

Market Tuition Annual Report Summary Comments

Background

Board Regulation 7.001(15) authorizes a university board of trustees to submit a proposal for market tuition for graduate-level courses offered online or courses offered through the university's continuing education unit. To determine the success of the program, the Board has established a pilot program that limits the number of approved programs to no more than five per academic year. The Board has extended the pilot program until November 2016 and will determine the success of the program and if any recommendations should be made on changing the market tuition program.

The Board has authorized 67 programs to charge market tuition. Each university is required to submit an annual update on the status of the authorized programs. Annual reports submitted by FAU, FGCU, FIU, FSU, UCF, UF, and USF, show that many of the programs are in the early stages of implementation, though the following provides some overall observations. The complete annual report summary from each university is available from the Board Office.

Observations

- Though the Board has approved 67 programs to date, there are many that have yet to be implemented, such as USF's Master of Science in Entrepreneurship and Masters of Business Administration with a Concentration in Sport and Entertainment Management. Both of these programs have implementation deferred to 2015-16. Also, several programs are too new to have data on enrollments and completions.
- Some institutions are lowering non-resident tuition in an effort to increase enrollments.
- Institutions were asked to provide a narrative response regarding efforts at the department, college, and university level to assist market rate students in attaining a job or pursuing additional career opportunities. Responses included career advising, internship programs, networking opportunities, and relationships such as the one FAU has with Career Source of Broward County and Palm Beach County. These organizations are full-service career centers, staffed with career coaches and counselors who are dedicated to serving career-in-transition, experience, professional job seekers.
- Many market tuition programs are designed for the working professional.
- The reports show some programs that have had success with enrollments or completions. There are programs, such as USF's Master of Science in Nurse Anesthesia, that have seen enrollment numbers double since market rate implementation. UF's Master of Science in Pharmacy (Forensics) has had 769 degrees or certificates since approval in 2011.
- Some programs appear to have had a decline in state-funded enrollments while increasing market tuition enrollments.