2010, Spr 2011, Sum 2011</b>	<b>26</b>
<b>Fall 2009, Spr 2010, Sum 2010</b>	<b>20</b>

**Summary**

We have only delivered two PMSM programs, and are planning a new one in May 2012. The number of unsolicited inquiries about this program is an encouraging sign. Implementation of market rate tuition programs has gone well. We do not believe our planned tuition increase will have a major negative impact on our enrollments in the PMSM program, although it is difficult to know this with certainty, given the challenging economic climate in the Central Florida region. Measures will be taken to increase enrollments.

**Proposal 3: PMRE Program CIP Code: 52.1501  
Accountability Measures**

**Number of PMRE degree programs offered**

Year Started	PMRE
2011	0
2010	1
2009	0

**Number of students enrolled**

Term	PMRE
Fall 2011	20
Fall 2010	25
Fall 2009	0

**Compliance with SACS and AACSB standards for accreditation**

**Curriculum:** Curriculum structure and course content consistent with Standards.

**Faculty:** Faculty credentials consistent with Standards.

**Credit Hours generated**

Term	PMRE
Fall 2010, Spr 2011, Sum 2011	570
Fall 2009, Spr 2010, Sum 2010	0

**Program revenues relative to program costs**

	Revenues	Costs
FY 2011	\$355,224	\$259,426
FY 2010	\$21,100*	\$68,264*

\*Program began June 2010; revenues lag expenses

**Student satisfaction with the program**

We currently do not have an external measure of student satisfaction for the PMSM; we are developing one for use with the next cohort.

**Employer satisfaction with the program**

We have experience with only one cohort, thus we do not yet have information on referrals and repeat business from firms.

**Number of degrees conferred**

Term	PMRE
Fall 2010, Spr 2011, Sum 2011	0
Fall 2009, Spr 2010, Sum 2010	0

**Summary**

Implementation of market rate tuition programs has gone well. We have only delivered only one PMRE program cohort, which will graduate at the end of the current fall term. A new cohort is planned for January 2013. We believe this 1-year span between programs is prudent given the challenging real estate market in central Florida. Measures will be taken to increase enrollments in the second class relative to our first one.

**State University System  
Annual Status Report on Market Tuition**

<b>UNIVERSITY: University of Central Florida</b>		<b>Proposal 1</b>	<b>Proposal 2</b>	<b>Proposal 3</b>
1	<b>Degree Program and CIP Code</b>	EMBA/PMBA CIP Code: 52.0101	PMSM CIP Code: 52.0101	PMRE CIP Code: 52.1501
2	<b>Date the program was approved to charge market tuition.</b>	February 2011	February 2011	February 2011
3	<b>Tuition prior to market tuition rate approval.</b>	\$44,000 / \$35,000	\$24,500	\$29,500
4	<b>Current tuition.</b>	\$47,000 / \$37,000	\$24,500	\$29,500
5	<b>Changes in tuition planned for the coming year (2012).</b>	Incr. to \$50,000 / \$39,000	Incr. to \$27,000	No Change Planned
6	<b>Student enrollment in similar state funded programs prior to implementing market tuition (Headcount): Fall 2010</b>			
7	<b>Resident</b>	363	0	0
8	<b>Non-Resident</b>	19	0	0
9	<b>Total</b>	382	0	0
10	<b>Student enrollment in similar state funded programs after implementing market tuition (Headcount): Fall 2011</b>			
11	<b>Resident</b>	350	0	0
12	<b>Non-Resident</b>	18	0	0
13	<b>Total</b>	368	0	0
14	<b>Student Enrollment in market tuition cohort(s) (Headcount): Fall 2011</b>			
15	<b>Resident</b>	119	0	20
16	<b>Non-Resident</b>	0	0	0
17	<b>Total</b>	119	0	20
18	<b>In a separate document, using the metrics in the initial proposal, assess the results of the market tuition implementation. Provide any programmatic/student feedback related to the implementation.</b>	See narrative.	See narrative.	See narrative.

18. The market tuition rate requests that were approved last spring have, in general, not yet been implemented. In every case, the programs included elected not to interject a price change in extant programs. Rather, the implementation was planned to coincide with new cohorts. As a result the implementation dates are:

1. Master of Business Administration	Spring 2012
2. Doctor of Audiology	Fall 2011
3. Master of Science in Industrial & Systems Engineering	Spring 2012
4. Working Professionals Doctor of Pharmacy	Fall 2012
5. Master of Science in Pharmacy	
a.) Forensic Chemistry	Spring 2012
b.) Pharmaceutical Chemistry	Spring 2012
c.) Pharmaceutical Outcomes and Policy	Fall 2011

Even in the two instances where implementation has occurred, it is too early to report on metrics related to outcomes.

The fact that tuition changes have been limited lends credence to the notion that the program directors have not seized the opportunity as a short run revenue maximizing vehicle. Changes that have and will occur are designed to attain an appropriate quality/competitive position consistent with the long run value proposition of the program and the University.

The report next year on these programs should be complete with data to affirm this strategy.

**State University System  
Annual Status Report on Market Tuition**

University of Florida		Proposal 1	Proposal 2	Proposal 3	Proposal 4	Proposal 5
1	<b>Degree Program and CIP Code</b>	Master of Business Administration (6 cohorts are offered with varying tuition.) CIP Code 52.0201	Working Professional Doctor of Audiology Program CIP Code 51.0202	OEM (MS in Industrial & Systems Engineering) CIP Code 14.2701	Working Professional Doctor of Pharmacy (PharmD) Program (WPPD) CIP Code 51.2001	Master of Science in Pharmacy CIP Code 51.2099
2	<b>Date the program was approved to charge market tuition.</b>	February, 2011*	February, 2011	February, 2011*	February, 2011*	Please see detailed attachment
3	<b>Tuition prior to market tuition rate approval.</b>	Range \$32,200 to \$46,000	\$15,501.00	\$27,520	\$513.31/ credit hour	
4	<b>Current tuition.</b>	Range \$32,200 to \$46,000	\$15,501.00	\$27,520	\$513.31/ credit hour	
5	<b>Changes in tuition planned for the coming year.</b>	Range \$37,103.04 to \$52,654.56	No changes proposed.	TBD-anticipate 5-7% increase	5% increase in Fall, 2012	
6	<b>Student enrollment in similar state funded programs prior to implementing market tuition (Headcount):</b>					
7	<b>Resident</b>	85	N/A	2	N/A	
8	<b>Non-Resident</b>	56	N/A	4	N/A	
9	<b>Total</b>	141	N/A	6	N/A	
10	<b>Student enrollment in similar state funded programs after implementing market tuition (Headcount):</b>					
11	<b>Resident</b>	90**	N/A	6**	N/A	
12	<b>Non-Resident</b>	50**	N/A	3**	N/A	
13	<b>Total</b>	140	N/A	9	N/A	
14	<b>Student Enrollment in market tuition cohort(s) (Headcount):</b>					
15	<b>Resident</b>	85**	4	38**	67**	
16	<b>Non-Resident</b>	45**	74	18**	425**	
17	<b>Total</b>	130**	78	56**	492**	
18	<b>In a separate document, using the metrics in the initial proposal, assess the results of the market tuition implementation. Provide any programmatic/student feedback related to the implementation.</b>	Please See Attached Note				

\*The first cohort to pay market rate tuition will matriculate in 2012.

\*\* Forecasts

N/A -No similar state funded program

**State University System  
Annual Status Report on Market Tuition**

<b>UNIVERSITY: Florida, College of Pharmacy</b>				
1	<b>Degree Program and CIP Code</b>	Master of Science in Pharmacy - Forensics Chemistry CIP Code 51.2099	Master of Science in Pharmacy - Pharmaceutical Chemistry CIP Code 51.2099	Master of Science in Pharmacy - Pharmaceutical Outcomes and Policy CIP Code 51.2099
2	<b>Date the program was approved to charge market tuition.</b>	February, 2011*	February, 2011*	February, 2011^
3	<b>Tuition prior to market tuition rate approval.</b>	\$460/credit hour	\$460/credit hour	\$650/credit hour
4	<b>Current tuition.</b>	\$460/credit hour	\$460/credit hour	\$750/credit hour
5	<b>Changes in tuition planned for the coming year.</b>	15% increase Spring 2012*	15% increase Spring 2012	No changes planned
6	<b>Student enrollment in similar state funded programs prior to implementing market tuition (Headcount):</b>			
7	Resident	11	N/A	N/A
8	Non-Resident	0	N/A	N/A
9	Total	11	N/A	N/A
10	<b>Student enrollment in similar state funded programs after implementing market tuition (Headcount):</b>			
11	Resident	11	N/A	N/A
12	Non-Resident	0	N/A	N/A
13	Total	11	N/A	N/A
14	<b>Student Enrollment in market tuition cohort(s) (Headcount):</b>			
15	Resident	291*	35*	9
16	Non-Resident	847*	122*	45
17	Total	1138	157	54
18	<b>In a separate document, using the metrics in the initial proposal, assess the results of the market tuition implementation. Provide any programmatic/student feedback related to the implementation.</b>	Please see attached note		

\* The first cohort to pay market tuition rate will matriculate in 2012.

\*\* Forecasts

^ Students began paying the new rate in August, 2011.

N/A -No similar state funded programs